

Google Analytics 4: Learn How to Plan, Setup, Report and Draw Insights

Mode of training: Offline or Online

Program Duration: 12-16 hours of Practical classes + Addnl. Assignments / Practice / Exam / Assessments / LMS access etc

Total sessions: 8-12 of 1.5 hrs each

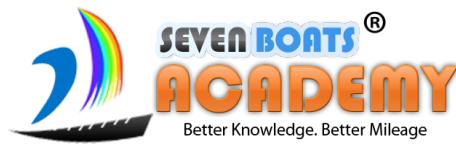
Course Objectives:

- Equip participants with a strong understanding of Google Analytics 4 (GA4) and its capabilities.
- Enable them to set up and implement GA4 for any website or app.
- Guide them in tracking user behavior, conversions, and data effectively.
- Develop their skills in analyzing GA4 data to gain actionable insights and optimize marketing strategies.

Topics and a plan of the program

Session 1-2: Introduction to Google Analytics 4 (GA4) (2 hours)

- **Introduction to GA4:**
 - Overview of GA4 and its key features.
 - Benefits of using GA4 for businesses.
- **Understanding the Fundamentals of GA4:**
 - Data privacy and security in GA4.
 - Event-based measurement model.
 - User journey tracking and analysis.
- **Differentiating between Universal Analytics and GA4:**
 - Highlighting key differences in data collection and reporting.
 - Migration considerations from Universal Analytics to GA4.
- **Events:** In GA4, all user interactions are captured as events, providing a more flexible and comprehensive data model.
- **Parameters:** Events can have associated parameters that provide additional context and detail about the interaction.
- **User properties:** Attributes that describe the users engaging with your website or app, such as demographics or preferences.



Session 3-4: GA4 Setup & Integration (2 hours)

- **Creating a GA4 Property:**
 - Step-by-step guide to creating a GA4 property for your website or app.
 - Configuring data streams for website/app tracking.

- **Integrating GA4 with Your Website or App:**
 - Implementing the GA4 tracking code on your website/app.
 - Verifying successful data collection.
 - Creating a new GA4 property and configuring data streams for websites and apps
 - Exploring the various reports and features available within the GA4 interface
 - Tracking key events and user behavior using event tracking and custom dimensions
 - Exploring the GA4 reporting interface and navigation
 - Understanding the different report types, such as acquisition, engagement, and monetization reports
 - Creating and customizing reports based on specific business requirements

Session 5-6: Choosing the Right Metrics and KPIs (2 hours)

- **Identifying Your Business Objectives:**
 - Aligning GA4 with your overall business goals.
 - Examples of relevant business goals (e.g., user acquisition, account creation, purchase completion).

- **Setting SMART Goals for Analytics:**
 - Defining Specific, Measurable, Achievable, Relevant, and Time-bound goals for GA4 implementation.
 - Setting clear benchmarks for success.
- Creating and analyzing funnels to understand user journeys and identify drop-off points
- Defining and utilizing custom segments to isolate and examine specific user groups
- Leveraging the Analysis Hub for advanced exploration and visualization of data

Session 7-8: Defining Your Business Goals (2 hours)

- **Understanding Key Performance Indicators (KPIs):**
 - Defining KPIs relevant to your business goals.
 - Examples of key KPIs (e.g., website traffic, user engagement, conversion rates, customer lifetime value).
- **Selecting Relevant Metrics for Tracking:**
 - Identifying the appropriate metrics to measure progress towards KPIs.
 - Understanding how different metrics can be used together to gain a holistic view.

Session 9-10: Implementing Event Tracking (2 hours)

- **Tracking User Interactions with Events:**
 - Understanding the concept of events in GA4.
 - Identifying key user interactions to track (e.g., page views, button clicks, form submissions, purchase events).
- **Setting Up Custom Events:**
 - Creating custom events in GA4 to capture specific user behaviors.
 - Defining event parameters to gather additional data for analysis.
- Understanding the event-based data model in GA4
- Implementing event tracking using Google Tag Manager or custom JavaScript
- Creating and tracking custom events specific to your business needs

Session 11-12: Data Analysis and Actionable Insights (2 hours)

- **Customer Journey Analysis:**
 - Analyzing user behavior across different touchpoints (website, app, marketing channels).
 - Identifying potential drop-off points in the conversion funnel.
- **Obtaining Actionable Insights:**
 - Transforming GA4 data into actionable insights for your business.
 - Making data-driven decisions to improve user experience, marketing campaigns, and overall performance.
 - Using filters and comparisons to refine and analyze data
 - Creating and interpreting funnels to understand user paths and identify opportunities for optimization
 - Utilizing the free form, path exploration, and segment overlap features for advanced analysis

- Defining and applying custom segments to focus on specific user groups or behaviors

Assignments:

- Setting up a GA4 property for a hypothetical business and configuring relevant events and user properties
- Analyzing a user journey for an e-commerce site and providing recommendations based on the insights gained
- Creating custom segments and reports to address specific business questions or challenges

- **Assessment / Evaluation:**

- Short quiz to assess participants' understanding of key concepts covered in the workshop.

- **Conclusion Deriving Techniques:**

- Identifying the project, possible reason and solution.
- Free form & breakdown and filters, funnel (trended and standard) , custom event, custom segment ,
- Audience creation, referral spam identification and prevention via GTM (exception & trigger rules), cloudflare WAF
- Custom report , customizing dashboard, AI based insights, AI tools / 3ed party heatmap tools

- **Interactive Q&A Session:**

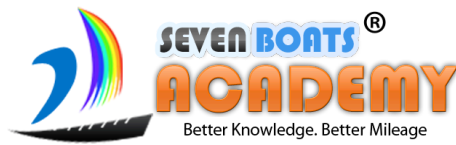
- Addressing participants' questions and concerns related to GA4 implementation and data analysis.

- **Conclusion and Next Steps:**

- Discussing additional resources for continuous learning and certifications in GA4.
- Providing recommendations for further exploration and implementation based on specific business needs.

Additional Information:

- This course is designed to take you beyond the basics of Google Analytics 4. It focuses on guiding you through the entire process of planning, setting up, reporting, and extracting valuable insights from your data.
- This course is updated with the latest GA4 features and best practices.



- Case study / Live Projects / Practical oriented approach of training in a simple, easy-to-understand manner, ensuring that you grasp the material.
- Notes, PPTs, and checklists are provided for reference.
- Participants can access the instructor for doubt clearing and further support.
- Evaluation of the participants on the basis of quiz, class & home assignments / case study presentations and online exam.
- Participants get a certificate from Seven Boats Academy.
- Participants additionally as a bonus get shared access to LMS and other resources.
- This workshop is taught by our professional GA practitioners, ensuring that you receive expert guidance. Find about our trainers: <https://www.7boats.com/academy/trainers/>
- The ultimate goal is to empower you to gain insights from GA4, not just understand its features and interface.