6. Introduction to Analytics

Aim: to use Google Analytics, a platform that collects data from your websites and apps to create reports that provide insights into your business.

Description:
Google Analytics 4, the next generation of Analytics which collects event-based data from both websites and apps. GA4 is a new kind of **property** designed for the future of measurement:

> Collects both website and app data to better understand the customer journey
> Uses event-based data instead of session-based
> Includes privacy controls such as cookieless measurement, and behavioral and **key event** modeling
> Predictive capabilities offer guidance without complex models
> Direct integrations to media platforms help drive actions on your website or app

How to get started with Google Analytics 4

There are 2 ways to get started if you are an editor or administrator:

Option 1: Set up [Analytics data collection for the first time](#)

> *Do this if you're new to Analytics and ready to collect data for your website and/or app.*

Option 2: Add Google Analytics 4 to a [website builder platform or CMS](#) (content management system)

> *Do this if you use a CMS-hosted (Content Management System) website, e.g. a website created using Wix, WordPress, Drupal, Squarespace, GoDaddy, WooCommerce, Shopify, Magento, Awesome Motive, HubSpot, etc.*

Set up Analytics

The Analytics measurement code collects data for your web or app property, and returns that data to Analytics where you can see it in reports. When you add a new web or app property to your Analytics account, Analytics generates the measurement code snippet that you need to add to the pages or screens whose data you want to collect.

Digital analytics in practice

Think about an online store, such as the Google Merchandise Store. It might have a goal to sell more t-shirts. Using digital analytics, the store could collect data from their online advertising campaigns, and analyze it to see which ones are most effective, and then expand those marketing efforts.

For example, the store could analyze geographical sales data to understand if people in certain places buy a lot of shirts and if they do, then the store could run additional advertising campaigns in those areas.

How Google Analytics works

Google Analytics is a platform that collects data from your websites and apps to create reports that provide insights into your business.

Measuring a website

To measure a website, you first have to create a Google Analytics account. Then you need to add a small piece of JavaScript measurement code to each page on your site. Every time a user visits a webpage, the tracking code will collect pseudonymous information about how that user interacted with the page.

For the Google Store, the measurement code could show how many users visited a page that sells drinkware versus a page that sells houseware. Or it could tell us how many users bought an item like an Android doll by tracking whether they made it to the purchase-confirmation page.

The measurement code will also collect information from the browser like the language setting, the type of browser (such as Chrome or Safari), and the device and operating system on which the browser is running. It can even collect the "traffic source," which is what brought users to the site in the first place. This might be a search engine, an advertisement they clicked on, or an email marketing campaign.

Processing and reporting

When the measurement code collects data, it packages that information up and sends it to Google Analytics to be processed into reports. When Analytics processes data, it aggregates and organizes the data based on particular criteria like whether a user's device is mobile or desktop, or which browser they're using.

But there are also configuration settings that allow you to customize how that data is processed. For example, you might want to apply a filter to make sure your data doesn't include any internal company traffic or developer traffic.

Once Analytics processes the data, it's stored in a database where it can't be changed.

So remember, when you set up your configuration, don't exclude any data you think you might want to analyze later. Once the data has been processed and stored in the database, it will appear in Google Analytics as reports.

Google Analytics 4 is the next generation of Analytics. Use the following labeled image to find your way around the interface of a Google Analytics 4 property so you can familiarize yourself with the main parts of Analytics.
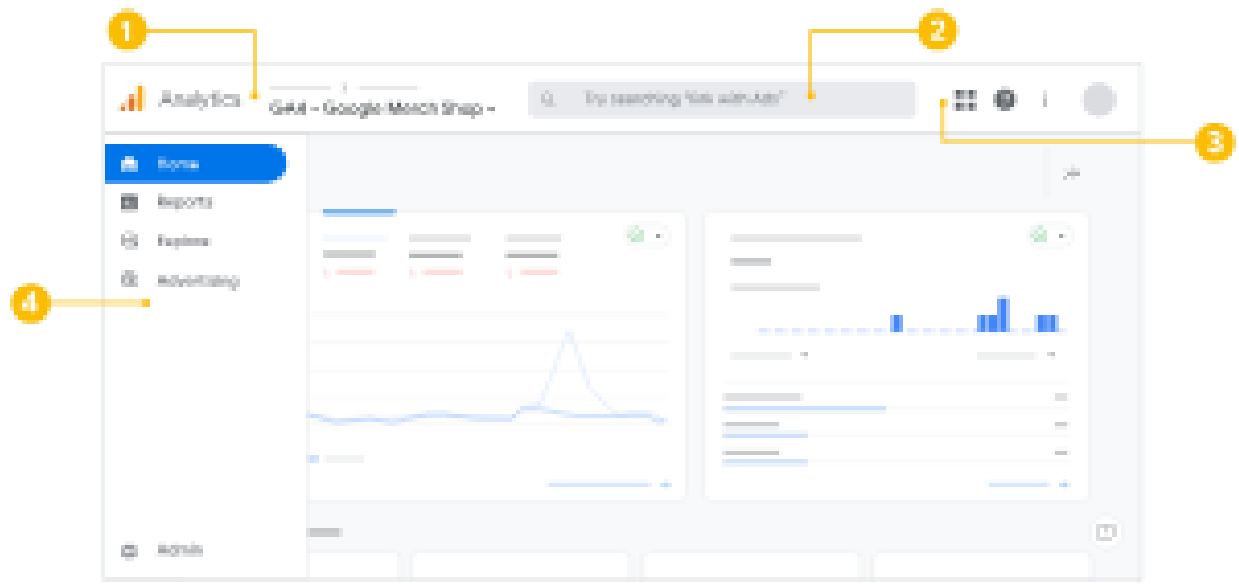
Switch between accounts and properties

In the top-left corner of the Analytics interface is a menu you can use to switch between all of the Analytics accounts and properties for which you have permission.

Search

Search for instant answers to your questions, find reports, admin pages, and insights, manage accounts and properties, and access help content. If you click in the search box, you can see recent searches and reports you've opened.

Search is available in all languages supported by Google Analytics 4 properties in Google Analytics.

Access other product, get help, and manage accounts

In the top-right corner of the Analytics interface is a collection of options where you can switch between Google Marketing Platform products [], get more help [?], start an in-product guided tour or send product feedback to the Analytics Product team [], and manage your Google Account.

When you click to get more help, you can read a brief article about the current page, or open a panel to find popular articles, search the Analytics Help Center, access the Google Analytics community, and contact the Analytics Support team.

Navigate to reports, explorations, advertising, and admin

The navigation pane on the left provides links to:

Home: Find information that's relevant to you based on your behavior in Analytics.

Reports: Monitor traffic, investigate data, and understand your users and their activity.

Explore: Explore your data with a collection of advanced techniques that go beyond standard reports to help you uncover deeper insights about your customers' behavior.

Advertising: Get a better understanding of the ROI of your media spend across all channels, make informed decisions about budget allocation, and evaluate attribution models.

Admin: Get access to the Analytics administrative features.

Demo account

Learn by experimenting with data from the Google Merchandise Store and Flood-It!

The Google Analytics demo account is a fully functional Google Analytics account that any Google user can access. It contains 2 Google Analytics 4 properties. The demo account is a great way to look at real business data and experiment with Google Analytics features.

In this article:

Access the demo account
Where the data comes from
Ways to use the demo account
Limitations
Remove access to the demo account

For subtitles in your language, turn on YouTube captions. Select the settings icon at the bottom of the video player, then select "Subtitles/CC" and choose your language.

Access the demo account

To access the demo account, click one of the three links at the end of this section. When you click a link:

> If you already have a Google account, you're prompted to log in to that account.
> If you don't have a Google account, you're prompted to create an account and then log in.

When you click a link below, you agree to let Google perform one of 2 actions related to your Google account:

> If you already have a Google Analytics account, we will add the demo account to your Analytics account.
> If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the account selector in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the account selector.

> Google Analytics 4 property: Google Merchandise Store (web data)
> Google Analytics 4 property: Flood-It! (app and web data)

You can remove the demo account at any time.

Where the data comes from

The data in the Google Analytics demo account is from the Google Merchandise Store and Flood-It!.

The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise.

These 2 properties contain data in the account that is typical of what you would see for an ecommerce site, and include the following kinds of information:

> Traffic source data. Information about where website users originate. This includes information about organic traffic, paid search traffic, and display traffic.
> Content data. Information about the behavior of users on the site. This includes the URLs of pages that users look at, and how they interact with page content.
> Transaction data. Information about the transactions that occur on the Google Merchandise Store website.

Flood-It! is a simple yet exciting strategy puzzle game in which you have to flood the whole game board with one color in fewer than the allowed steps. The game is available for download on Android and iOS. There is a Google Analytics 4 property for Flood-It! containing games reporting and data from the app and website that includes the following kinds of information:

Calculated metrics. Information that is computed from existing metrics. This includes metrics like Average revenue per active user and Average engagement time. It also includes Buyer conversion and Revenue heartbeat, which are based on Google Play's recommended key performance indicators.

Events data. Information about user interaction with content. This includes events like level completion and level resets.

Ecommerce data. Information related to in-app purchases.

Ways to use the demo account

Because the demo account shows actual data from an ecommerce website, it's useful for exploring Google Analytics reports and features. Here are a few things you can do with the 2 Google Analytics 4 properties:

View the standard Google Analytics 4 reporting in the Merchandise Store property.

Explore games reporting in the Flood-It property.

Do basic analysis, such as:

Which channel is responsible for acquiring the most new users across your different platforms?

How many total unique users does each business have?

How many conversions have occurred on the Flood-It! app and Merchandise Store website in the last week?

Perform funnel exploration: Where do users enter the conversion funnel, and where do they drop off?

Conduct ad-hoc explorations by dragging and dropping multiple variables—the different segments, dimensions, and metrics you use to measure a business—onto a canvas to see instant visualizations of your data.

Limitations

All users have the Viewer role for the Google Analytics Demo Account. This means that you can:

See reporting data and configuration settings.

Manipulate data within reports (e.g., filter a table, add a secondary dimension, create a segment).

Create personal assets like custom reports and share them, and see shared assets. You cannot collaborate on shared assets.

Data in the demo account is obfuscated but is still typical Analytics data.

The Google Analytics 4 properties do not include report or exploration export functionality, the ability to see the device ID dimension, or the use of the User Exploration technique in the Explorations main menu.

You cannot use the demo account with the Analytics Data API for either property type. Attempts to do so result in a permissions error.

Remove access to the demo account

To remove your access to the demo account, follow the steps below. You can always get access to the demo account again.

1. In Admin, under *Account,* click Account access management.
   Note: The previous link opens to the last Analytics property you accessed. You can change the property using the property selector.You must be an Administrator at the account level to edit an account.
2. Make sure you are in the demo property.
3. Click Remove myself.