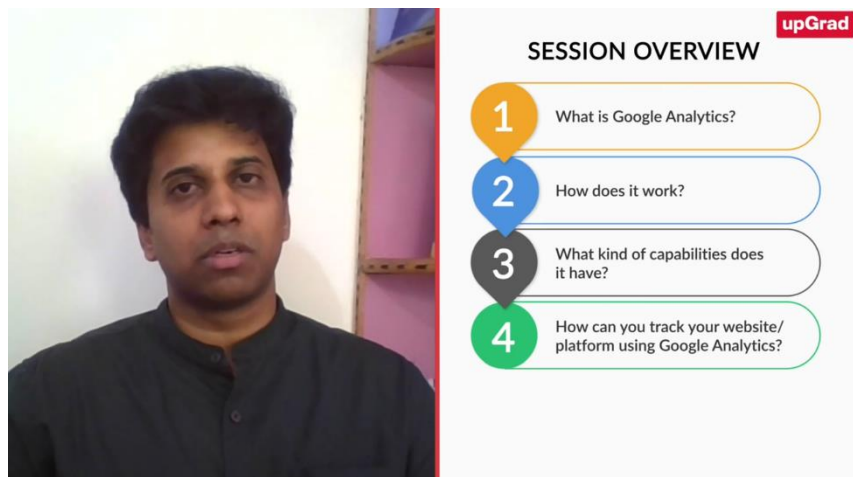


## Transcription

# Using Google Analytics to Track your Product



When it comes to web analytics, Google analytics is a name you must have heard of. Google is a big player in this field and has some really great offerings around solutions for web analytics. And the tools the Google has, especially the Google analytics and the tools that we will see, they are very useful, very intuitive tools that help you perform very powerful analysis very quickly. So, this is a tool that you should have an understanding of.

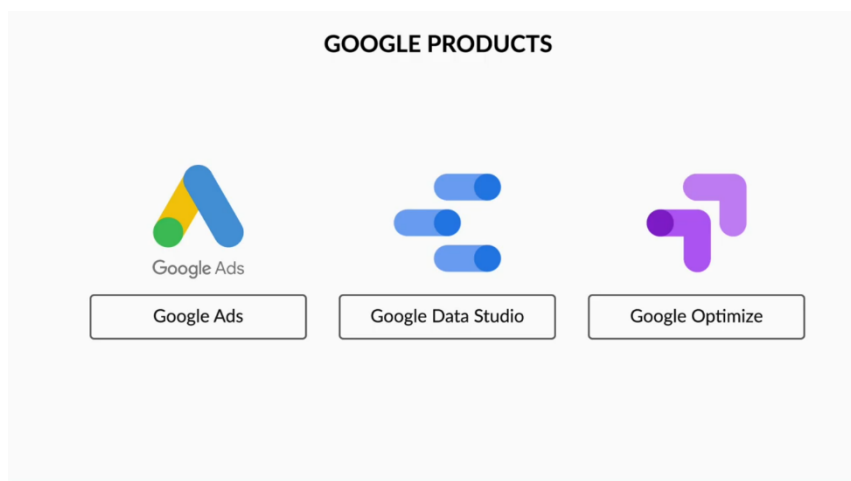


In this discussion, which will be likely a demonstration as well. In this part, we will get a high-level understanding of what Google analytics is first and how it works, what kind of capabilities it has. Then we also see as someone who wishes to track, say your website or platform on Google analytics, how do you go about doing that?



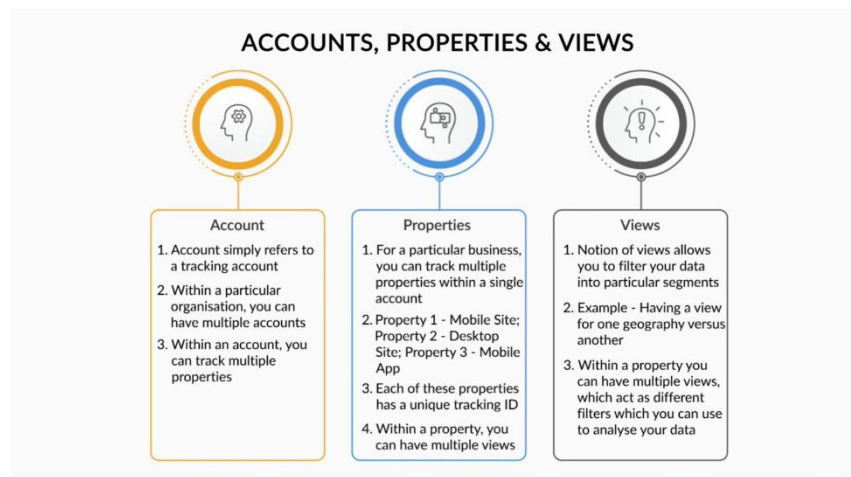
Google analytics is a web analytics solution provided by Google, which allows you to track your website, track user behaviour in website, analyse those and do a lot more around general web analytics and user behaviour on your platform.

It started in November, 2005 and has now steadily become one of the most widely used web analytics solutions in the world. And it is simple to use, it helps you get started with very little technical knowledge and it is very intuitive and it is fast as well.



In addition to just the Google analytics, say platform, Google also provides you other products like Google ads or Google data studio or Google optimize, which can be integrated with Google analytics and it results in a very good combination, a lot of important, a lot of powerful tools at your disposal provided by Google.

So, before we begin, the first thing we need to understand is how the Google account that you work with is organized. There are some specifics that you just need to get used to, and then things will just seem very apparent.



So, the first thing that you need to understand is the notion of an account. Now when you talk of an account, you're talking off a tracking account in a way, or in very simple terms, within a particular organization, you can have multiple accounts. And this is the say, the higher level in which you're tracking things.

Now within an account, you can track multiple properties. Now, what do I mean by this? Now let's say you have a particular say online business, and you can say all the tracking for that business will be performed in one particular account. Now, within that account for your business, you could have a website. You could also have a mobile app, or you can even have a mobile website. You can have all three of them as separate properties.

Now you can link each of these properties to your account so that now within your account for that one particular business, you are able to track all the different properties. So, you can think of it, it's one simple way of thinking of properties for a business. You know, mobile site is a property, the desktop site is a property and the mobile app is a third property.

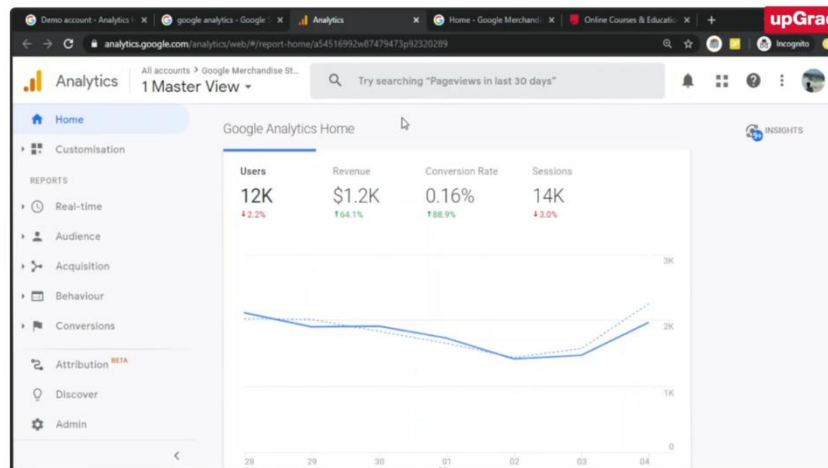
So, you can track all of these. And each of these properties has a unique tracking ID. So, using the tracking ID, that's how the data is collected by Google, and it's ready for you to analyse. So, that's the notion of property

Now for a property, again, within the property, you could have multiple views which you can make. So, if you don't apply any view, you all the data coming up in front of you, but the notion of views allows you to filter your data or subset your data to say particular segments. It could be having a view for one geography versus another.

So, let's say your business has operations in multiple countries, and you have visitors coming in from multiple geographies. So, within that same property, let's say the mobile app, you can have one view for data, for, let's say users coming from India. You could have another view for users coming from the USA and so on.

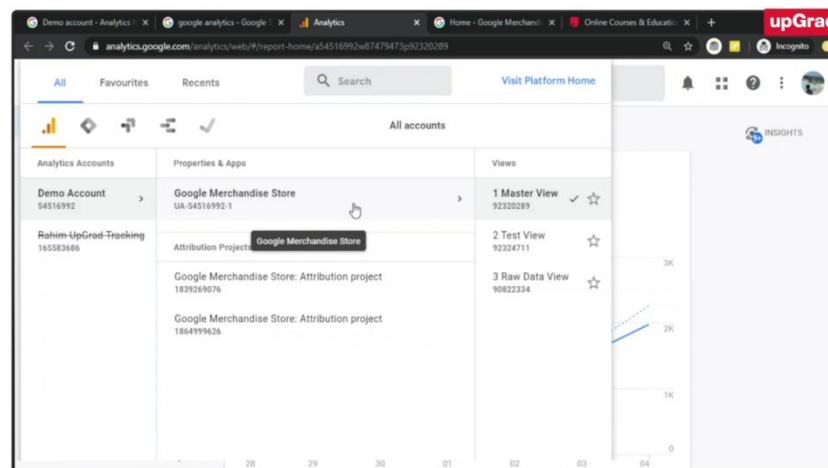
So, there are filters which you can apply and each filter will now lead to a very different, I mean, the underlying visuals can still be the same, but the data can be subset for different geographies or very different customer segments as well.

So, let's now get started. Let's see how you can create your own account on Google analytics, and you can enable tracking on Google analytics for your own website. Let's see that next.



So, the first step is of course creating your Google analytics account. Now, if you have a Google account, this would be as simple as just signing in to this particular product with your Google account. If you don't have a Google analytics or a Google account, then you may want to create a Google account to get started. So, how does this work? If I click on this, this was just search a for it and this is analytics view.

Now because I am logged in to Google using my account at the moment, I would arrive at this view right now. We'll look at this interface in detail in some time, with every single section of it, but for now what this has. You can see if I just click over here, you could see what I really have at the moment is what is called a demo account.

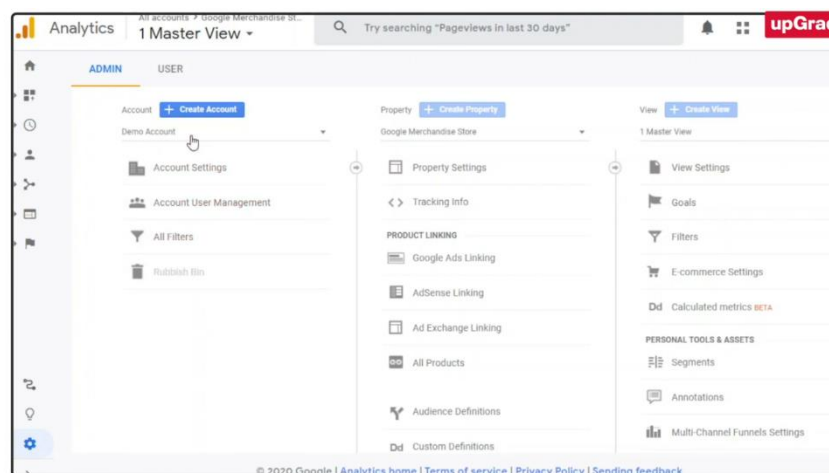


There is just a single demo account with me. And this demo account essentially is tracking the Google merchandise store. Now, what is the Google merchandise store? The Google merchandise store is an actual store, which is created by Google and largely it is used for say demonstrating Google analytics capability. So, it's solely for this purpose, of course, but you can actually buy stuff here. But yes, this is what the Google store is. It's in a way, a small e-commerce site.

So, you could essentially buy stuff from here and whatever eCommerce capabilities and trackings, this has most of those. So, this site is available for you in your demo accounts. Even in your demo account, you can actually start really tracking or seeing how the tracking works in an eCommerce site, the kind of data, and so on, of course, but this is for the Google merchandise store.

If you want to add your own website. Of course, this is just a demo account. And what you really want is to be able to track your website. So, the next step for you to start tracking your website is create an account or create a tracking account in a way, because this is only the demo account right now.

So, how do I do that? I need to go to the admin view. This is where all the admin adding account, adding properties and views, all of that happens in the admin section. So, I need to click on the admin view. And once in the admin view, you see, I have only a demo account here. This is the view in which I can create an account, to that account, I can create a property, add a property. To that property, I can also add a view.



Remember the hierarchy we saw, account, within the account we can have multiple properties, and within each property, you can have multiple views. Let's create an account. And here, my objective would be to say, track the activity on the upGrad platform. So, let me give it some name. Let me say Raheem upGrad tracking demo. So, this is the upGrad site, which you want to track.

And right now, there's nothing really happening. I'm just creating an account. I need to actually then start linking the property and so on. But let me first just create this. And again, these data sharing options, these are up to you if you would want to enable them, but I'm not doing that for now. I'll go to next.

And then this asks you, what do you want to track? Do you want to track your website? Do you want to track an app? Now there is a beta. In beta stage, you also have app and web, cross platform analysis. But for now, let's use the web option because we're tracking the website. So, let's do that. And I will click on next.

Now, once I've done this, I need to give that property something, right. Remember again, within the account you could have multiple properties. In this case, we want one property, for example UpGard website. And here, I need to give the URL. So, I would say upGrad.com.

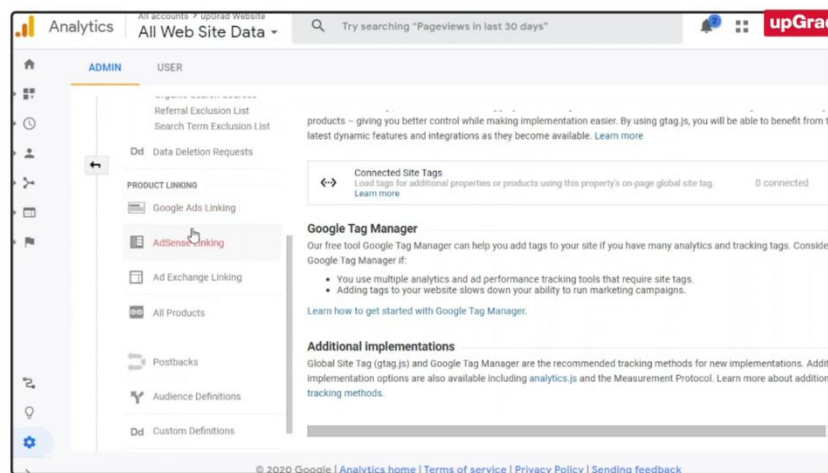
And you can also give the industry you are or the category for your particular platform. You can have multiple platforms, all the options are available here, but I could look at jobs and education because upGrad education, so I could look at this. I could also, I need to give the time zone for reporting.

So, I've specified the name of it, just given some name of this property. This is the actual property I'm linking, the URL website I am linking. The category I have defined, and the time zone has specified as India, and now I create this. So, account created, and property being created, again, I need to specify India to accept the terms and conditions and accept the data processing requirements as per GDPR. Let me accept them. Of course, we would recommend that you read them as well, but yeah, for now I will accept them.

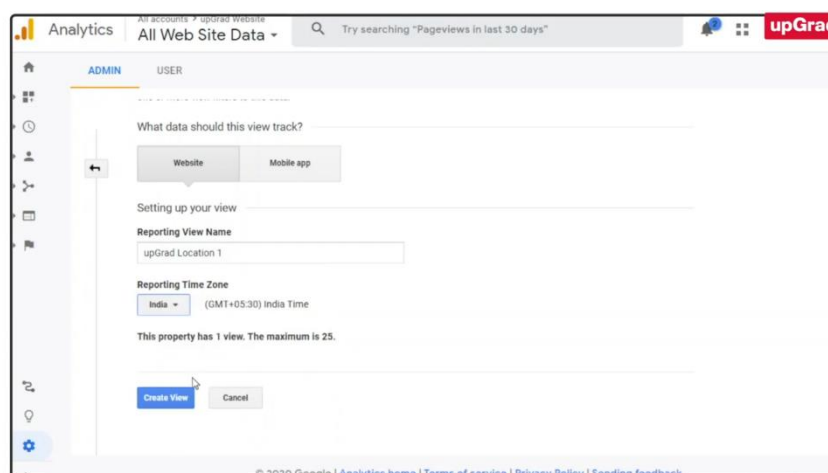
And once I do this, I should now go to the view in which I enable tracking, or I find the tracking options for this site. So, the two key things here. First is the tracking ID, the unique tracking ID for this particular property. Remember, if I were tracking, say, upGrad website, as well as a mobile app, both of them would be different properties and would have a tracking ID for each property.

So, this is a tracking ID, unique tracking ID for the upGrad website for me. And this is not done yet. What I now need to do is this, to enable website, I need to take this G tag or this Java script, this is the code that I would need to add on every page of my website that I wish to track. So, If I'm talking of upGrad site right now, I need to go to every single webpage or whoever's managing the site, they need to go to the page and add this code as instructed here. Paste this into the head of every webpage you want to track.

So, this code is essential and this contains your tracking codes as well. Once this is configured on your website, only then will data start to flow. So, that's another step. Of course, I individually don't have access. I can't change the website here, but yeah, this is what the process is. Assuming you have access to your website, you can make this change. You would want to enable this tracking; only then will you be able to track the data.



So, once this is done, you can go back. By the way, there are some other settings as well in this. You could also link ads, if you are running ads, you could link to other products of Google. And you can link them to this particular property again. But we are not doing that right now. Let's go back to the main view and for this particular account. For this particular account, I have a property, which is upGrad website, for this particular property. You see, I have now come to the view section.



So, remember the hierarchy again, account then property, and then views. Now a view right now, the view we have is all website data. Remember that you can create a new view, but utility of a view is, you know, if you are filtering or

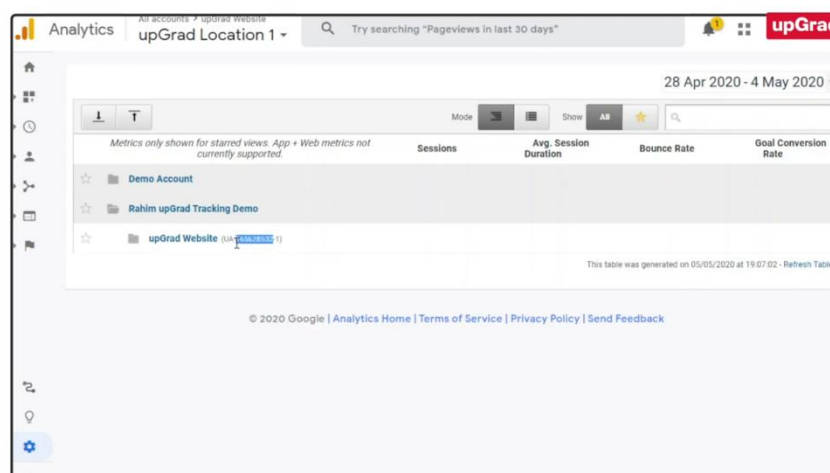


say limiting your data, using some filters. Otherwise you just get the same view, but you could still create a view. You could create a new view here. And let's say, I want a view only for say one particular city or location and so on, then I would need to provide a name for this view.

So, let's say, upGrad location one. Maybe this is just a dummy one, but yeah, you could essentially create this view and once you have created this view. Right now, this view is same as the other view, all website data view, but I could essentially go and modify the filters for this view. And once I do that, I should have say two different views with different filters applied. One is for all the site, for the entire site, the other would be for the particular filter that I want. You could limit data as you want.

So, that's how you can create a view. If you don't want a view, if you have already created this view, you can even go and delete this view for now in the view settings. But let's leave it at that right now.

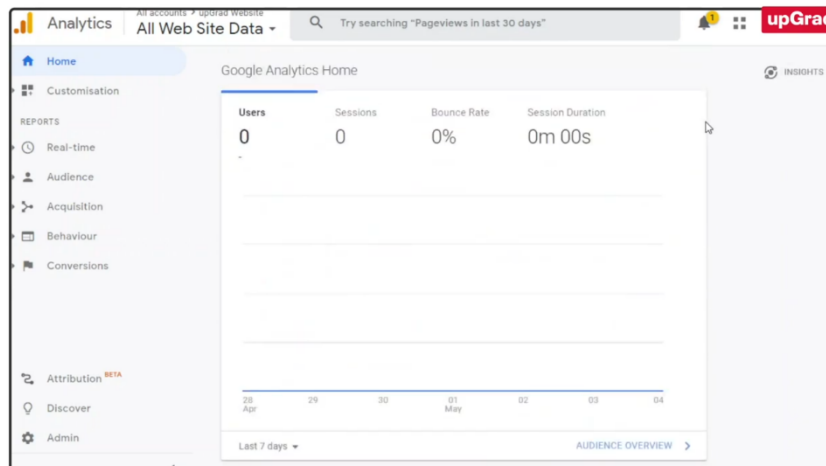
So, now you've set up the account, that's all you really needed here. The only step missing was adding the code to the website. But otherwise you're pretty much set to start tracking your website. Now let me go back and see the kind of view I now have. So, instead of home, I would actually click on the analytics button here, let me click on this.



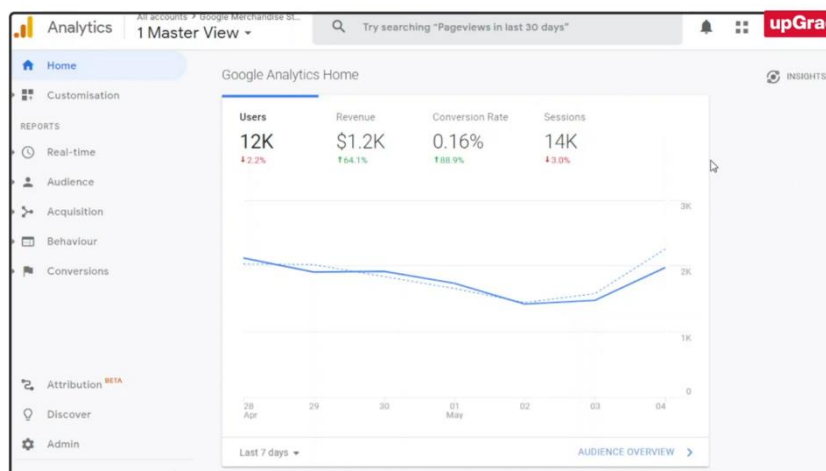
And now, you see that in my account, when I sign in, there's a couple of things. There's a demo account, which was already there. Within the demo account, you had the merchandise store, which was the property. And within this property, you had some views. Let me minimize this for now, let's see what we have in this particular account, which is the upGrad tracking. And I click on this, you see, I have a upGrad website and I have all website data.

These are the views I have. The other views, we didn't really save it. So, it's not there. So, we have the hierarchy here, account, the property and the view. And now if I can just click on this, the moment I do that, I am in the analytics view for this particular site. So essentially, I am in the analytics view for the upGrad platform.



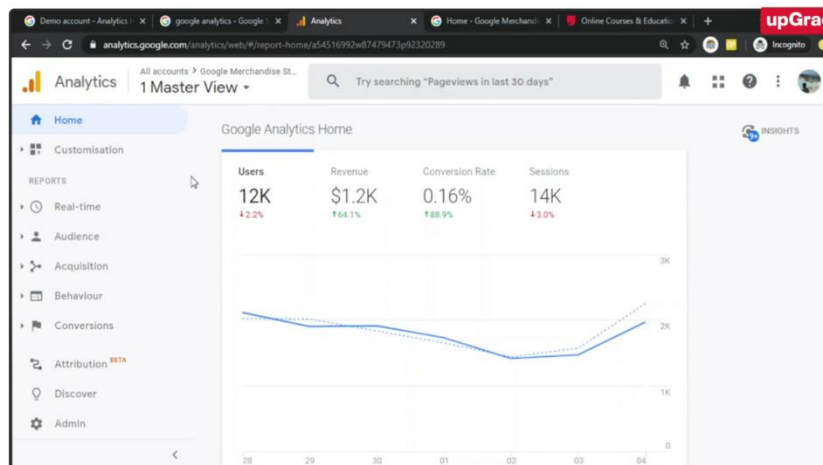


Now, because I did not go in and change the Java script and allow it to pass data to Google analytics, I don't have anything showing up here. But if I had done that, I would have had a view, which was similar to the view that I saw for the Google merchandise homepage.



And if I just show you, if I go back, the kind of view that we're talking about, if I go to demo account, if I go to Google merchandise store, if I go to the master view, the kind of view you see here is the kind of view you will eventually see for your particular site as well.

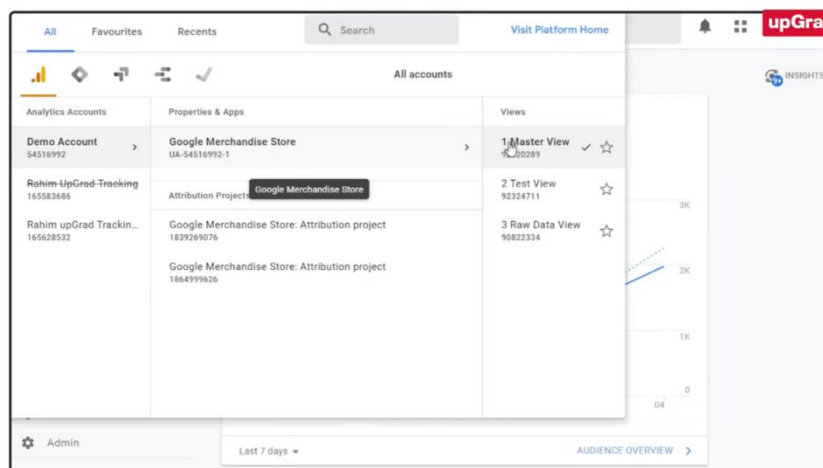
So, that's how you set up tracking. And it's as simple as these steps. It takes a few minutes to set this part up and you'd be ready to start analysing data and driving insights for your particular platform.



So, after you have created an account, and after you have say linked your property to Google analytics, and you have enabled the tracking, now's the time to start analysing or looking at the different views in your data. For this, you go to the Google analytics page and now let's see what the interface is and what are the different views which are available and different elements of this webpage in this next few minutes.

So, let's now familiarize ourselves with the view that Google analytics provides you. When you come to your, say tracking for your particular platform. Now, in this case, you will continue using the Google merchandise store, the demo account. And just to see the kind of capabilities we have. And this is the view, let me see this.

Now there are actually a lot of things over here, and if you scroll down, you will see plenty of visuals and charts and so on. We will go over them one by one, but let's first just understand how this view is organized.



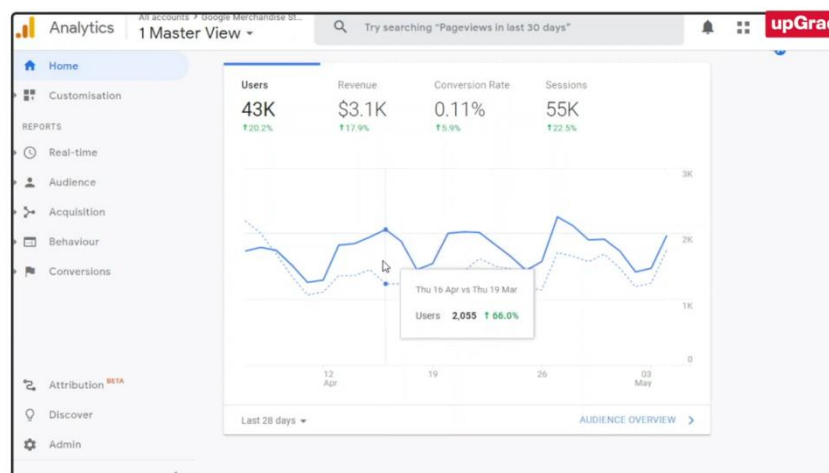
The first bit right on top is the view, or is the say selection where you can select which account you want to see and within that account, which property, or which view you want to see.

For example, if I want to go back to the tracking demo, which we created on upGrad website, and if I want to see all site data, this is how I would navigate to it. And like that, this allows me to move between my tracking accounts and property. So, let me go back to demo account, the Google merchandising store and the master view. So, this is the first part.

Now, if you notice in this drop down, there is also some links to other products with Google. So, you have Google tag manager here, you have optimize, which is for AB testing, data studio which allows for more analysis of the tracking data and survey.

So, tag managers, again, like we mentioned, if you want a very specific tracking on your site, then you would want to use a tag manager. So, these are the different links to the different products as well. But for now, we are looking at the analytics. So, again, demo account, this is the property and this is the view with it. That's how we get there.

Then in this view itself, you see we are in the home view. So, now on the left side, you have all of these say dashboards or reports in a way. And within this, first there is a home view. This home view is the Google analytics home, and it would give you an overall view of many various aspects of the platform and the kind of tracking you'd want to do.

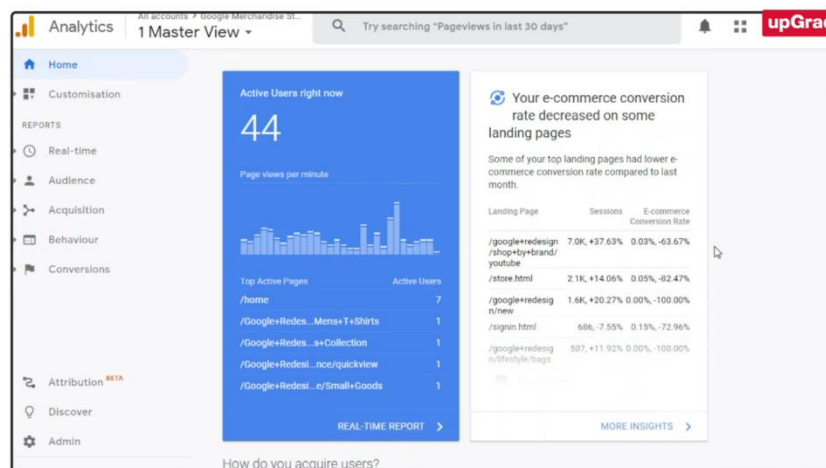


So, if I come to this, the very first visual that you have, you have a snapshot of how many users you have, what is the revenue, what is the conversion rate and how many sessions. And this is the view for the last seven days. And most of these visuals that you have, they will also, you see they have some interactivity.

So, you can select time period, you can select a particular custom range. You could say, I want to look at last month almost, 28 days. This is the kind of data you have. So, you have users, you have, you can look at revenue, these are clickable. I mean, it's not very obvious at first, but yeah, these are clickable, and these are session.

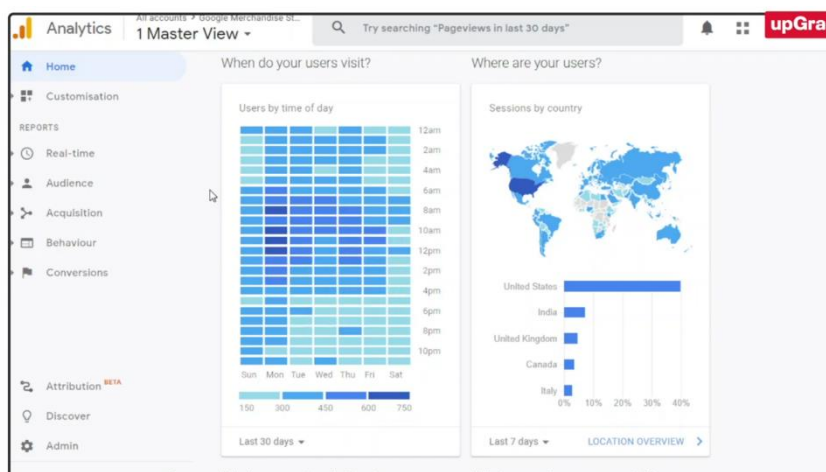
So, users' revenue, conversion rate over here would be defined I suppose as, you know, to number of visits with the purchase divided by all the visits, something of that sort. But yes, this is a conversion rate and number of sessions and so on.

And this, if you notice, there is also a link here. So, this essentially is, on this homepage, you have all these, what are called cards. This is a card, essentially each of these visuals really is a card. And this card was just linked, this is just linked to a report in some or a particular visual in some other view, or other report, we will see. But yeah, this is present in the audience overview sheet, audience overview report. And we just have linked it over here in the homepage.



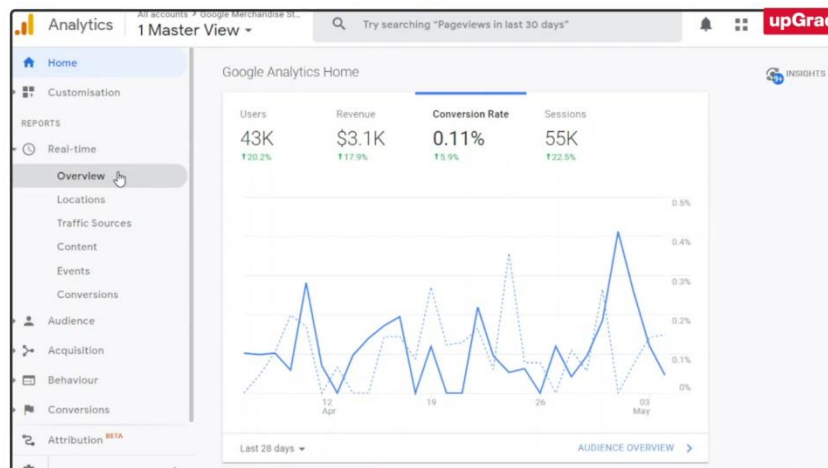
So, homepage, these are tiles, and you can see that the homepage has a lot of visuals here from the different, different reports. So, you have right now, this tile here, or this card here which tells you that there are 44 active users right now on the Google merchandise store.

And it also tells you where our top active page is. And you can see that this was from the real time report view. So, this is borrowed from there or linked from there and so on. And like this, you have the channels you acquire, you also have a view by geography. Like where are users coming from. Looks like most of them are coming from USA.



The second most popular location is India. And then UK, Canada, and Italy and so on. And this will give you in a way, a heat map of when are the customers coming and so on. And you have devices, what pages are popular? How your active users trending over time? Retention? So, this is this one view, which has everything, at high level, all the things you care about. You in fact even have ads and the view of whatever top product as well.

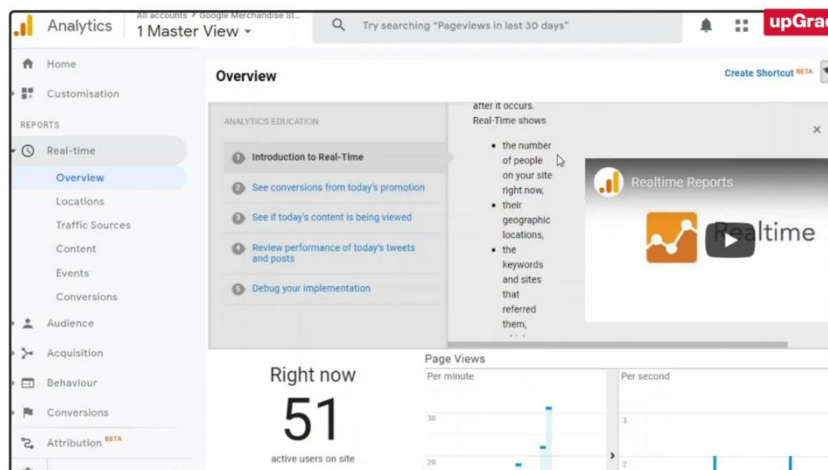
So, this is a summarized view for all the different aspects or the major aspects that you typically care about. So, there's a lot going on over here. But this is just the homepage. Of course, if you want say a very specific view, or if you want to look at particular aspects, then you have to your left all these different reports. So, we'll see next, what these reports are.



So, you see that there are multiple views to the left and there are multiple views available to you in the Google analytics page. And among the first ones, you have what is called the real time view. The real time view is the view, which is what is happening on the site right now.

This is updated continuously and within a lag of maybe seconds, each page view is even reported here. So, this gives you a view of the happenings on the site at the moment. Let's understand this view better and what kind of insights you can get from this view.

So, let's explore these reports one by one. The first here is the real time reports. If I click on this, it will expand this section. And within this section, this is a section of reports, within the section, you have multiple views again. I mean, not the view which we looked at earlier, but in a general sense, you have multiple visuals coming up.

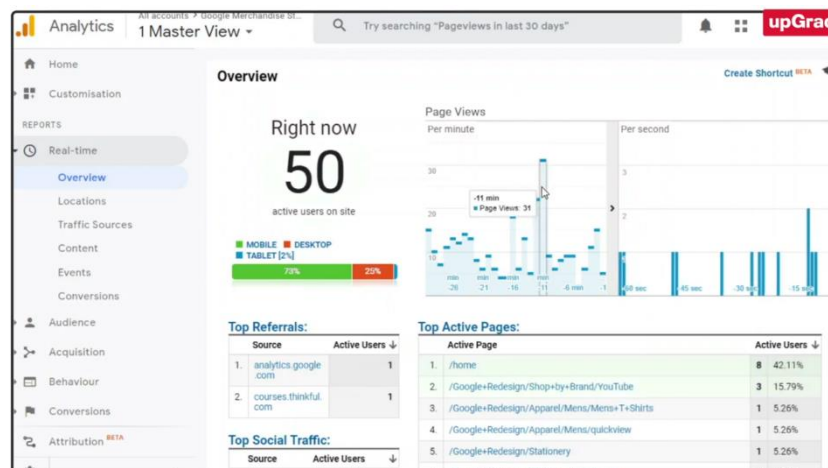


So, if I click on the overview, this will refresh, and this will give you some information as to what this is. This is the real time data, and it also tells you, it gives you a lot of help actually. It tells you that this is where you monitor user activity, as it happens on your site. This data is updated continuously and just a second's lag, you know, whatever activity happens, it should reflect here within seconds.

So, this is a very good help. In fact, it even have a link here, which tells you what this real time report is, what it can be used for and so on. And you have a brief summary of basically, it also tells you that number of people in your site, their

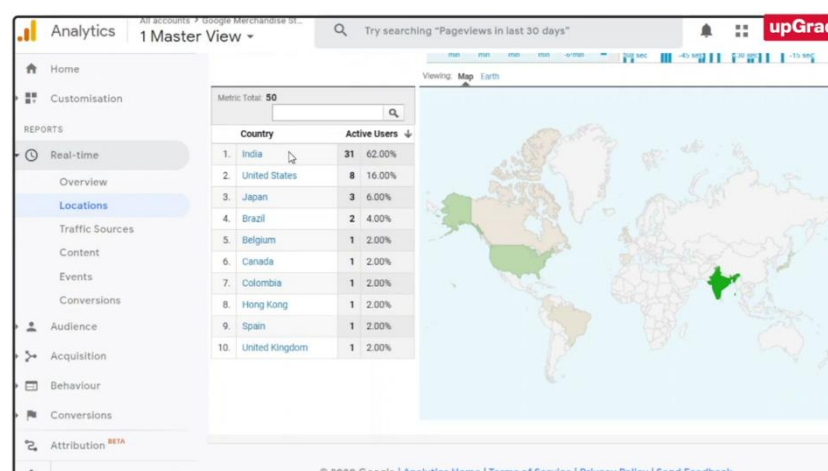
location, the keywords, and sites that referred them, which pages they're viewing and so on, and what is the conversion and so on. You have all those views right now.

And this is essentially very handy analytics education tab, which lets you just, it guides you in a way how to use this view. Let me just close this for now. And if I close this, this is what my real time view is. And what is the real time you have; it tells me what the devices are.



Right now, there are 48 people visiting the site through mobile, 71%, 76%, 22% through desktop, these are very unstable because the number is very low, but yeah, most of them are from mobile and you also have a per minute rate, how many page views. This is a very real time view or near real time view that you see. It also tells you top referrals, where are they coming from, and which are the most active pages.

It also shows you the location. This is the overview. Again, the way this is structured, the overview would again give you the key visuals from each aspect. So, for example, location is one aspect, so it gave you a view for location. Traffic sources is one aspect. So, it gave you a view for traffic sources as well.

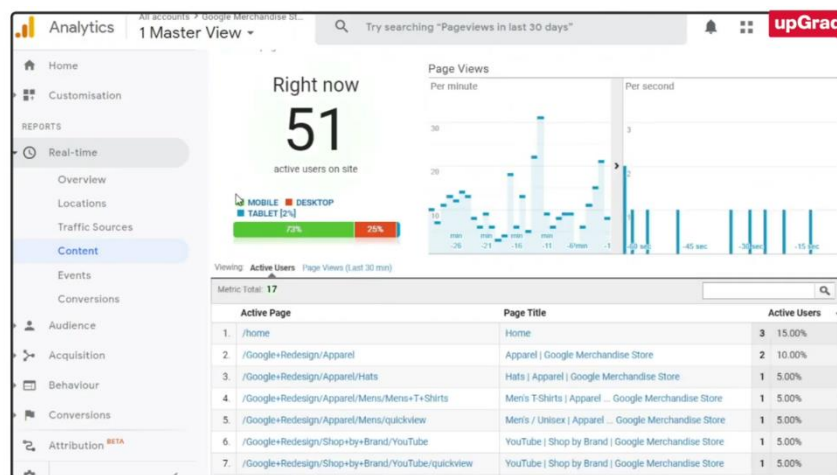


So, that's what the real-time view will give you, a glimpse of what's going on your site. You could further look at a particular view. So, for example, let's say you want to figure out what locations are people coming from right now. So,

this was one view. But I could go to the locations specific view and even see what is going on. So, if I go to this particular view, this would be all about location.

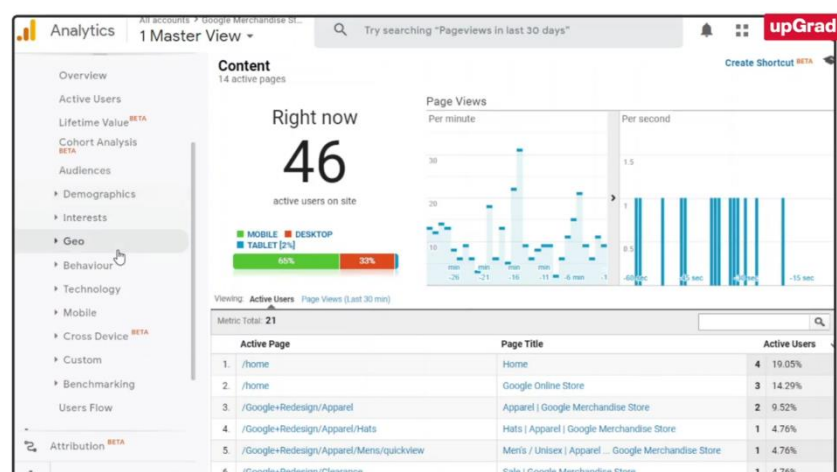
This is a much more detailed view. It tells me which country or by country, how many users are there right now. This is a geography view. And it also shows you as a percent how many, or as a percent where they're coming from. It's just a map view of things. You can just hover over this and you can see eight from USA, one from Canada, or you have Japan, you have three folks and so.

Just a nice view of by location. And here, you have this bar, which just shows you the proportion rate, which is India 61 and so on. So, this the view specifically for location.



And again, if you want to see, say what is the content on your site, which is say being viewed the most active, and this is a common use case, especially, let's say during events and so on, you would really want to look at this view. During an event, what are people really watching or where are people really engaging.

So, you would see that, most of the folks are on the apparel. I mean, there's not many records here, but it looks like yeah, apparel is where people are heading to. So, this was a very handy view. In real time, especially, let's say during an event time, or if you're doing a particular activity or promotion, you would want to see how it works. In real time, then this is the view you would want to come to.





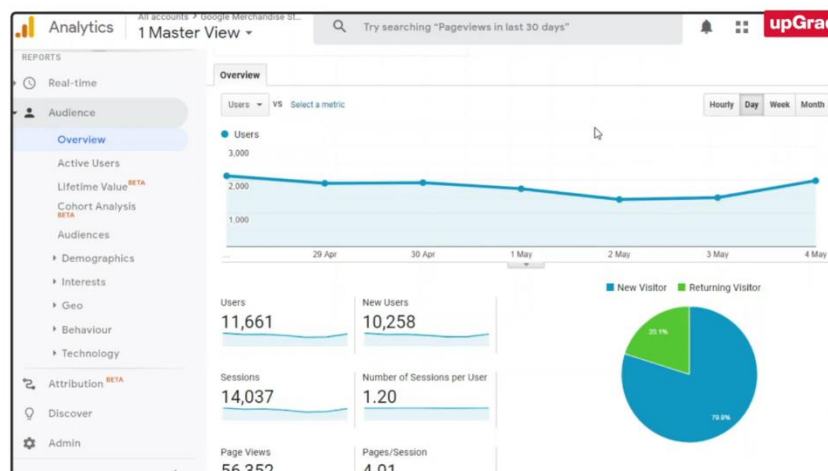
So, among the many views, you also have what is called the audience view. And this is the view you would come to, to get a decent understanding of what your audience really is in terms of, who they are, what locations do they come from, or what value do these customers bring, and more.

So, let's understand this audience view a little better next. So, the next view or next report that we'll look at is the audience section. And this is a section, a pretty important one where you build an understanding of who your audience is, where they're coming from, what kind of devices are they using and what kind of value are they bringing to the platform.

So, let's click on this bar to expand this view. And you'll see, there's a lot of different sections here in fact, there's a lot of subsections here as well. And what do you have? You have an overview; we will see that. You also have the active users, you have lifetime value calculations, cohort answers.

This is again, all in beta. You have the audiences, then you have demographics. And these demographics, most of them would be inferred demographics. Again, interests, which is again, calculated and inferred say affinity categories or segments and so on.

You have geography, you have behaviour, so new versus returning and so on. So, you see that as a lot of stuff here, devices or users flow as well.



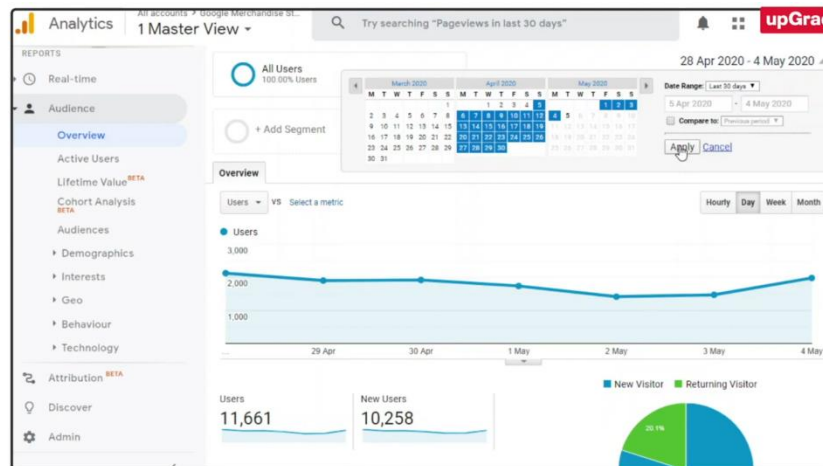
So, let me just go to the overview view to see what you have in the overview or, the kind of insights you have here. So, first thing, this is the audience overview section. You can see that there is a date filter applied, which is the past week.

So, 28th April to 4th May, seven days. And this is the view without any filters right now. And if I look at it, this is what I have. If I look at this daily view, I see right now I have the users. So, I have, you know, 2000 plus users here, about 1900 users here, 1900 here and 1700 and so on.

So, this tells me by day, what number of users is. You also have things like number of users, new users among them, number of sessions they have, number of sessions per user, page views and pages per session. And you actually have

plenty of metrics here. And if you just hover over any of the metric, you will also see the definition, the average session duration and the bounce rate.

So, this in a single view, it tells you a lot about the audience really, or very high level, you know, how they are engaging. And a new versus returning visitors split is there, you have demographics, the language system, OS, everything.

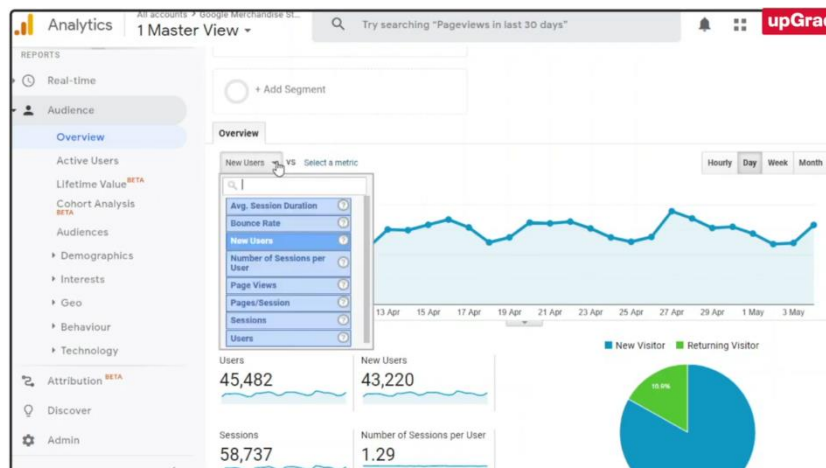


Now let me go back. Let's also here see some interactivity features of Google analytics. So, let me change the time period here. So, let me say, instead of doing this, let me just specify the last 30 days instead, the last month. And in fact, I could even compare this to a certain period.

So, for example, I would say compare this to previous period. Then I would have the past month coming up. So, you see, my primary period is 5th April to 4th May. I could compare it to 6th March to April, 2020. This could be handy for month on month comparisons, or even say year over year comparisons. So, I could select this. I could say, compare this to something else.

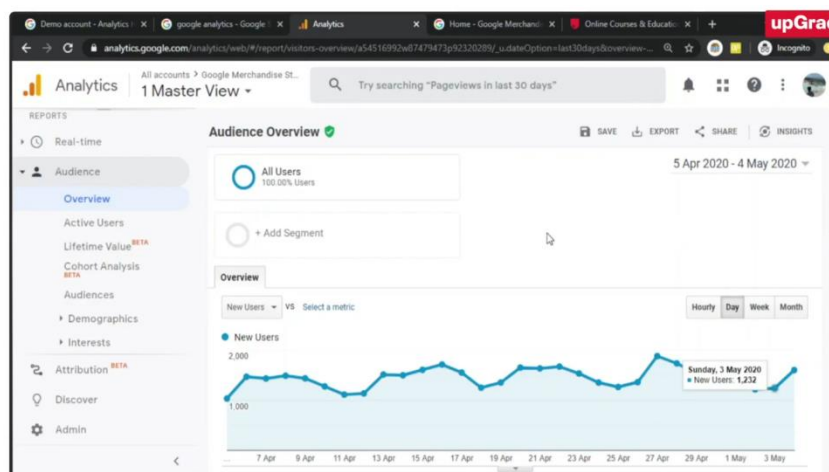
Let me change this to say, if I choose a custom view, I mean, let's say this week versus previous week, that would be a very doable thing. Or I could choose a custom view and say this was a say some other time period, maybe somewhere in the previous year.

But you could do all of that here, but let's keep it simple now. Let's get data for the whole month and I hit apply. And when I do this, this view should be refreshed for the entire month. You see, you have the entire month data now.

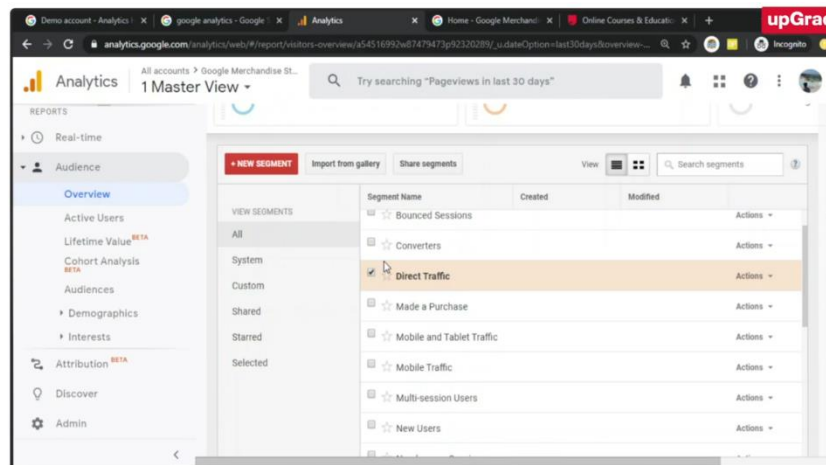


Now, again, you don't necessarily need to limit yourselves to only this metric, which is users. You could look at any other metric. You could look at number of say new users and how it moves. You could also say, look at some other metric for now, say pages per session and so on. Or you could also say, add another view.

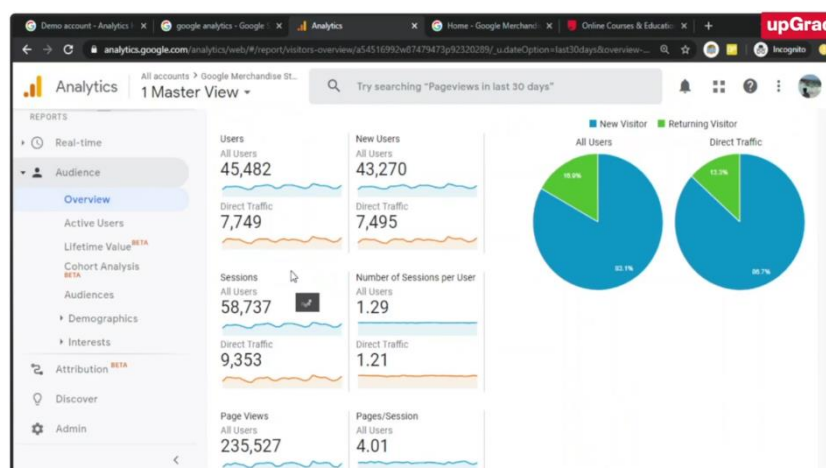
So, you want to maybe look at both new users or say what the bounce rate for your homepage or the website is, right. Let me just do this. So, if I add this, you see there are two lines now. One for the users and one is for bounce rate. And of course, you could look at any metric, really. You could compare metrics and so on, or you could completely remove this. So, you have one new one single metric. So, that's the basic interactivity.



So, this view right now is for all the users. Now you may want to use segments to refine the view or compare things. So, you have this segment option here. And if I click on this, you see, there is this whole segment view. And in this view, you have some say predefined segments, which right now you have all users selected. You could say filter or say further add a filter for the view for say people who are direct traffic, coming directly to the website.



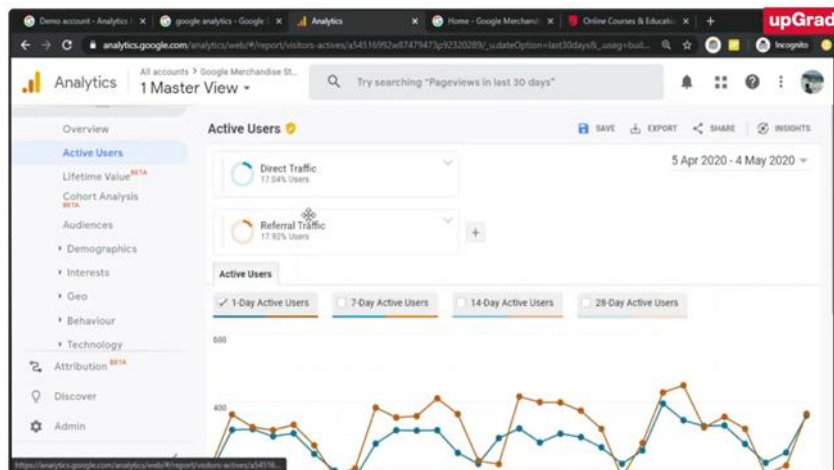
So, let me click on this. Now, this would be an additional segment in the view. So, let me, once this is clicked here, let me go down and say, apply. And once I see this, you'll see that each view or each metric that you have here has been split or has now two views or two numbers, one for all users, and one for direct traffic.



Now this is useful for a comparison purpose. So, you see that there are 45,042 total users of which 7,700 have come directly, direct traffic. Among them, the new users is also available. We can also compare some metrics. So, overall users direct, for overall users, the number of sessions per user is 1.29. Direct traffic, it's 1.2.

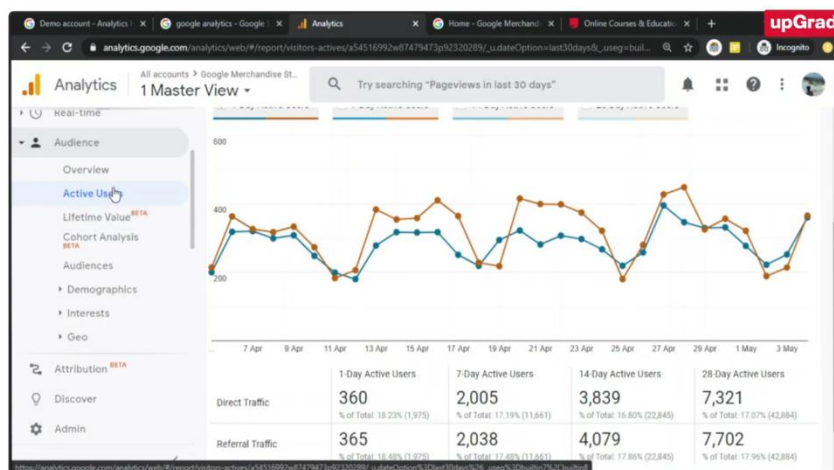
But if you see the pages per session, it is a higher, significantly higher for direct traffic compared to the general user. Also, is the session duration higher for direct traffic. And the bounce rate is also lower. So, potentially one of the hypotheses here could be that direct traffic comes with more intent. So, maybe that is why they're spending more time. They are bouncing off a little lower and they're viewing more pages per session as well, session duration is high.

So, that's how you can say have these side by side. And all of this is, say all the numbers you were showing earlier, now are reported for both of these. If you want to have only all, let's say only direct traffic in Dormont all users, then you want to remove this.



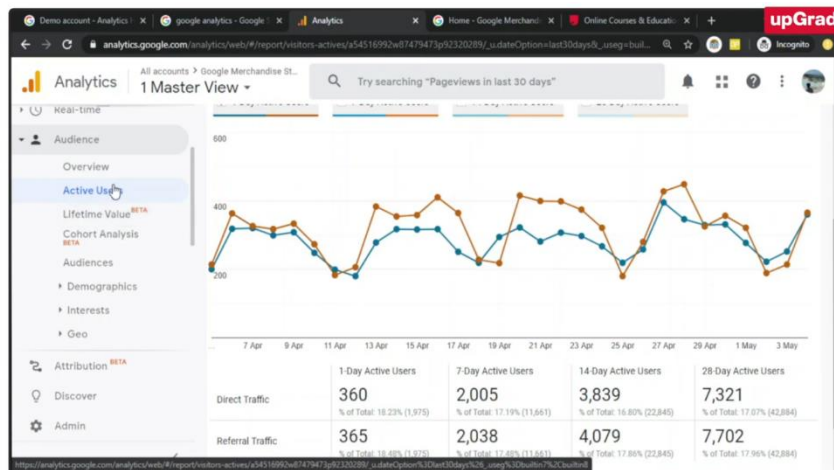
But this, now you understand how the segment can be used. You can add a segment to see direct traffic versus say paid or referral traffic. So, let me look at this. So, let me say referral traffic and apply. And once you do this, you can now compare different channels.

So, you see direct traffic versus referral traffic, or you can look at some key metrics 1.2 versus 1.3 here, in terms of pages per session, referral again is higher. Bounce for direct traffic is little lower. And if I see here, direct traffic, the new visitor is higher while referral, it is a little lower. So, that's, you can have a look at these views, comparing different segments as well. And that's how easy in fact it is to have these use and make these comparisons in Google analytics.



So, that was the overview tab. Now I could also look at, say demographics of the users or say how many active users and so on. I could do all of this using this view. And this is indeed a very, very handy view.

So, yeah, please go ahead and explore these different kinds of views. There's a lot of different ways of looking at the users and its pretty useful view really. There's a lot of views, but yeah, you just take some time to get familiar with what is available where. That's about the audience view.



The other big aspect of web analytics is acquisition. And largely the kind of questions you ask here are, you know, where are your customers coming from and how you're acquiring them. And what is the quality of these acquisitions and what is the value that these are bringing? And what is the effectiveness of whatever you're doing on these different channels?

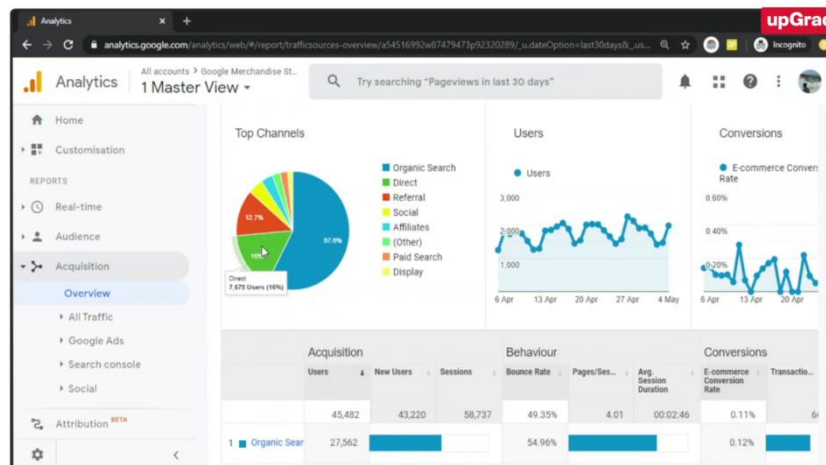
So, the acquisition view helps you understand that, and let's have a look at the acquisition view and see the kind of capabilities and analysis we can perform. So, the next view we will look at is the acquisition view and this becomes pretty important, especially when you are initial stages in your journey when you are trying to acquire people. And also, maybe when you are doing some promotional activity, learning some particular campaigns and so on.

In this view, what do you really do? You understand where your customers are or what channels they're coming from? What is the effectiveness of the channel? And what is the quality of the acquisitions that you're doing through each channel?

So, let's go to acquisition view. And what we are going to do in this situation is try to figure out for this particular website, which channels are the best in terms of getting the most intent customers. And that is one analysis we could perform.

The other analysis we could perform here is identifying if people are coming to my website through search, what are the keywords they're using? Let's try to figure out these two things.

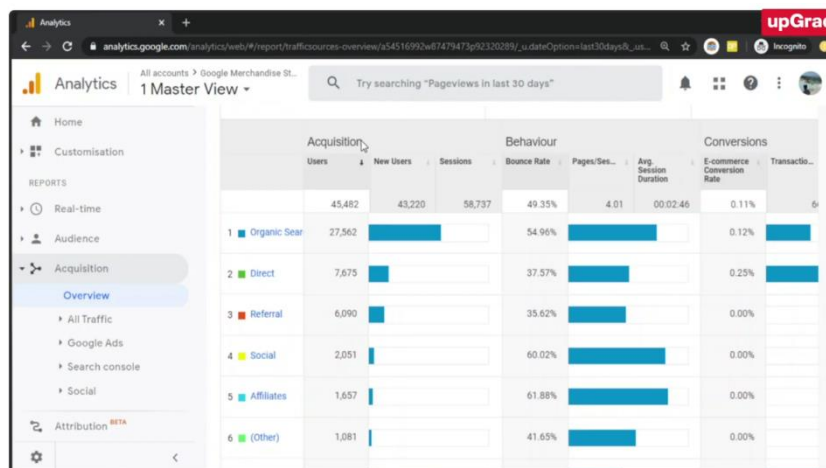




So, let me go to the overview view in the acquisition section. And you can see here that I have, first of all, the usual time period. This is a month view right now.

So, one-month data, all users right now, I mean, once you know what this is, you need to start paying attention to what data you have and what duration you have. You have the top channels. So, most traffic seems to be coming from organic search. And then you have direct traffic, which is 16% of the users, and then referral. So, these seem to be the biggest channels for you.

Then this is the overall number of users, how it is moving and what the conversion rates are over time. And that's fine. What we now need to look at because the first question we had was which channel is most say, or is getting us the most customers with highest intent in a way.

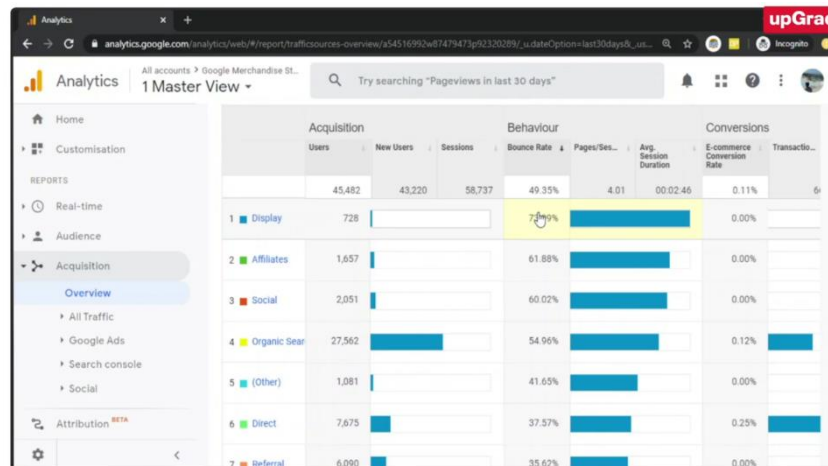


So, to understand that, what we can do is this, let's go to this view a little more. And in this view, what we can see, we can see a few things. First of all, for each channel, each acquisition channel, you have some things around acquisition, some things around behaviour and some things around conversion.

So, what is acquisition? Acquisition essentially is, how many users you are having here? That's all, there really is in acquisition. And you see that you have 27,000 users coming from organic search in the past month, 7,675 direct, 1,690 through referral.



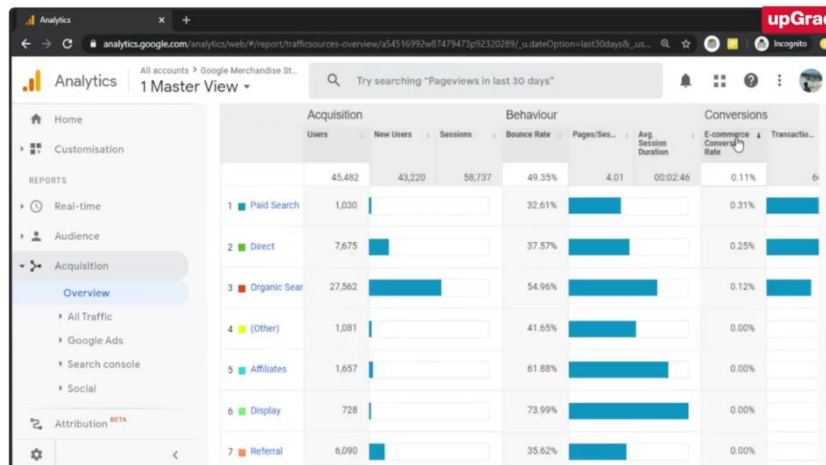
Now more than just the number, I'm also interested in looking at the intent or the quality of the customers getting it. And there's a few ways I can measure this. I can measure this by one, I can look at the bounce rate for each channel. So, although organic search seems to have the highest prevalence as a channel, but the bounce rate of this channel is 55 roughly, which is say 5.65 units higher than the overall bounce rate, which is the overall number over here.



If I want to see, which is the highest or which is the least in terms of say, bounce rate, I can click on this, I can sort this view. And you see display, which is I think, I suppose this is the Google display network. Display is the case or channel through which the bounce rate is the highest. Essentially, maybe they are not intent, the audience which comes through this is not very high intent.

Social again is very low. I mean, it's very high bounce rate, so probably low on intent. The channels which seem to be working the best in terms of getting the highest or say audience, which is bouncing the least, so which is some proxy of intent. To some extent, not completely, but yes, it is relevance, if not shopping intent, but relevance, you see that paid search, paid search is doing a good job here because the people who are coming, they have the lowest bounce rate by far, 32 compared to 49 overall.

And referral again is low. Direct also is low. So, these channels have a higher say relevance in a way, or in terms of getting the audience or say lower boundary. That is one. I could also look at say pages per session as to how much time they're spending and so on. And you see that a referral has the lowest pages per session, average session duration also, I can have a look and so on.

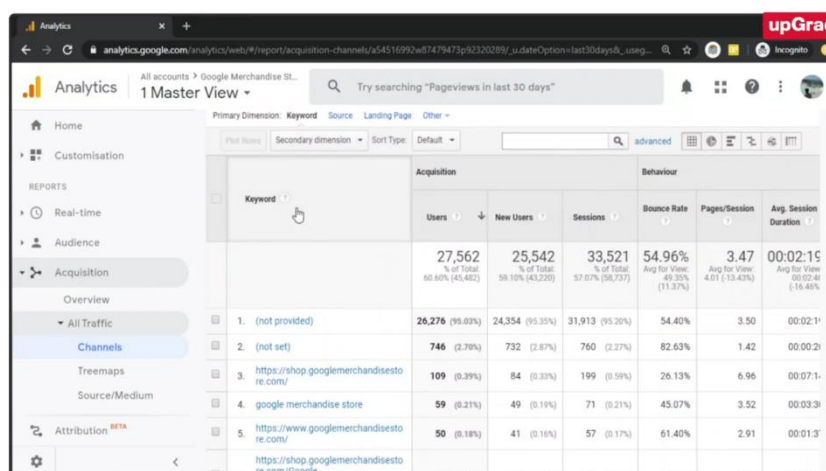


I can look at these different metrics and look at these channels by this. And if conversion let's say is my primary goal, converting people when they come to site is my primary goal, let me look at which site or which channel gives me customers with the highest conversion rate. And I can see here, it's very clear that paid search gives me customers with the highest conversion rate of 0.31, which is significantly higher than the overall conversion rate, which is 0.11.

So, it looks like paid search is the channel, which has maybe high intent customers coming in. They not only have the lowest bounce rate, but they also have the highest conversion rate. So, this channel is pretty effective in getting the right people onto the platform, even direct of course has low bounce rate. We saw that, but also has a much higher intent audience coming.

So, this is how you can analyse the acquisitions that are coming in. And at least at a high level, we can see what kind of behaviour that audience is showing.

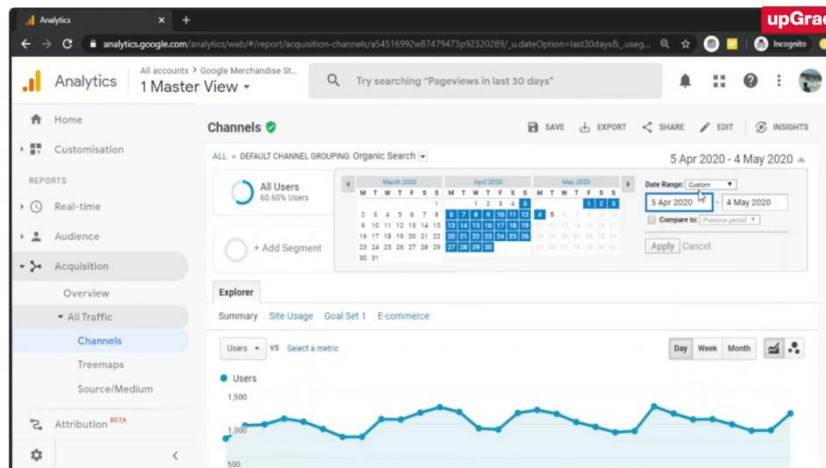
Now, the other tasks we want or the other analysis rather that we wanted to do was look at these organic search folks. And the bounce rate is high, 55%. Let me see what keywords they're using to come to my platform.



And to do that, all I really need to do is click on this. This is a clickable. So, if I click on this now, in this view again, for the past month, without any segment, if I go scroll down, I could look at different keywords. So, for that particular

keyword, I could see users, new users' session in behaviour that would have bounce rate, pages per session, session duration, and I would have conversion and transactions and so on.

So, now if I want to see which keywords are giving me highest conversion, I can come to this view. And it looks like, you know, for most of them, the keyword is not available. But for whatever cases the keywords are available, some people are searching directly for this site, with the URL directly. And for those books, it looks like the bounce rate is pretty low, just 26%.



So, they just know what they want to look for. So, they just come in with a very, very low bounce rate. And for these folks, I think there's not much transactions here. So, conversions are not, I mean, volume of data is low. If I can increase maybe the duration of this, maybe go back a longer duration, maybe January 1st to 4th May, maybe I should get more data.

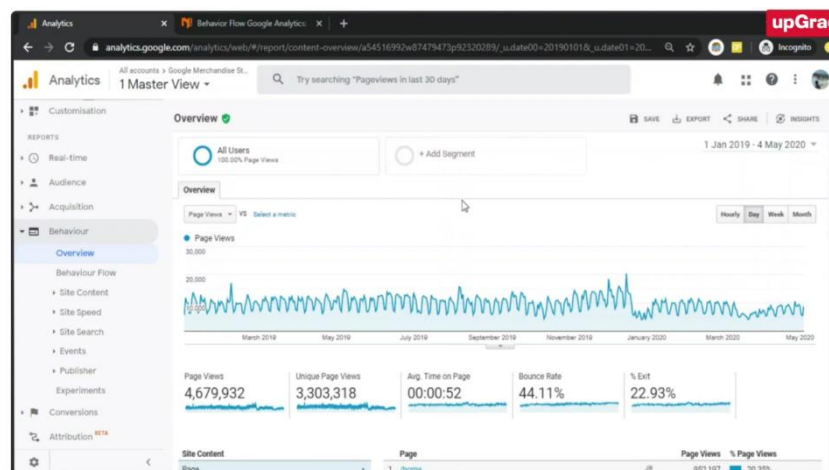
The screenshot shows a table of keyword data in Google Analytics. The table has columns for Keyword, Users, New Users, Sessions, Bounce Rate, Pages/Session, and Avg. Session Duration. The data is sorted by Bounce Rate in ascending order.

Keyword	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
1. google on line store	3 (0.00%)	3 (0.00%)	3 (0.00%)	66.67%	6.67	00:0
2. https://shop.googlemerchandise.com/?discount_eligible=195c4e2c82e7ab9c41e9ce7b240a8575614bb07	2 (0.00%)	2 (0.00%)	3 (0.00%)	100%	14.67	00:0
3. shop.googlemerchandise.com	11 (0.00%)	11 (0.00%)	13 (0.00%)	46.15%	13.15	00:1
4. googlemerchandise.com	11 (0.00%)	11 (0.00%)	14 (0.00%)	50.00%	4.93	00:0
5. google shirt	21 (0.00%)	21 (0.00%)	27 (0.00%)	40.74%	3.59	00:0
6. youtube store	31 (0.01%)	31 (0.01%)	40 (0.01%)	55.00%	4.08	00:0
7. google merchandise	276 (0.06%)	229 (0.05%)	318 (0.05%)	55.35%	3.75	00:0
8. google merchandise store	1,264 (0.28%)	1,145 (0.28%)	1,587 (0.27%)	45.05%	3.59	00:0

Yup. It looks like I have more data, and once I do this, you see again among the highest, okay, this is the third biggest one, this particular URL let's say they're searching. And it looks like it still does have among the lowest bounce rates. And now we should have some conversion. The conversion for this is 0.44, which is among the highest

If I just sort this by the different say, just to see, which keywords are giving me the highest conversion, right now data volume is low. So, you may not want to read too much in this, but this is just a demonstration of capabilities.

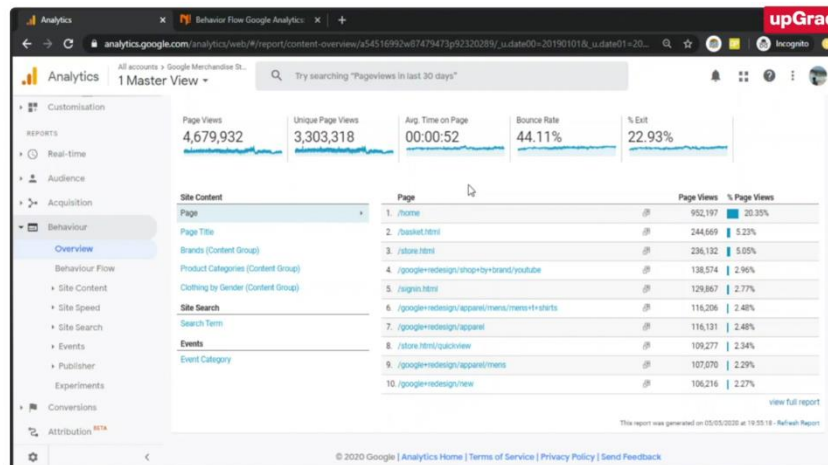
So, for your site with larger data, you may want to evaluate this better, but it looks like Google online store, if someone searches for this, or if look at this particular URL, which is probably some discount eligible or some particular link, or even shop Google merchandise.com, if people come with this, then they seem to have a higher conversion. It is the first two are significantly higher than the others, but they are just based on two, three records. So, we wouldn't read too much into that.



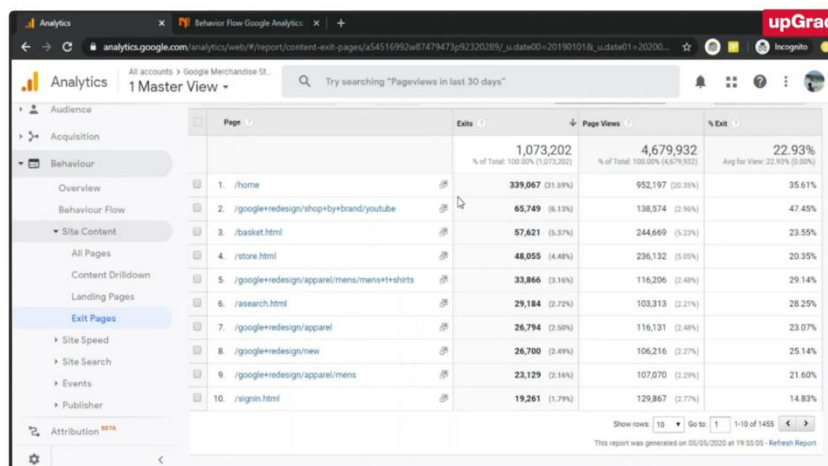
So, we now come to a very important element, a very important aspect of web analytics, which is understanding the customer behaviour. For this in Google analytics, we have the behaviour view. The behaviour view lets you analyse the behaviour of the customer and understand in detail what the customer journey on your platform is. You know, where they start from, how do they interact with the platform? This is where you get all the details.

This is a very useful view for you to learn from and optimize your platform. And this will give you plenty of learnings to help you make the customer journey better or even help you understand the ways in which you can nudge the customer on a journey, which is good for you as well as the platform and the customer as well. So, let's understand the behaviour view a little better.

So, let's now come to a very important view, which can really help you understand the behaviour of the customers or even look at in a way the clickstream or what they're really doing, or how they are navigating on the site. So, this is the behaviour view, and it has plenty of views for you.



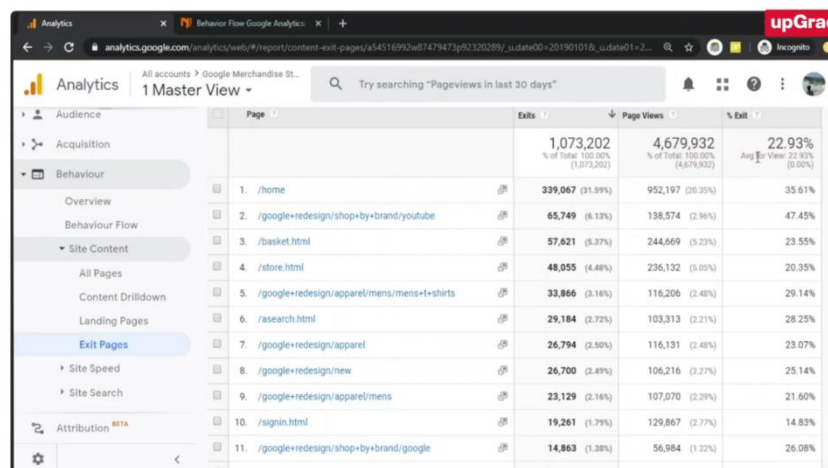
If you go to the behaviour view, first of all, you will see, this overview section has the page views, unique page views, time spent, the bounce rate and the exit. These are the usual metrics and they also define here what this is, and so on how many people exit from the page and so on. And this view at least gives you some notion of what a general behaviour is like. And also, say which pages or which particular properties are popular and so on. This is the very high-level view. But things get interesting if we start to drill further.



So, for example, if I go to the site content view, this can give me a content drill down or site drill down, or in fact let me try to answer a question, which pages or which pages on the website are the places where people exit the most. And maybe that gives me an indication of, you know, what's going on, because ideally, I would want everybody to just go ahead and make a purchase.

But it looks like if some people are exiting from some properties, then probably there's something for me to optimize on that particular webpage. So, let me look at this. Now, if I come to this view, let me zoom in a little further. I can see for each page. This is a homepage or let's say the basket or the store page or the search page or Apple page and so on.

For each of them, what I have is a number of page views, the number of exits and the exit rate. And ideally, I would want the exit rate to be as low as possible of course, for all pages. I would want that people find what they're looking for, effectively everybody does a purchase, that's what my ultimate goal is.

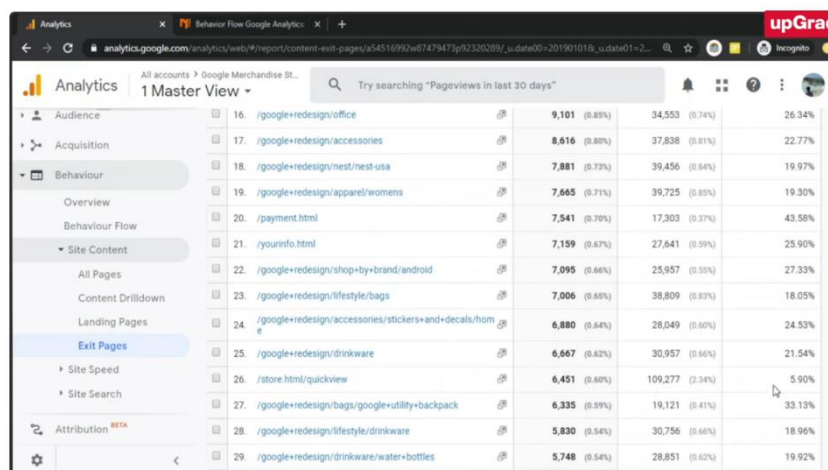


Page	Exits	Page Views	% Exit
1. /home	339,067 (31.59%)	952,197 (20.35%)	35.61%
2. /google+redesign/shop+by+brand/youtube	65,749 (6.13%)	138,574 (2.96%)	47.45%
3. /basket.html	57,621 (5.37%)	244,669 (5.23%)	23.55%
4. /store.html	48,055 (4.48%)	236,132 (5.00%)	20.35%
5. /google+redesign/apparel/mens/mens+t-shirts	33,866 (3.14%)	116,206 (2.48%)	29.14%
6. /asearch.html	29,184 (2.72%)	103,313 (2.21%)	28.25%
7. /google+redesign/apparel	26,794 (2.50%)	116,131 (2.48%)	23.07%
8. /google+redesign/new	26,700 (2.49%)	106,216 (2.27%)	25.14%
9. /google+redesign/apparel/mens	23,129 (2.14%)	107,070 (2.29%)	21.60%
10. /signin.html	19,261 (1.79%)	129,867 (2.77%)	14.83%
11. /google+redesign/shop+by+brand/google	14,863 (1.38%)	56,984 (1.22%)	26.08%

Of course, that doesn't happen. But I mean, look at say 50-50 properties here, and what this page tells you. So, let me look at this exit as a metric here. So, at homepage, there is a 35.6% exit rate. Now after coming to the homepage, many people would click on some other views. So, they would probably get to some or the other page.

So, the exit may not be that high, but there's also a lot of audience which just comes and just goes back. They just check it out maybe and so on. So, the exit is a little higher over here. I would say significantly higher than the overall exit rate, which is 22%. But yes, pretty high, 35 over here.

Which pages have low exit rates? So now if I look at this, basket seems to have a lower exit rate and which makes sense. If someone has come to the basket, maybe there is some intent. At least the guy who has reached the basket has far more intense than someone who has just landed the homepage. So, this is what you generally see. You go down the funnel, you will see the exit rate should be decreasing. Of course, it's a general thing.



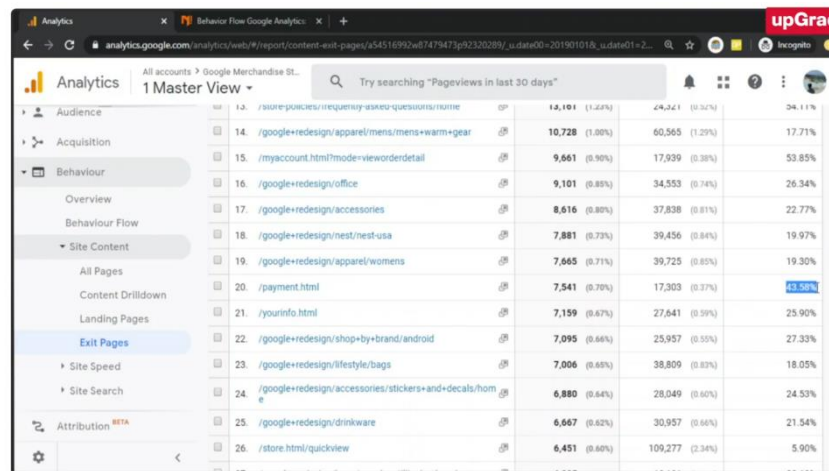
Page	Exits	Page Views	% Exit
16. /google+redesign/office	9,101 (0.85%)	34,553 (0.74%)	26.34%
17. /google+redesign/accessories	8,616 (0.80%)	37,838 (0.81%)	22.77%
18. /google+redesign/nest/nest-usa	7,881 (0.73%)	39,456 (0.84%)	19.97%
19. /google+redesign/apparel/womens	7,665 (0.71%)	39,725 (0.85%)	19.30%
20. /payment.html	7,541 (0.70%)	17,303 (0.37%)	43.58%
21. /yourinfo.html	7,159 (0.67%)	27,641 (0.59%)	25.90%
22. /google+redesign/shop+by+brand/android	7,095 (0.66%)	25,957 (0.55%)	27.33%
23. /google+redesign/lifestyle/bags	7,006 (0.65%)	38,809 (0.83%)	18.05%
24. /google+redesign/accessories/stickers+and+decals/home	6,880 (0.64%)	28,049 (0.60%)	24.53%
25. /google+redesign/drinkware	6,667 (0.62%)	30,957 (0.66%)	21.54%
26. /store.html/quick-view	6,451 (0.60%)	109,277 (2.34%)	5.90%
27. /google+redesign/bags/google+utility+backpack	6,335 (0.59%)	19,121 (0.41%)	33.13%
28. /google+redesign/lifestyle/drinkware	5,830 (0.54%)	30,756 (0.66%)	18.96%
29. /google+redesign/drinkware/water+bottles	5,748 (0.54%)	28,851 (0.62%)	19.92%

And you will see that again, frequently asked questions, homes, exit rate is high. And again, if I see among the lower rates, store quick view, so quick view page, exit rate is among the lowest. It actually takes you to other views and so on. But yeah, this is how you can see which page has having what kind of performance.

And if the exit rate from some pages, where you don't want them to exit is very high, then you would want to reconsider. So, for example, from the cart view, if the person is exiting, a lot of there's very high exit rate, then you



may want to see, do you want to make the customer journey a little smoother or maybe, you know, you want to make the payment options easier and so on.

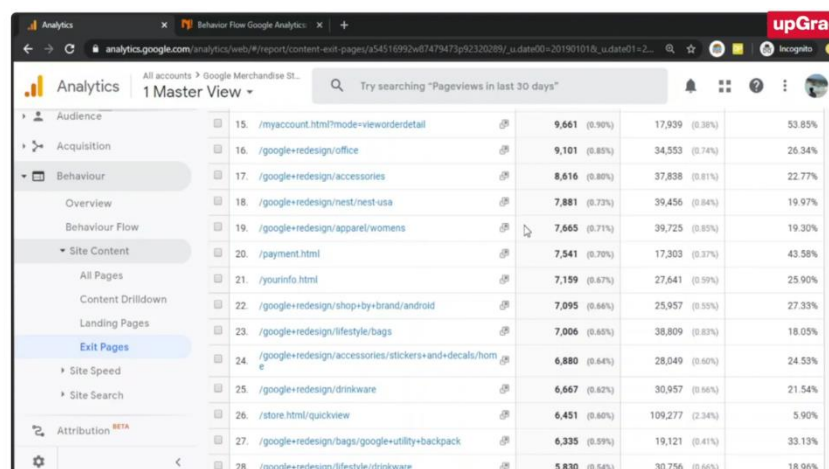


Page	Exits	Exit Rate	Pageviews	Pageview Rate
/store/policies/request-asked-questions/return	1,510	(1.24%)	121,221	(0.32%)
/google+redesign/apparel/mens/mens+wear+gear	10,728	(1.00%)	60,565	(1.29%)
/myaccount.html?mode=vieworderdetail	9,661	(0.90%)	17,939	(0.38%)
/google+redesign/office	9,101	(0.85%)	34,553	(0.74%)
/google+redesign/accessories	8,616	(0.80%)	37,838	(0.81%)
/google+redesign/nest/nest-usa	7,881	(0.73%)	39,456	(0.84%)
/google+redesign/apparel/womens	7,665	(0.71%)	39,725	(0.85%)
/payment.html	7,541	(0.70%)	17,303	(0.37%)
/yourinfo.html	7,159	(0.67%)	27,641	(0.59%)
/google+redesign/shop+by+brand/android	7,095	(0.66%)	25,957	(0.55%)
/google+redesign/lifestyle/bags	7,006	(0.65%)	38,809	(0.82%)
/google+redesign/accessories/stickers+and+decals/home	6,880	(0.64%)	28,049	(0.60%)
/google+redesign/drinkware	6,667	(0.62%)	30,957	(0.66%)
/store.html/quickview	6,451	(0.60%)	109,277	(2.34%)

So, now just to demonstrate that, if you look at the payment page here, it looks like for the payment page, payment dot HTML, the exit rate is rather high. So, you see plenty of people just exiting, 43.6 is pretty high compared to the overall. So, this is very, very high.

So, for this particular site, maybe hypothesis, they're just coming in, they're seeing how it works. But if this were your eCommerce site, then you would really want to see if this number, you know, if this, this number as 43% as what you expected or if there is indeed some problem here, or maybe you want to make the customer payment options much easier or more intuitive or something along those lines.

So, this is how you would just analyse each property. Of course, if you're looking at your particular website, you should know which page has what purpose. And you should have a notion in your mind, at least some benchmark as to what the performance should be. So, this tells you what the performance or engagement or attractiveness or utility of the different page is. This was one example.



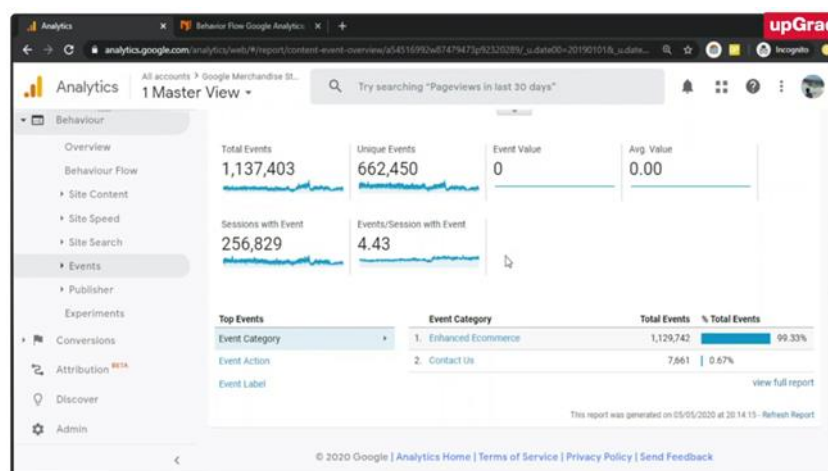
Page	Exits	Exit Rate	Pageviews	Pageview Rate
/myaccount.html?mode=vieworderdetail	9,661	(0.90%)	17,939	(0.38%)
/google+redesign/office	9,101	(0.85%)	34,553	(0.74%)
/google+redesign/accessories	8,616	(0.80%)	37,838	(0.81%)
/google+redesign/nest/nest-usa	7,881	(0.73%)	39,456	(0.84%)
/google+redesign/apparel/womens	7,665	(0.71%)	39,725	(0.85%)
/payment.html	7,541	(0.70%)	17,303	(0.37%)
/yourinfo.html	7,159	(0.67%)	27,641	(0.59%)
/google+redesign/shop+by+brand/android	7,095	(0.66%)	25,957	(0.55%)
/google+redesign/lifestyle/bags	7,006	(0.65%)	38,809	(0.82%)
/google+redesign/accessories/stickers+and+decals/home	6,880	(0.64%)	28,049	(0.60%)
/google+redesign/drinkware	6,667	(0.62%)	30,957	(0.66%)
/store.html/quickview	6,451	(0.60%)	109,277	(2.34%)
/google+redesign/bags/google+utility+backpack	6,335	(0.59%)	19,121	(0.41%)
/google+redesign/lifestyle/drinkware	5,830	(0.54%)	30,756	(0.66%)



Now let's look at another very important view. So, let's say I want to understand the people coming from a particular location or even people globally. I want to understand what their journey is. And let's say, I want to see how many people reach the cart page, and let's say three or four clicks. This would be a very valuable thing for me to understand.

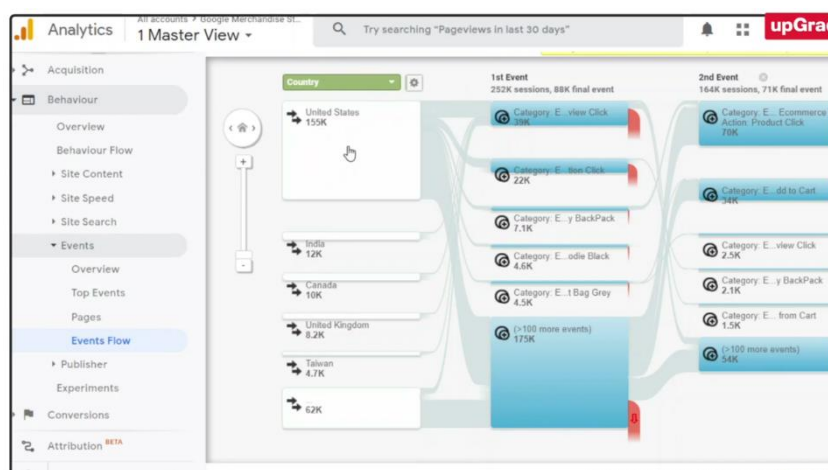
And also, let's say, I want to understand if people from different geographies are having the same kind of experience or similar kind of ease with which they are reaching, maybe making an order or even reaching the cart. So, let's do that.

Let's try to now see another view, which is a very useful view in which we will see how people are navigating in a lot of detail, really. So, we will go to the events section. And if I go to the events section, let me expand this, if I go to the events section, first, let me see the overview.



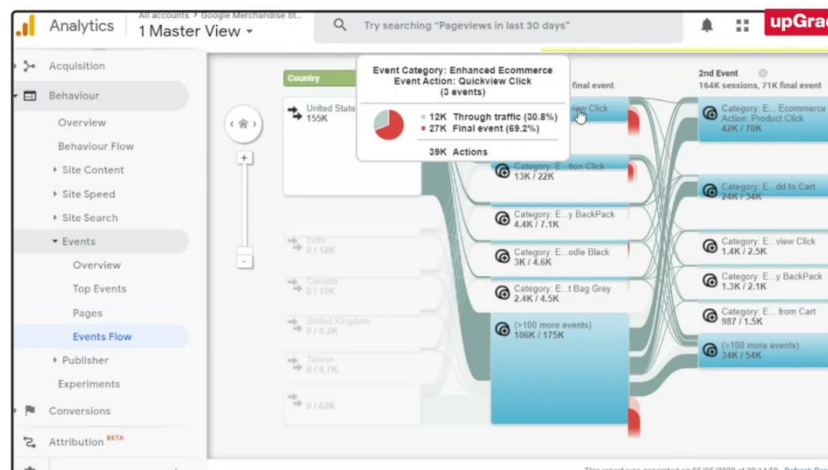
So, this in general just tells me what other different say, events, how many events. And remember events was just some action, some interaction which the user did with the platform, which you are tracking. Now, what you're particularly interested in, how the user is navigating and how is it interacting with the platform.

So, now within the events view, you have what is called the events flow. So, let me go to the events flow, and this can be a very revealing view. Although it may look there's a lot going on in this view initially, but this is indeed a very useful view.



So, this is the view for events. Let me try to make this look better somehow. This is the view and this is what is called a flow view. So, what this does is essentially is some sort of a path, what happens and how people move to and from between items. So, what this really showing me right now, if someone comes from the United States, so there's 155K events on the United States, or say sessions or people, what is the typical or what is the first event like?

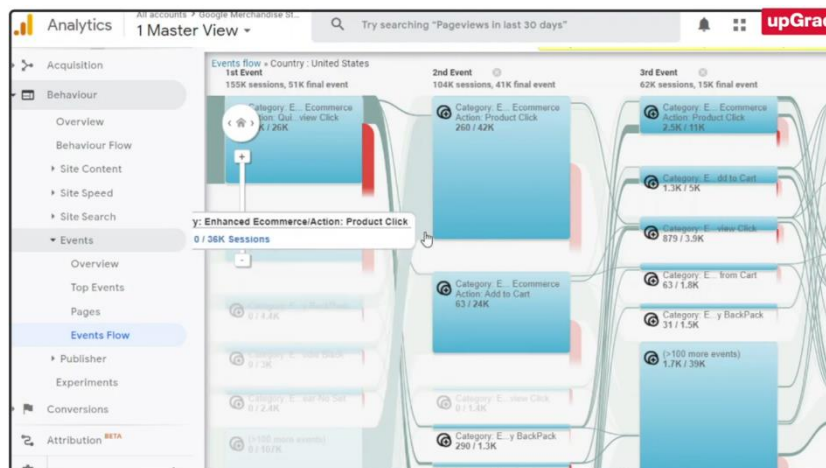
After that, what is the second event, after that, what is the third event and so on. So, they can in fact trace or track what the journey is. Let me take an example.



Let me take the example of USA here, and what I can do is, there's a lot of different countries over here. I don't want to look at all the others. Maybe for now, I just want to highlight the journey for folks from United States.

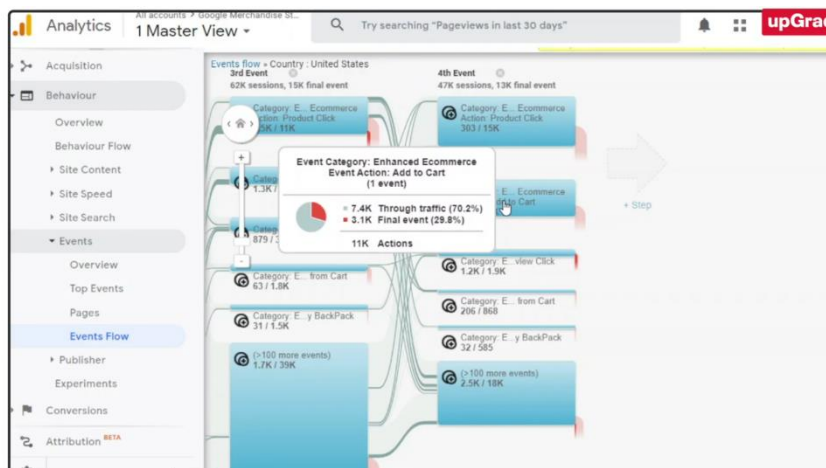
So, I may click here. I say, highlight traffic through here. Now what'll happen is all the others are dimmed out. And I see this, I see how the movement is happening to the other sections. So, what does this view tell me right now, right now it shows me from USA, if I see, there were what 155K sessions, you see that 26K sessions or in fact 27K events actually, but yeah, these many folks go ahead to this event, which is quick view click.

So, quick view click is an event on the website. Like you have a banner click or there is a property called quick view click and so on. After this, you will typically have say a cart or a product view, or even the cart edition. So, let me see how many people then go to the product view. So, let me again click on this, highlight traffic through here.



And let me, actually let me do this. Let me limit my entire data to USA, view only this segment so that I don't have folks from India and other countries coming in here. So, when I do this, I have this data only for the USA. And now things are much clearer. So, you see these many folks come here. And if I just see how many dropped off, you see that 17K, let me zoom into this view further. And yeah, 17K which is the final event. And for 17K folks, this is the last step, but the others go ahead. So, 17 and this, so there were these many to begin with. 31.6 go through, for 68.4, this is the final event, that's what this view tells me.

So, essentially it tells you, what is the drop off at each step as well. So, 68.4 drop off, but 31.6, go ahead. But where do these go? So, now if I look at this particular segment, you see that many go to cart addition case, so you're not many, but yeah, these many go to cart addition, case 65 sessions, 261 go to this particular product view click. And if I go to here, I can see, this is again, clicked it back, let me click on this again. Highlight traffic to a section here.

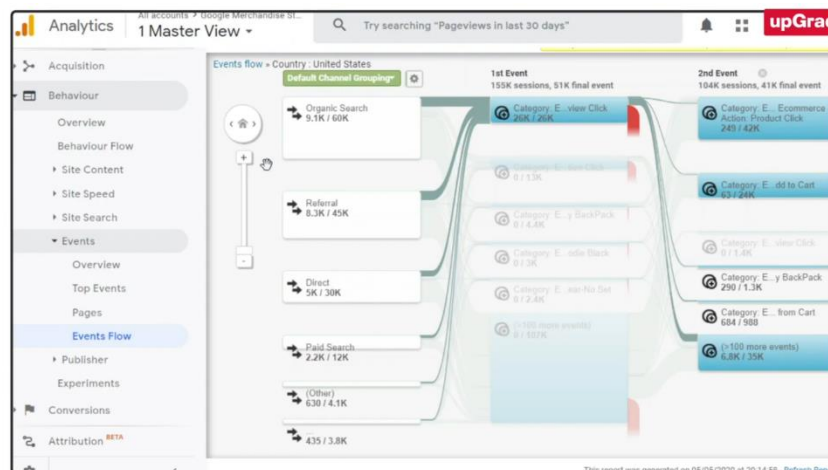


And now I can see that how many product clicks were resulted. And then again, we know that this journey is not straightforward. People go back and forth and so on, but I can also come and see here, that how many say did an add to cart as an event. And I can see that 14 K, and this is an overall thing actually. But yeah, from this particular segment, looks like a very small number came in.

And again, 21, this is the final event and so on. But yeah, this is the next event. And from this event, a lot of users go to remove, not a lot, but some users go from, remove from cart, some users go to again, click view, click and so on.

So, there is back and forth, but the user journey is not straightforward. So, you have all of these loops, but yes, this is how you can see how the navigation is happening. You can in fact see, in fact, you can even filter and see, and you can even filter certain particular segments, or maybe limit further for certain types of behaviours.

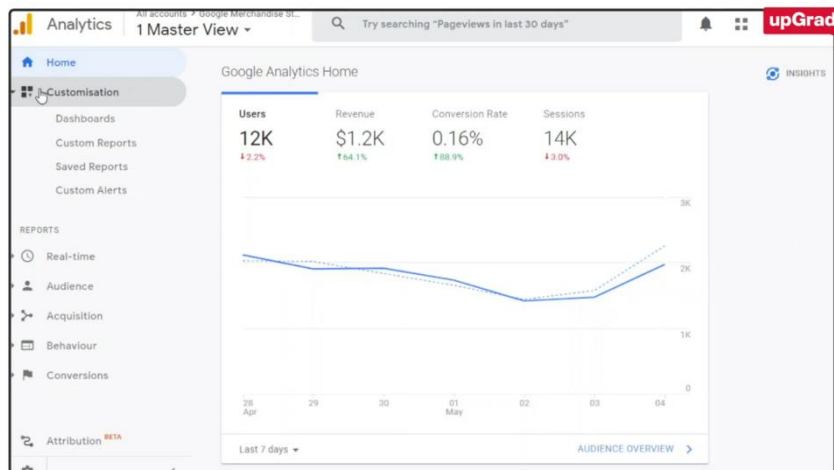
So, I'm looking at USA folks right now. I could look at India folks. I could even add step in the journey and see how many people went ahead. Or in fact, let me see if I look at cart add here, how many people are coming in, for how many people this is the final event and so on. There's a lot of activity which is visible here. It takes a while to get used to this view.



The only thing I want to add about this is that we saw this for a country view. This doesn't have to be a country view as well. I could use it for different acquisition channels as well. So, if I say channel grouping, this will create the entire flow again for people coming from different channels. So, then you can see people coming from this particular channel, what is the first action they do. If they are coming from this other channel, what is the first action they're doing so on.

So, this is very detailed data, and may not be the easiest to study, but the amount of information that contains is tremendous. And you can really understand how the user behaviour is for each of the different channels or whatever attribute you choose to look at.

So, if I again, view only the segment, you will now see after someone comes here, what is the first event that they have? What is the second event they have, or what is the third event they have and so on. So, this is about the events view as well. So, this is, again, a very, very handy view for understanding in detail the customer behaviour.



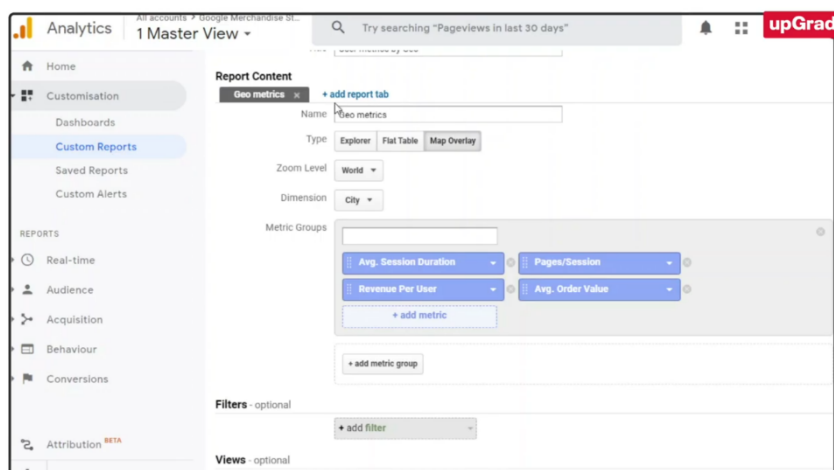
All the views we saw were very helpful and very insightful as well. And we saw that using some filters, we could further limit those views or modify them slightly. But there are situations in which you would want to build an entire report from scratch and not using any of the predefined views.

To do that, you have the notion of custom reports in Google analytics, where you can create your own view, create your own rows and columns and graphics, and so on with specified filters and the metrics. So, let's look at this view and let's try building our own custom report to solve let's say a problem.

So, now all the analysis or all the views we saw were the readymade views, which Google analytics gave you. What if you wanted to do a particular analysis and you wanted to look at specific metrics or create a specific view that is not available right now.

You can do that very easily by going into the customization section. So, in this part let's create our own little report. And what you want to analyse in this case is by geography or by different locations. Let's look at metrics like, what the average session duration is, just to understand maybe, you know, which are the sources with most people or which are the locations or cities or countries with say, most say pages per session or most time spent or revenue.

So, let's look at some of the key metrics by different geographies and how it is different for different countries, right.



For that, let's go to the custom report section under customization. When I click on this, you have this tab in which there is nothing right now. Here, I need to create a new custom report. And when you click on a new custom report, you first need to give it a title.

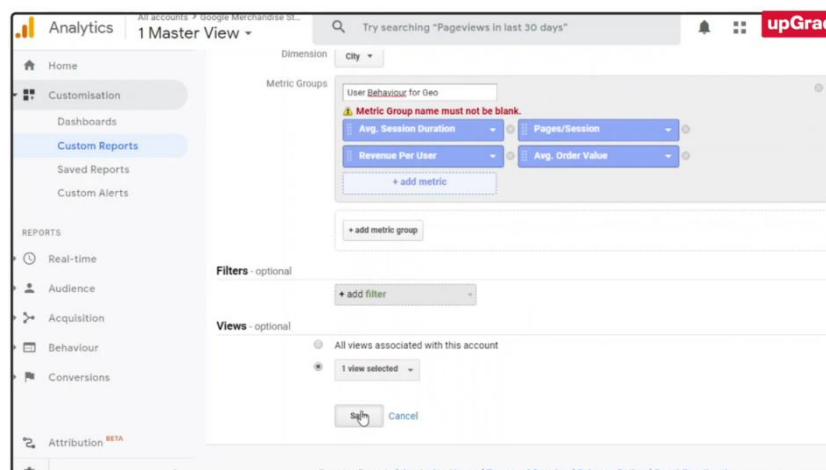
So, let me say user metrics by geography, by geo is fine, or it can have multiple tabs. So, let me just have it, geo metrics. It doesn't matter, but yeah. And what I want here, do I want a flat table or a map or a table again. So, let me use a map because I'm looking at geography. So, let me look at a map overlay. Let me use map. And what level do you want.

I want a zoom level of world to begin with, dimension maybe city. By different cities, I want to have a look at my metrics or I could do country here, but let's just do city just to understand better. And what metrics do I want here.

So, let me think, I want to look at say engagement metrics. Let me look at pages. Let me just add this, add metric. And in commonly use, you have session duration. Let me add another metric. Let's see, you have pages per session is done. Pages per session could also be one. Let me add another metric, maybe say time, time spent is already done. So, let me look at something else, about conversion.

Yeah, conversion probability, all those things, I could do all of that. Plus, I could do some general stuff, like say revenue, local product revenue, product revenue, or just revenue per user. Maybe this would be a good metric, revenue per user. I think bounce rate for that matter could be another one.

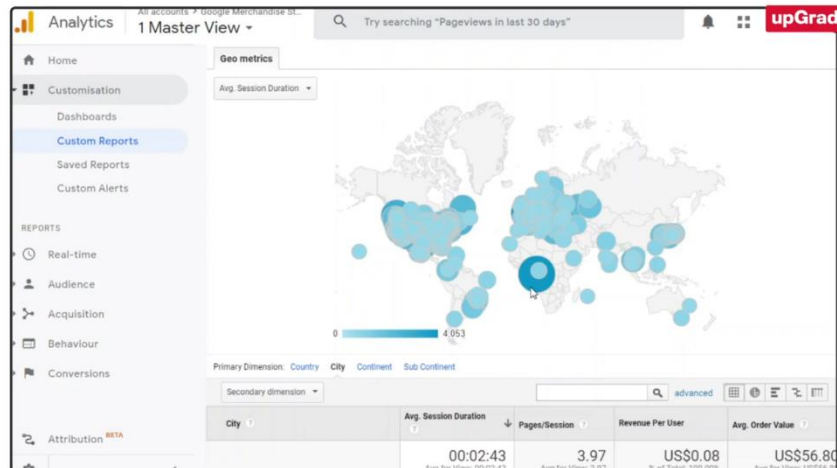
So, like this, I could just add different kinds of metrics, metrics with sessions, with search and so on. So, there's a lot of metrics here which Google gives you. So, you can look at all of these. In eCommerce, average order value, this could be one we'd want to look at. So, let me look at this. These are the four metrics.



Now what is really happening is I'm not creating a view with all of these, but these would be available to me as metrics, which I can select on the views. So, so far what I've done is I have said that this is my tab, in my report I'm using a map. The granularity or dimension would be city.

And I would be using these metrics in my views. And optionally, I can add a filter, not necessarily. I'll skip this for now. And I'll just use the standard view and this is all I'm doing over here. Title, map, city level and some metrics I want. And let me save this, let me just give this say geo or say user behaviour. User behaviour for geo for that matter or it doesn't really matter, but yeah. Let me save this.



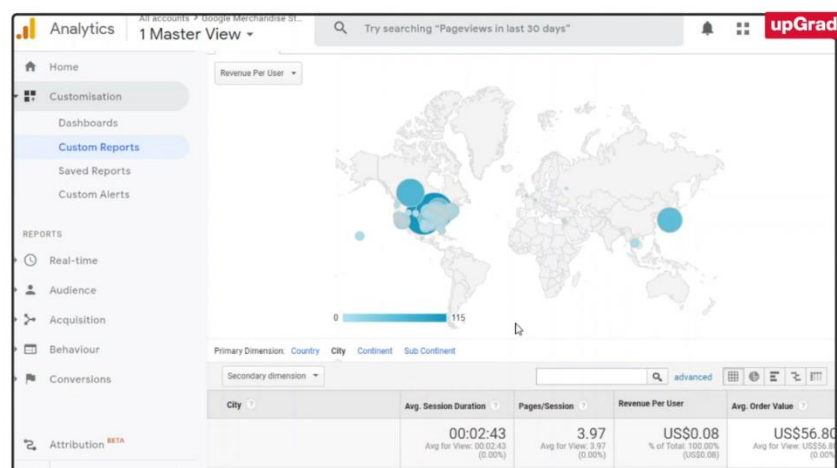


So, now I arrive at this view. This view right now, it's on March 1st to May 4th for this year. So, it's past couple of months. And this is the map view. I can see that this is one particular kind of view. In fact, I can just zoom in as well. I can click on this. It says that this particular city has high value. This particular city has low value and so on. But this is the average session duration. I actually clicked on this. So, it zoomed in on that, but let me go back.

And once I go back, I should have everything. So, the moment I click, it just takes me to that. And this is for each city, let me change this. Now average session duration is what I have here. I can see these bubbles for different locations and you see Liberville has an hour session in general. That's probably, it's pretty long, but let's look at some other metric here.

Let's look at, let's look at some other, user metric for geo. I can look at average order value. So, average order value, this seems to be the highest value place. And let me just sort this by average order value. So, this location has the highest average user value at \$437, Upland has 269 and Norwalk has 203. So, this is how you can analyse this.

If I want to look at say pages per session or revenue per user, yeah, this is the kind of view I get at a city level. And what's this, let's zoom in on this, Hobart in the USA seems to be big one. Goddard also seems to be a big one and so on. So, I can in fact change this very easily for a country, so that I don't have, let's say a lot of noise like that. I think now things are a little better, not too many bubbles.





But let me look at the average session duration now or average order value now, then yeah, Japan was expected to have the highest because it had that particular location. 437 in Japan, USA is 52, Canada is 79 and so on. So, this is how I get this view.

I can change again any metric and I can even see which location has the highest engagement or let's say highest session duration spend most time. And it looks like somewhere over here given has one hour of duration, but India has 01:43 seconds as the average duration, USA three minutes, Canada, again, three minutes and a half and so on.

So, that's, very nicely I can build a map view. I can very nicely see this view below. I can even select a secondary dimension and so on, but yeah, this is sufficient here. For each country, now I have all these metrics. So, I can very easily perform an analysis like this.

And this is a custom view which I have created. I can save this view, and user metrics by geo, this fine. And then this would be available in my saved reports. So, that's how we can create a custom view. And like I said, you could modify the time period. You could modify the kind of view you have. You don't necessarily have to have a map view. You can have multiple dimensions and even export the data and so on.

So, this is really very handy facility that Google has and you can see that creating those views was rather fast. So, this is finally the user metrics by geo view that we have created.



So, that brings us to the demonstration and discussion on Google analytics as a web analytics tool. Let's summarize, like we've learned. We began with introducing Google analytics and saw the kind of capabilities and kind of insights it can generate for us. Then you also saw if we wish to start tracking or start using Google analytics for our property or our website, how do we go about it, then we step involved in that.

Once things are set up, we saw what the Google analytics interface is, we saw the different kinds of views available. We saw the many very insightful, very useful views that Google already has prepared for us, right from the behavioural view to the acquisition view and so on. And other than these predefined views, if you wanted to build your own custom report to answer a particular question, then you could do that same using the custom report theme.

And we saw all of this using some examples. Now we hope this gives you a fair understanding of Google analytics as a tool. This tool is a big tool with plenty of capabilities. In a short span of time, it has become very intuitive to use. And I would say it's a good example as a product by itself.

So, yes, Google analytics to summarize is a great tool, which has plenty of capabilities for not just reporting and analysing, but also for tracking. And it has made all of these parts very, very simple. And this is a great tool for any product manager to know. We hope this module helps you get started on the same.

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