

## Practical-12

**Aim: Exploring Google Data Analytics tool.**

### **Google Data Analytics tools**

#### **1) Google Analytics:**



- Google Analytics is one of the widely used Google Data Analytics tools.
- It is a free Google Data Analytics tool by Google Marketing Platform that provides Statistics and Analytical tools for tracking Digital Marketing Campaigns.
- It is available for free of cost to anyone with a Google account. Google Analytics helps organizations gauge the success of their campaigns, determine user traffic sources, track the completion of multiple goals, drive website traffic, discover patterns in user engagement, and catch visitor information such as demographics.
- Some of its features are Data Collection, Monitoring, Analysis, Reporting, Visualization, and Integration with other applications.
- They include Intelligence and Anomaly Detection, Dashboards and Charts for Data Visualization, Data Filtering, and Manipulation, Predictive Analytics, etc.

#### **2) Google Search Console**

- Google Search Console (GSC) is a Google Data Analytics tool that aids maintenance and helps to monitor and troubleshoot your website's presence in Google Search Engine Results.

- It also assists in diagnosing technical Search Engine Optimization (SEO) issues, understanding your most popular pages, improving your ranking, and increasing organic traffic.
- Regardless of the website's platform, everyone can use Google Search Console for free. Google Search Console is like having a Performance Report for your website for tracking important Key Performance Indicators (KPIs) like Clicks, Impressions, Click- Through Rate, and Average Position on Google Search Engine Results.
- Tracking KPIs helps businesses discover keywords with high or low Click-Through Rates and reveal site visitor's intent for better Content Optimization.
- Google Search Console also features Period-Over-Period (POP) comparisons to determine changing trends.

### 3) Looker



- Looker is a Google Data Analytics tool that provides you Big Data Analytics platform.
- It helps you to easily analyse and share real-time Business Analytics.
- Google completed the acquisition of Looker in 2020, and it is now a part of Google Cloud.
- This powerful Business Intelligence (BI) tool is exceptional for developing insightful Data Visualizations.
- Looker simplifies and expedites the data finding process within organizations by harnessing the power of SQL to find data rather than traditional Data Extraction methods.

### 4) Google Ads



- Google Ads is a Google Data Analytics tool that provides you an Online Advertising platform.
- It lets businesses show their ads and pay whenever a visitor clicks the ad. With Google Ads, companies get to display relevant ads to the right audience.
- You can target ads based on Keywords, Location, Audience Demographics, Duration and Frequency of the Day, and Devices.
- Google Ads also lets you track the actions taken by the audience.
- Businesses can view and manage multiple campaigns from the same account and conveniently make changes to campaigns.
- Another advantage of Google Ads is that users can put constraints on maximum bids and daily budgets, so they don't spend more than they want to.

#### **5) Google Data Studio**

- Google Data Studio is a Google Data Analytics tool for Reporting Metrics and Data Visualization.
- It can pull data from 12 platforms, including Google Analytics, YouTube, CloudSQL, etc., and present them in easy-to-share, easy-to-modify, and easy-to-read reports.
- There are various Charts, Maps, Widgets, and Graphs for efficient Data Visualization.
- The versatility of Google Data Studio makes it a popular choice. It helps businesses to make informed decisions and achieve their goals.
- You have access to Unlimited Widgets, Dynamic Reporting and Sharing, Free Templates, and Tutorials for Training.
- Google Data Studio is free to use.

#### **6) Google Optimize**



Optimize

- Google Optimize is a Google Data Analytics tool that allows businesses to test and analyse the parts of their website that require improvement.
- It takes data from Google Analytics to identify improvement areas and turns them into insights so you can deliver significant results.
- Testing variations of your website allows you to focus on areas that give better results and work best for your audience.
- Some features include A/B or A/B/n Testing, Split Testing, Multivariate Testing, and Server-Side Experiments.

## 7) Google Surveys



- Google Surveys is a Google Data Analytics tool that provides you a Cost- Effective Platform.
- It helps Marketers to evaluate trends and predict customer behaviour.
- It makes consumer research easy and offers fast and reliable insights from genuine audiences.
- The tool is priced at a per completed response basis and on your target audience.
- The price will also vary if you have Screening Questions, Length of the Survey, Target Audience, and Incidence Rate.

## 8) Google Tag Manager



- Google Tag Manager (GTM) is another free Google Data Analytics tool that allows you to install and track tags on your website with no code.
- Google Tag Manager makes it easy for non-programmers to add and edit tags, triggers, and variables.
- Google Tag Manager saves time and makes it easier to troubleshoot tag errors.
- You can also export the tags, create your templates of commonly used triggers/tags, or use the built-in tags provided by Google Tag Manager.
- Larger organizations can upgrade to Tag Manager 360, a premium version that gives access to commenting capabilities, approvals, and a flexible, fast, and secure way to tag.