

## MODULE-6

### QUE-1 What are events in Google analytics?

**ANS-1** In Google Analytics, events are user interactions with content that can be tracked independently from a web page or a screen load. These interactions can include things like button clicks, form submissions, downloads, video views, and more. Events help you understand how users are engaging with your website or app beyond just pageviews.

Events are typically composed of four main components:

1. **Category:** This is a name that you define to group similar events together. For example, you might have a category called "Videos" to track interactions with video content on your site.
2. **Action:** This describes the type of interaction or the specific action taken by the user within the category. For example, within the "Videos" category, you might have actions like "Play", "Pause", or "Complete".
3. **Label (optional):** This provides additional information about the event. It's often used to provide more context or detail about the action. For instance, if you're tracking downloads, the label might specify the name of the downloaded file.
4. **Value (optional):** This is a numerical value associated with the event. It can represent things like the monetary value of the event or a numeric quantity. For example, if you're tracking a form submission, you might assign a value based on the importance of the form to your business goals.

Events are a crucial aspect of Google Analytics because they provide insights into user behavior beyond just page views. They allow you to track specific actions that users take on your site or app, helping you understand how they engage with your content and where you might need to make improvements.