



# Google Analytics Skillshop: Complete Exam Study Guide

This guide merges all essential content from your Skillshop modules and the provided summary. It covers definitions, structures, enumerations, abbreviations, and practical processes for Google Analytics (GA), tailored for midterm exam prep.

## 1. Core Concepts & Definitions

- **Digital Analytics:** Collecting, measuring, and analyzing data from digital sources (websites, apps) to understand user behavior and improve business decisions.
- **Google Analytics (GA):** A tool for tracking and reporting website/app traffic and user interactions.
- **Tag:** Code snippet added to your site/app to send data to GA.
- **Google Tag Manager (GTM):** Interface for managing tags without direct code edits.
- **Firestore SDK:** Used for mobile apps to collect app events.
- **Event:** Any user interaction tracked (e.g., page view, click, purchase).
- **Event Parameter:** Extra details about an event (e.g., video name, duration).
- **User Property:** Attributes about the user (e.g., location, device type).
- **Dimension:** Descriptive data ("who/what/where"), e.g., country, device category.
- **Metric:** Quantitative data ("how many"), e.g., total users, conversions.
- **Custom Dimension/Metric:** User-defined attributes or measurements.
- **Conversion:** Valuable user action (e.g., purchase, signup), marked as a conversion event.
- **Data Stream:** Flow of data from a website/app to a GA property.
- **Measurement ID:** Unique identifier for a data stream.
- **Enhanced Measurement:** Automatic tracking of common web events.
- **Cross-domain Measurement:** Tracks users across multiple domains.
- **Referral:** Traffic from another website.
- **Unwanted Referral:** Referral traffic you want excluded.
- **Data Filter:** Excludes certain data (e.g., internal traffic) from reports.

## 2. Marketing Funnel Stages

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

## 3. GA Account Structure

Level	Description	Example
Account	Top-level container (business)	"MyCompany Analytics"
Property	Represents a website or app	"MyCompany Website"
Data Stream	Flow of data from a source	"Website stream"

- **Types of Data Streams:** Web (websites), App (iOS/Android)
- **Analytics 360:** Enterprise version with advanced features

## 4. Events & Data Structure

- **Event:** User interaction (page view, click, purchase)
- **Event Parameters:** Details about the event
- **User Properties:** Describe users (location, device)
- **Dimension vs. Metric:**
  - Dimension: Descriptive (e.g., Country = Philippines)
  - Metric: Quantitative (e.g., Users = 1200)

## 5. Roles & Permissions

Role	Description
Administrator	Full control, manage users
Editor	Manage settings/data, not users
Marketer	Manage audiences, events, conversions
Analyst	Create reports, explorations
Viewer	View-only access
None	No access

- **Data Restrictions:** Hide cost/revenue metrics as needed

## 6. Verifying Data Collection

- **Realtime Report:** Shows user activity from the past 30 minutes; used to verify tags/SDKs.
- **Tag Assistant:** Chrome extension to check tag installation.

## 7. Admin Features & Data Management

- **Enhanced Measurement:** Tracks page views, scrolls, downloads, video views automatically.
- **Cross-Domain Measurement:** Tracks users across multiple domains.
- **Unwanted Referrals:** Exclude traffic from irrelevant domains.
- **Data Filters:**
  - Internal Traffic: Excludes employee IPs
  - Developer Traffic: Excludes test/debug data

## 8. Conversions

- **Definition:** Valuable user actions (e.g., purchases, signups)
- **Setup Steps:**
  1. Confirm event exists
  2. In Admin → Events, toggle "Mark as Conversion"
  3. Or add via Admin → Conversions → New Conversion Event
- **Key Point:** Conversions are a subset of events most valuable to your business

## 9. Reports Overview

- **Types of Reports:**
  - Overview Reports: Summarized data in "cards"
  - Detail Reports: Drill down with dimensions and metrics
- **Default Report Categories:**
  - Realtime: Activity in last 30 minutes
  - Acquisition: Where users come from
  - Engagement: What users interact with
  - Monetization: What users buy
  - Retention: Returning users
  - User Attributes: Who the users are
  - Tech: Devices/platforms used

## 10. Report Customization

- **Filters:** Show specific data (e.g., users from PH only)
- **Comparisons:** Compare data side-by-side (e.g., desktop vs. mobile)
- **Custom Reports & Sharing:**
  - Customize in Reports → Library
  - Up to 7 report collections per property
  - Share via link icon

## 11. Explore (Advanced Analysis)

- **Purpose:** Deeper, customizable analyses
- **Exploration Templates:**
  - Free Form: Drag-and-drop dimensions/metrics
  - Funnel Exploration: Visualize steps to conversion
  - Path Exploration: Explore user paths
- **Structure Example:**
  - Rows: Country
  - Columns: Device Category
  - Values: Total Users
- **Data Differences:**
  - Explore may use sampled data
  - Reports update faster
  - Some metrics/dimensions not available in Explore

## 12. Abbreviations & 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

Abbreviation	Meaning
_gl	Linker parameter for cross-domain tracking

### 13. Account Setup Steps

1. Go to [analytics.google.com](https://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

### 14. Enumerations & Lists for Exams

#### Ways to Connect Your Website to GA

- Manually add tag to code
- Use Google Tag Manager
- Paste measurement ID into website builder/CMS

#### Types of Events

- Automatically Collected Events
- Enhanced Measurement Events
- Recommended Events
- Custom Events

#### User Roles (in order of permissions)

1. Administrator
2. Editor
3. Marketer
4. Analyst
5. Viewer
6. None

## Report Types

- Overview Report
- Detail Report

## 15. Sample Exam Questions

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, 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 steps toward conversion? → Funnel Exploration
8. How many data streams per property? → Multiple (web + app)

## 16. Quick Mnemonics & Review Tips

- **DAM:** Dimensions Are Meaningful (text labels)
- **MNM:** Metrics are Numbers Measured
- **ACE:** Account > Property > Data Stream (structure)
- **RACE:** Reports, Admin, Compare, Explore (interface sections)
- **EVENT:** Every Value Explains Notable Tracking

**Ready for a condensed reviewer sheet or flashcards? Let me know your preferred format or course level for a tailored study tool!**



1. Summary.pdf