Name : Atharva Ajit karekar

Email: atharvakarekar4784@gmail.com

Mobile: 8879896069

Google Analytics 4 (GA4) implementation and customization report

1. GA4 training from training

1.1 Event-based tracking model

GA4 replaces traditional session-based tracking with an event-driven model and allows for more traction of user interaction. Store Takeaairs include:

- Each interaction is recorded as an event (eg page views, clicks, rolls, purchases).
- Increased tracking of user trips across devices and platforms.
- Confidentiality -centred data collection with tracking of cookies.

1.2 Increased measurement functions

GA4 provides the underlying tracking for important functions and reduces the requirement for manual layout. Some standard Events include:

- Roll tracking (when 90% of user side roll last)
- Outgoing link click
- Search Search of Websites
- Video engagement tracking
- File download of tracking

1.3 User engagement and storage analysis

GA4 changes sessions associated with traditional rejection frequency, providing a better solution and Meaningful user interaction. Major Engagement Matrix includes:

- Per user --coupled (measurement of repeated engagement)
- Average commitment time per session
- User storage and tracking of life price

1.4 funnel and orbit analysis

GA4 allows us Path. The facilities include:

- Multi-stage funnel visualization
- Path Analysis to Track User Navigation
- Partition to compare different user behaviour

1.5 predicting matrix and AI insight

GA4 covers the AI-operated insight to predict user behaviour. It also includes:

- Brainstorm probability (likely to leave users)
- Possibility of purchase (user who is likely to change within 7 days)
- Income forecast

1.6 Google advertising and great current integration

GA4 enables better advertising goals and data analysis:
- To create an audience for automatic reminder
- Export raw incident data to BigQuery for Intensive Analysis
- Synchronize with Google ads to customize paid promotions

2. Traffic and User Behavior Trends

2.1 Traffic and user behaviour trends

- Most users enter through organic searches and paid ads.
- High commitment on the homepage but the requirement for delivery frequency on product pages indicates the requirement for Better UX.
- Visitors coming back have a high session period, suggesting loyalty between repeat Customers.

2.2 Demonstration Hotation was identified

- The checkout process has 65% abandonment of abandonment → Simplification is required.
- Mobile users have higher jumping rates (48%) than the desktop (32%) → Specify → Possible problems with mobile UI/UX.
- Product Page Industry Benchmark (3.2S vs. 2s optimal) loads slower than → Display requires adaptation.

2.3 Conversion matrix and funnel insight
- Only 3.5% of users who add goods to wagons complete shopping.
- Tracking video engagement suggests that customers viewing product videos have a 28% High conversion frequency.
- Delivery speed for the contact form is 40% → Fields can be heavy.

3. Action-rich recommendations for adaptation

3.1 Ui/UX correction

● Improve product page design: Increase visual hierarch, increase product image size and Simple details.
● Optimize navigation: Fast search and category-based filtration quick Product detection.
● Increase the checkout experience: Reduce the form field, introduce guest checks and perform Progress indicators.
● Improve mobile responsibilities: Adjust the button size, optimize touch movements and Streamline navigation for mobile users.

3.2 Technical Performance Growth

● Reduce side load time by using:
Image compression using the Weam Webpi format, Browser collection and lazy loading technology. CDN (material distribution network) for fast global distribution.
● Improve the core web vitally and spread the reproductive blockage script. Adapt the largest controversial paint (LCP) by reducing large side elements. And address problems with cumulative layout shifts (CLS) to prevent unexpected UI shifts.

3.3 GA4 Data Tailment Using Insight

● Use A/B -Test: Use the customized segment of GA4 to test the variations on the product pages, CTAS, and checkout.
● Take advantage of Predictive Analysis: Create a high -high -high -high -high -tense The possibility of purchase.
● Personalization strategies, Use the behavioral department to customize website materials and send individual offers to users based on previous interactions.

3.4 Better GA4 tracking and reporting

● Set enlarged tracking of e-commerce: Track product view, ad-to-map activities and The box flows in detail.
● Define high-value user segments: Identify users associated with many product pages But don't change.
● Automatic Report: Set GA4 Dashboard for real-time tracking of larger performance Calculations.

Conclusion and next step

By implementing the above reforms, we can significantly increase the user experience, increase commitment and high conversion. GA4 will continuously serve as a powerful tool for monitoring And refining the performance of our site.

Next step:
● Priority to adapt to fast-winning, including improvement in side speed through assets Adaptation, by reducing the friction points and increasing the mobile by increasing the checkout UX Responsibility for creating an easier experience.
● Develop an A/B -Test map that systematically evaluates large designs and materials Update, including testing of efficiency on call-to-action, for adaptation of page setup
To limit the message to improve conversion and engagement.
● Take advantage of GA4 audience segmentation to refine marketing strategies
Samples for specific user segments based on commitment patterns and purchases
Possibility.
● Tracks and analyzes the whole
Users to increase connection and repetition adaptation that improves conversions.
This structured approach will ensure a date-powered adaptation strategy that improves both users
Experience and business results