

Day 10 – Analytics and Reporting

Topic: Measuring Digital Performance

Today we explored **Google Analytics** and how data drives marketing decisions. We learned about traffic sources, bounce rate, user behavior, and goal tracking.

Practical Work / Activities:

- Reviewed analytics data for a demo website.
- Created a basic traffic report.
- Studied metrics for SEO and social media performance.

Key Takeaways:

- Learned to interpret website metrics.
- Understood how data supports marketing strategy.
- Realized that analysis is key to campaign improvement.