






Perfect — I've reviewed the entire module content from your file and both Skillshop lessons. Below is a **detailed, exam-ready digest** covering everything you need to know from “Get Started Using Google Analytics” and “Manage GA Data and Learn to Read Reports.”

This includes:

-  Definitions and key terms
 -  Structures and hierarchies
 -  Enumerations (lists, steps, features)
 -  Abbreviations and their meanings
 -  Key processes and practical examples
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1. Core Concepts

♦ Digital Analytics

Definition:

The process of collecting, measuring, and analyzing data from digital sources (websites, apps) to understand user behavior and improve business decisions.

Purpose:

- Understand how users interact with websites/apps
- Evaluate marketing effectiveness
- Improve content and user experience
- Support data-driven decisions

♦ Marketing Funnel

Stage	Description	Analytics Focus
Acquisition	Attracting users/customers	Which marketing channels bring users
Engagement	Users interact with your site/app	What content or pages users engage with
Monetization	Users convert (buy/subscribe)	How many become paying customers
Retention	Repeat interactions	How often users return

2. How Google Analytics Collects Data

♦ Tag

A small snippet of code added to your website to send data to Google Analytics.

Ways to implement:

1. **Google Tag Manager (recommended)** – Manage tags via an interface.
2. **Manual Installation** – Add code after `<head>` tag on every page.
3. **Website Builder/CMS** – Paste measurement ID into the platform settings.

♦ Firebase SDK

Used for **mobile apps** (Android/iOS). Collects app events like:

- First open
 - In-app purchases
 - Screen views
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3. Google Analytics Account Structure

Level	Description	Example
Account	The top-level container (business entity)	"MyCompany Analytics"
Property	Represents a website or app	"MyCompany Website"
Data Stream	The flow of data from a source	"Website stream," "Android app stream"

Types of data streams:

- **Web Data Stream** – Websites
- **App Data Stream** – Mobile apps (iOS/Android)

Analytics 360: Enterprise version with **sub-properties** and **roll-up properties** for advanced data management.

4. Events and Data

♦ Event

Any user interaction (page view, click, purchase).

♦ Event Parameters

Extra details describing the event (e.g., "video_name," "duration").

♦ User Properties

Describe users (e.g., location, device category).

♦ Dimensions vs. Metrics

Concept	Description	Example
Dimension	Descriptive data ("who/what/where")	Country, Device Category

Metric Quantitative data (“how many”) Total Users, Conversions

Example:

- Dimension: *Country = Philippines*
 - Metric: *Users = 1200*
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5. Key Administrative Concepts

♦ Roles and Permissions

Role	Description	Inherits From
Administrator	Full control, manage users	All
Editor	Manage settings and data, but not users	Marketer ↓
Marketer	Manage audiences, events, and conversions	Analyst ↓
Analyst	Create reports and explorations	Viewer ↓
Viewer	View-only access	None

Data Restrictions:

- *No cost metrics* – hides ad spend data
 - *No revenue metrics* – hides sales revenue data
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6. Verifying Data Collection

♦ Realtime Report

- Displays **user activity from the past 30 minutes**
 - Used to verify if tags or SDKs are working correctly
 - Found under **Reports** → **Realtime**
- ◆ **Tag Assistant**
 - A **debugging tool** and Chrome extension to check if the tag is properly installed.
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7. Admin Features and Data Management

- ◆ **Enhanced Measurement**

Automatically tracks common interactions (page views, scrolls, file downloads, video views).

- ◆ **Cross-Domain Measurement**

Tracks users across multiple domains (e.g., main site + payment site).

- ◆ **Unwanted Referrals**

Exclude traffic from irrelevant domains (like third-party payment processors).

- ◆ **Data Filters**

Used to exclude certain traffic types:

1. **Internal Traffic** – excludes employee IPs
 2. **Developer Traffic** – excludes debug/test data
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8. Conversions

Definition:

Valuable user actions (e.g., purchases, signups).

Setup:

1. Confirm the event exists.
2. In **Admin** → **Events**, toggle “Mark as Conversion.”
3. Or manually add via **Admin** → **Conversions** → **New Conversion Event**.

Key Point:

Conversions are a **subset of events** that are most valuable to your business.

**9. Reports Overview****♦ Two Types of Reports**

Type	Description
Overview Reports	Summarized data in “cards”
Detail Reports	Drill down with dimensions and metrics

♦ Default Report Categories

Report	Focus
Realtime	Activity in the last 30 minutes
Acquisition	Where users come from
Engagement	What users interact with
Monetization	What users buy
Retention	Returning users

User	Who the users are
Attributes	
Tech	Devices and platforms used

10. Report Customization

♦ Filters and Comparisons

- **Filters:** Show specific data (e.g., users from PH only).
- **Comparisons:** Compare data side-by-side (e.g., desktop vs. mobile).

When building filters or comparisons:

👉 Use **dimension or metric values**.

♦ Custom Reports & Sharing

- Customize in **Reports** → **Library**
 - Each property can have up to **7 report collections**
 - Share reports via a link icon
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11. Explore (Advanced Analysis)

♦ Purpose

Goes beyond Reports with deeper, customizable analyses.

♦ Exploration Templates

Type	Description
Free Form	Drag-and-drop dimensions and metrics into rows, columns, values

Funnel Exploration Visualize steps to conversion

Path Exploration Explore user paths through your site/app

♦ **Structure Example**

Rows: Country

Columns: Device Category

Values: Total Users

♦ **Data Differences Between Reports and Explore**

- **Sampling:** Explore may use sampled data
- **Processing Time:** Reports update faster
- **Metrics/Dimensions Support:** Some not available in Explore



12. Abbreviations and Key Terms

Abbreviation	Meaning
GA	Google Analytics
SDK	Software Development Kit
CMS	Content Management System
CPC	Cost Per Click
ROI	Return on Investment
IP	Internet Protocol
GA4	Google Analytics 4
UI	User Interface

_gl Linker parameter for cross-domain tracking

13. Account Setup Summary

Steps:

1. Go to analytics.google.com
 2. Click **Start measuring**
 3. Name your **Account**
 4. Create a **Property** (set time zone, currency)
 5. Choose **Business Objectives**
 6. Create **Data Streams** (Web/App)
 7. Install **Tags or SDK**
 8. Verify via **Realtime Report**
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Sample Questions You Might Encounter

1. What report shows data from the past 30 minutes? → **Realtime Report**
2. What tool verifies correct tag installation? → **Tag Assistant**
3. What does CPC stand for? → **Cost Per Click**
4. What are the 3 ways to install a GA tag?
→ Manually, Tag Manager, or Website Builder

5. What's the difference between dimension and metric?
→ Dimension describes; Metric measures.
6. Where can you manage user roles? → **Admin** → **Account Access Management**
7. Which exploration type shows the steps toward conversion? → **Funnel Exploration**
8. How many data streams can you create per property? → Multiple (web + app)

Would you like me to create a **condensed reviewer sheet (1-2 pages)** version — perfect for midterm study notes and quick recall?