***Google Analytics***

* Google Analytics helps you understand how people use your web, Apple, or Android app.
* It automatically captures a number of events and user properties and also allows you to define your own custom events to measure the things that uniquely matter to your business
* Captured data is available in a dashboard through the Firebase console. This dashboard provides detailed insights about your data — from summary data such as active users and demographics, to more detailed data such as identifying your most purchased items.
* Analytics helps you understand how your users behave, so you can make informed decisions about how to market your app.
* Uses:
  + Real Time Reporting
  + Insights Report
  + Landing Page Bounce Rates
  + Session Duration Bucket
  + Understand Website Visitors
  + Setup Views with Filter
  + Create a Dashboard
  + Use case for Intermediate users:
    - Set up Goals
    - Ecommerce Transactions
    - Use Attribution Modeling
    - Custom Dimensions
    - Event Tracking
    - Custom Metrics
    - Analyze user journeys
    - Compare converters vs non-converters
  + Use case for Advanced users:
    - Take conversion further with multiple goal tracking
    - Track conversion by keywords
    - Power of Segmenting
    - Product Impact
    - Goal Impact
    - Funnel Visualization