



Digital Analytics – Google Analytics

GROUP ASSIGNMENT

Michael W., Nabil M., Sarang Z., Addison P., Abdulaziz A., Gauchet A., & Ckalib N.

Digital Analytics

8th May, 2021

Table of Contents

<i>What is Google Analytics?</i>	2
<i>What does the 4th generation bring?</i>	3
GA 4 th Generation New Capabilities.....	3
<i>GA4 Impacts to GMS</i>	4
<i>Innovative Capabilities</i>	4
<i>Cookie-less future</i>	5
<i>Tableau Dashboard</i>	5

What is Google Analytics?

Google Analytics report tool is widely used by millions of businesses and websites to track user interaction across web domains, mobile apps, and offline APIs.



Most businesses know this platform as the tool that helps them track the amount of web traffic they get, monitor important marketing channels, and to measure their main KPIs. In a nutshell, it enables the users to analyze the following:

Website Traffic	Track Conversions
<ul style="list-style-type: none">Where visitors come from and how they are navigating through your websites	<ul style="list-style-type: none">DownloadsPage ViewsRegistrations

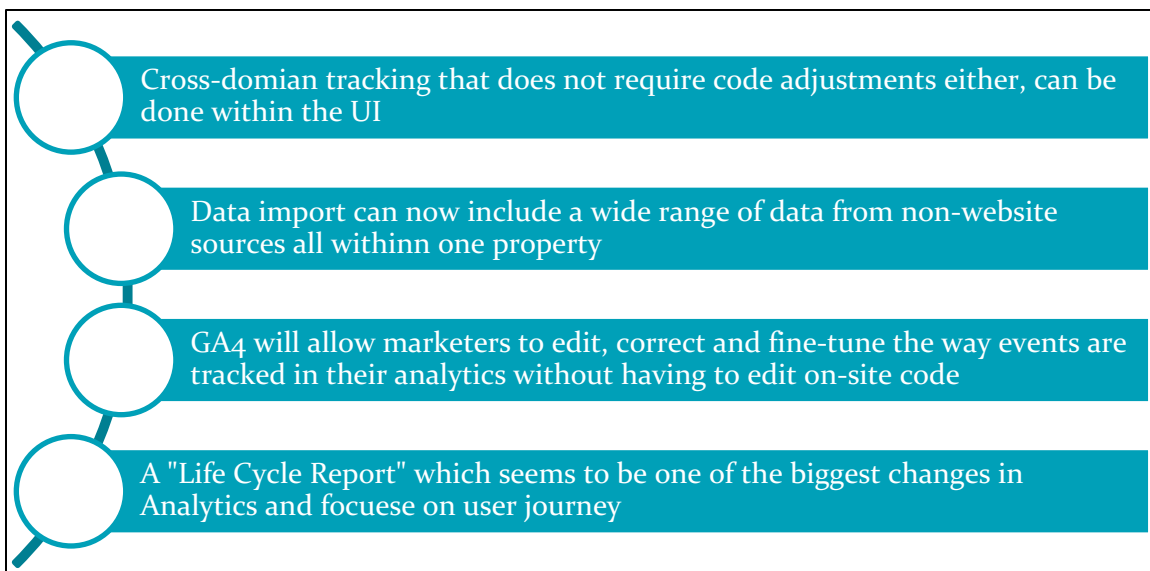
What does the 4th generation bring?

In October 2020, Google released Google Analytics 4 (GA4). Google self-describes the purpose of the new Google Analytics as a next generation approach to “privacy-first.” Tracking, x-channel measurement, and AI Based predictive data all at once. GA4 is all about “events.” These events are the main way that data is presented in the new Google Analytics. Here is summary of highlights:



GA 4TH GENERATION NEW CAPABILITIES

Here are a few of the new capabilities with GA4:



GA4 Impacts to GMS

Here is a list of the impacts that GA4 has on GMS:

Advanced Analysis	<ul style="list-style-type: none"> The templates for advanced analysis are among the most significant features in Google Analytics 4. In Google Universal Analytics, this capability is available only in the enterprise version of the platform. GA4 opens these up to everyone to further explore data and drill down for deeper insights such as doing funnel analysis, path analysis and line charts with anomaly detections.
Enhanced Search	<ul style="list-style-type: none"> The search feature in GA4 returns a variety of results, including insights, built-in reports, and help articles.
Ecommerce Reports	<ul style="list-style-type: none"> Ecommerce tracking in GA4 adheres to the fundamental event and parameter model but GA4 still does provide specialized metrics and reporting for Ecommerce
Automatically Collected Events	<ul style="list-style-type: none"> Google Analytics 4 automatically collects a range of events when implemented for mobile apps and/or web.

Innovative Capabilities

Here are a few of the innovative capabilities that come with GA4:

Smarter AI-powered Insights and Predictions <ul style="list-style-type: none"> ML is taken even further with GA4, detecting changes in trends related to your offerings and automatically alert you. 	Deeper Integration with Google Ads <ul style="list-style-type: none"> This new integration allows you to create & maintain custom audiences from visitors, and automatically will remove them or add them to new lists as they perform actions on your site. 	Customer-Centric Measurements and Customer Life Cycle Reports <ul style="list-style-type: none"> The new analytics provides a customer-centric measurement to give you a complete view of customer interactions. 	More Granular Data Control <ul style="list-style-type: none"> Updates to how data is controlled means you can better manage the collection, retention, and usage of your Analytics data.
--	--	--	--

Cookie-less future

In January 2020, Google announced its plans “to phase out support for third-party cookies in Chrome...within two years.” In two years' time, all major browsers will have blocked the use of third-party cookies. This may alter the landscape for digital advertising which currently relies extensively on third-party cookie data for personalization. Businesses need to prepare and adapt to changes in personalization solutions. However, there is no need to panic. Within just the last three years, there have been numerous updates to strengthen the privacy of users on the internet.

Tableau Dashboard

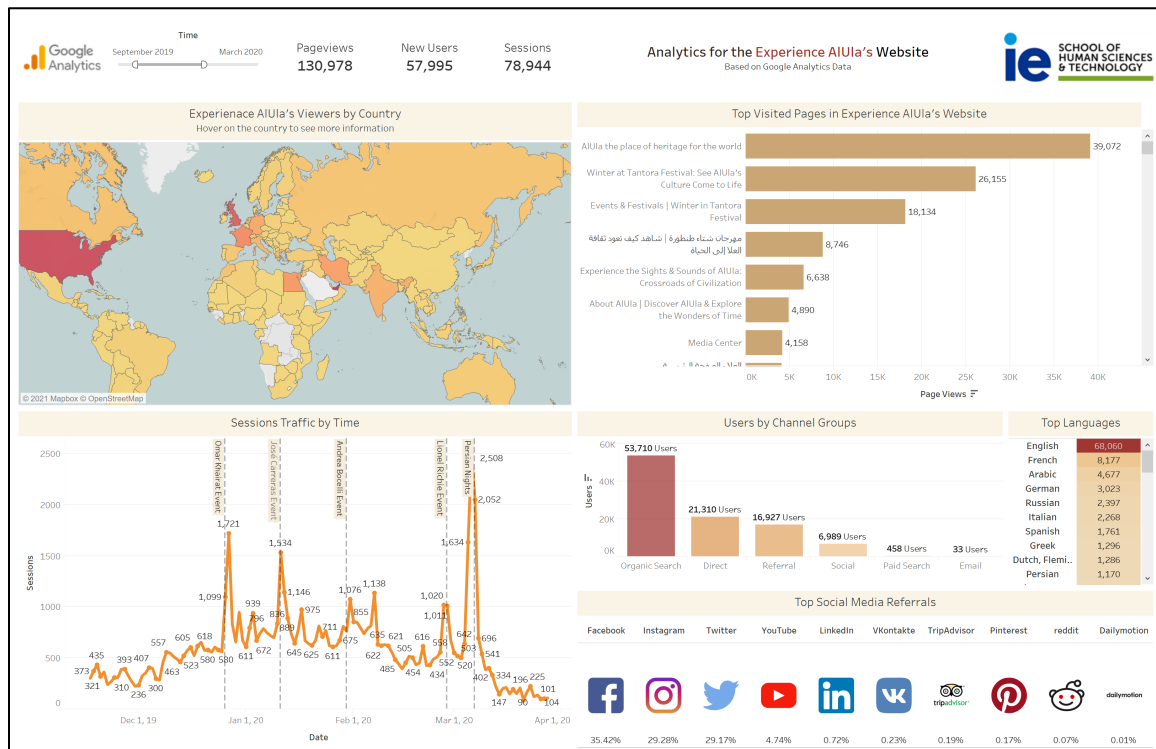
We linked Tableau to Google Analytics connector to fetch the data of a website named: ExperienceAIUla.com. The website promotes tourism in a UNESCO-registered city called AIUla (located in Saudi Arabia). The following dimensions and measures were considered to make an interactive dashboard to explore the users behaviors and usage:

Step 3: Select up to 7 Dimensions and 10 Measures:

Choose a Measure Group: Custom

Add dimension	Add measure
Default Channel Grouping	Avg. Session Duration
Country	New Users
Date	Pageviews
Language	Sessions
Page Title	Users
Social Network	
Source	

Then a number of visualizations were made that show the channel groups, social media referrals, and # of sessions by time. Alongside demographics elements such as country of users, and their configured language. Every visualization set interacts with others so the user can slice and dice the data to reach conclusion.



The level of insight that can be gained from our dashboard are enormous. As seen in the example below, if we filter the data by Persian language, we can pinpoint where the traffic was coming from and what was the event driving the traffic. In this case, most of the traffic was coming from Iran (Official Language: Farsi/Persian) and around Persian Nights event via Organic search.

