Leveraging Google Analytics

Introduction:

- ➢ Google Analytics is like a skilled detective your hire to reveal actionable intelligence about your app.
- ➢ Provides real-time data on user acquisition and behavior.
- ➢ Helping you make data-driven decisions.
- ➢ Use Google Analytics to:
    - Understand user behavior.
    - Identify gaps.
    - Chart a strategic plan.

Tracking Key Metrics:

1- User demographics:
Provides valuable insights into the user 's age, gender and interests.

2- Behavior Flow:
Helps you identify frequently visited screens and where they drop off.

3- Real-time data:
Helps analyze how users interact with your app.
(These real time insights are helpful when you want to understand how users react to a marketing campaign or a feature rollout).

4- Conversion tracking:
Helps analyze how your app is performing.
(when you introduce a new feature in your app and want to track its frequency of use).

Post-analysis action:

- ➢ Personalize content by using data from the users' demographics.
- ➢ Enhance features to increase conversions.
- ➢ Optimize user journey based on behavior flows.
- ➢ Deploy A/B testing to verify apps changes before rollout.

(A/B testing is marketing experiment in which you compares two versions of your app to determine which is more effective).

Best Practices /Guidelines:

➢ Prioritize and focus only on critical metrics such as user engagement, retention, and conversion rates.
➢ Establish a schedule for reviewing reports regularly.
➢ Use tools like Google Tag Manager and Firebase's A/B testing to refine your apps performance.

Tools and resources:

➢ *Firebase Console:*
Centralized route to manage data and reports.

➢ *Google Tag Manager:*
Custom tagging and advanced even tagging.
(It enables precise measurement of user behaviors and interactions).

➢ *Google Analytics Documentation:*
Expensive guidance on analytical capabilities.