

Transitioning from Universal Analytics to Google Analytics 4

As part of my responsibilities, I was conducting research on the latest features of GA4, including new event integration, and performing necessary testing.



Google Analytics 4 is an advanced analytics platform that provides businesses with a more comprehensive view of their online performance, user behavior, and customer journey.

It is packed with powerful features and functionalities that are designed to help businesses personalize user experiences, increase conversions, and optimize their overall online performance. And as the digital landscape continues to evolve, it's essential for businesses to switch to GA4 to stay ahead of the game.