

## Google Analytics Basic + Intermediate

**Duration – 4 Days / 16 Hours**

### Program Description

This program provides a comprehensive introduction to Google Analytics, covering both Universal Analytics and GA4.

Participants will explore the platform's interface, learn how to generate and interpret basic reports, and track campaigns and conversions effectively.

The course includes practical, hands-on experience with real-time data analysis to equip learners with the skills needed to monitor and optimize digital marketing efforts.

### Learning Goals

- ❖ Gain a foundational understanding of Google Analytics, including both Universal Analytics and GA4.
- ❖ Navigate and utilize the Google Analytics interface to access key data.
- ❖ Generate, interpret, and apply insights from basic reports.
- ❖ Track and measure campaign performance and conversions using Google Analytics.
- ❖ Execute practical exercises and analyze real-time data for actionable insights

### Course Topics

- ❖ Introducing Google Analytics
- ❖ The Google Analytics (Universal Analytics & GA4) Interface
- ❖ Basic Reports
- ❖ Basic Campaign and Conversion Tracking
- ❖ Practical Execution & Real time data analysis

## Google Analytics Advance

**Duration - 4 Days / 16 Hours**

### Program Description

This advanced Google Analytics program builds on foundational knowledge, focusing on understanding user behaviour, attracting high-value traffic, and improving product performance.

It explores the differences between Google Analytics and Google Analytics 360, providing a comprehensive view of how to leverage data to optimize digital strategies.

Participants will refine their skills in using analytics to drive meaningful business outcomes.

### Learning Goals

- ❖ Deepen knowledge of Google Analytics through revision and practical application.
- ❖ Understand user behaviour and segment audiences for better insights.
- ❖ Learn strategies to attract and engage high-value traffic.
- ❖ Analyze data to enhance product or service performance.
- ❖ Compare Google Analytics with Google Analytics 360 to determine the best fit for business needs.

### Course Topics

- ❖ Revision of Google Analytics
- ❖ Understand users
- ❖ Attract high-value traffic
- ❖ Improve product performance
- ❖ Google Analytics Vs. Google 360