MODULE 6

ANSWER 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 actions such as button clicks, form submissions, video plays, downloads, and more. Events help you understand how users engage with your website or app beyond just page-views, providing valuable insights into user behavior and interactions.

Events are typically composed of four components:

1. **Category:** This is the broadest level of classification for the event, typically describing the type of user interaction. For example, categories could include "Video," "Button," "Form Submission," etc.

2. **Action:** The action provides additional detail about what the user did within the category. For instance, if the category is "Video," the action might be "Play," "Pause," "Seek," etc.

3. **Label (optional):** This is an optional parameter that provides additional information about the event. It can be used to differentiate between similar events or to provide more context. For example, if the category is "Download," the label could specify the file that was downloaded.

4. **Value (optional):** Another optional parameter, the value allows you to assign a numerical value to the event. This can be used to quantify the event, such as assigning a value to a transaction or indicating the length of time a video was played.

By tracking events in Google Analytics, you can gain insights into how users are interacting with specific elements on your website or app, identify areas for improvement, and make data-driven decisions to optimize user experience and achieve your goals.