

Types of discrepancies between GA4 and Hikashop found in orders dated Dec 11, 2023:

1) Timing discrepancy

Certain orders captured around midnight ended up being Dec 11 in GA, and Dec 12 in Hikashop. For example, C3N1Y1Z87 appears listed in GA report for Dec 11 (scr: <http://tinyurl.com/ys5g6sth>), but I could not find it in HikaShop list for the same date. After searching for the order number itself, it showed up under Dec 12 in Hikashop (<http://tinyurl.com/yrbqjprq>)

2) VAT discrepancy

Hikashop reports order totals with VAT, GA does not include VAT. For example, Hikashop shows an order total of \$112.5 for C3N1S0J58 (scr: <http://tinyurl.com/yp9pbram>), but the actual value in GA is \$90 (scr: <http://tinyurl.com/ywayt3mx>). The difference comes from VAT.

3) Order value discrepancy

The order value in GA is significantly higher and we cannot find a pattern to it. Some examples - there are plenty more:

- C3N1T0A73 is \$180 in GA (scr: <http://tinyurl.com/yt6vynfo>), but 108.90 in Hikashop (scr: <http://tinyurl.com/ykr9cg2b>)
- C3N1T0Y94 is \$180 in GA (scr: <http://tinyurl.com/ykxjuu9>), but \$90 in Hikashop (scr: <http://tinyurl.com/ywzvvygw>)

Total orders analyzed: 123

Orders with discrepancies: 31