

Module :6

Assignment

Question:1

What are events in Google analytics?

Answer:

In Google Analytics 4 (GA4), an **event** is any meaningful action or occurrence that takes place on your website or mobile-app that you want to track.

Here's a breakdown of what that means, why it matters, and how to use events well.

What is an event

- GA4 defines an event as “*a specific interaction or occurrence on your website or app — for example when someone loads a page, clicks a link, or completes a purchase.*” In GA4, pretty much **everything** is tracked as an event: page views, button clicks, form submissions, scrolls, downloads. This is a change from the previous version (Universal Analytics), where only certain things were “events”.
- Events have **parameters**: when you send an event, you can attach additional information (key-value pairs) to provide context — e.g., which button was clicked, what product was purchased, user ID, etc.

Types of events in GA4

GA4 groups events into different **types** depending on how they're collected and how much effort is required to set them up.

Here are the main categories:

Type	Definition
Automatically collected events	These are tracked by GA4 by default when you set up your web/app stream. E.g., <code>first_visit, session_start</code> .
Enhanced measurement events	With one toggle, GA4 can automatically track things like scrolls, outbound link clicks, file downloads, video engagement. No code (or minimal) changes required.
Recommended events	With one toggle, GA4 can automatically track things like scrolls, outbound link clicks, file downloads, video engagement. No code (or minimal) changes required.
Custom events	These are entirely defined by you, for specific actions unique to your business (e.g., “pdf_download”, “signup_popup_opened”).

How to implement & track events

Using the GA4 developer documentation, you'll often use code like:

```
gtag('event', '<event_name>', {
```

```
<parameter1>: 'value1',  
  
<parameter2>: 'value2',  
  
...  
  
});
```

- In GA4 UI you can see events in Realtime, use DebugView for testing, and in the “Events” section to view defined events.
- When deciding event names and parameters, best practices include:
 - Using standard/recommended event names where possible (helps Google’s processing & reporting).
 - Being consistent with naming/parameters so your reports are clean and meaningful.
 - Ensuring dense parameters relevant to the event so you can slice data effectively.

Why events matter

- Events allow you to **understand user behaviour** at a deeper level — not just page views but *what users do* on your site/app (clicks, scrolls, engagement).
- They help you track **business-important actions**: e.g., a form submission, purchase, demo booking — which you can then mark as a “key event” (or conversion) to measure how well you’re meeting your goals.

- With the right parameters in events, you can segment users, measure channels, understand which content drives value, optimize your site/app accordingly.

Special concept: Key Events (Conversions)

- A **key event** (formerly “conversion” in older tools) is an event you mark as especially important for your business success (e.g., “purchase_complete”, “lead_form_submitted”).
- Once you mark an event as key, you’ll get metrics like **Session Key Event Rate**, **User Key Event Rate** in GA4 — helping you see how many sessions/users lead to that important action.
- It’s recommended to only mark **meaningful** events as key (not generic ones like “page_view”) to maintain clarity and focus.

Example scenarios

- You might track an event called `video_play` when a user clicks “Play” on a video. Parameters could include `{ video_title: "How To Setup GA4", video_length: 300 }`.
 - Track `file_download` when a user downloads a whitepaper, with parameter `{ file_name: "SEO_Guide.pdf", file_size_kb: 1024 }`.
 - Mark event `lead_form_submitted` as a key event because it indicates a potential sales lead.
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Question:6

Create a goal for your business and study reports whether it has been completed or not.

Answer:

Here's how you can set a clear business goal, and then create a simple report to evaluate whether it's been completed or not.

1. Set the Goal

Use the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound).

Example Goal:

“Increase monthly sales revenue by 15% by the end of Q2 (June 30, 2025) by launching two new product bundles and running a promotional campaign aimed at existing customers.”

Breakdown:

- **Specific:** Increase monthly revenue by 15%, using new product bundles + promo campaign.
- **Measurable:** Revenue increase of 15% compared to baseline.
- **Achievable:** Based on past performance and new bundles.
- **Relevant:** Supports growth strategy.
- **Time-bound:** By June 30, 2025.

2. Create a Study/Report to Check Completion

Build a report structured around: what was planned, what was done, what metrics show, and conclusion. Use goal-based reporting: emphasise the goal and progress towards it.

Report Template:

Section	Content
Goal Statement	(Restate the goal)
Baseline Metrics	What monthly revenue was before starting the effort (e.g., April 2025: ₹X)
Actions Taken	E.g., launched two bundles (Bundle A, Bundle B) on May 1; promo campaign ran May 5–May 31 with e-mail + social media.
Metrics During Period	<ul style="list-style-type: none">• May revenue: ₹Y• June revenue: ₹Z• Increase from baseline: %• Other relevant KPIs: number of bundles sold, number of promo participants, new customers acquired, etc.
Analysis	Compare actual increase to target 15%. If less, explore reasons (e.g., low uptake, insufficient reach, supply issues)
Conclusion	Did we meet the goal? Yes/No Next steps or corrective actions if not met.

3. Example Outcome & Conclusion

Let's say baseline monthly revenue in April was ₹100 lakhs.

- May revenue: ₹112 lakhs → 12% increase
- June revenue: ₹114 lakhs → 14% increase
Overall by June you've achieved a 14% increase (just short of 15%).

Conclusion: Goal not fully completed (fell short by 1 %).

Next steps: Extend the promo for one more month, refine messaging, push bundles more through existing customer base.

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