**Google Analytics** is a platform that collects data from your websites and apps to create reports that provide insights into your business. [It helps you understand user behavior, track website traffic, and optimize marketing efforts1](https://support.google.com/analytics/answer/12159447?hl=en)[2](https://www.techtarget.com/searchbusinessanalytics/definition/Google-Analytics)[3](https://marketingplatform.google.com/about/analytics/).

Here are **five free resources** where you can learn more about Google Analytics:

1. [**Google Analytics Help Center**](https://support.google.com/analytics/?hl=en): This official resource provides tips, tutorials, and answers to frequently asked questions.
2. [**Google Analytics Academy**](https://analytics.google.com/analytics/academy/): Offers free online courses covering various aspects of Google Analytics, including beginner and advanced topics[4](https://analytics.google.com/analytics/academy/).
3. [**Practical Ecommerce Tutorials**](https://www.practicalecommerce.com/21-Free-Tutorials-for-Google-Analytics): Explore product overviews, webinars, and live streams related to Google Analytics.
4. [**Google for Developers - Analytics**](https://developers.google.com/analytics/learn): Learn how to integrate with Google Analytics 4, set up measurement, and use APIs for customization[5](https://developers.google.com/analytics/).
5. [**Udemy: Getting Started with Google Analytics**](https://www.udemy.com/course/getting-started-with-google-analytics/): A step-by-step course covering installation, data interpretation, and essential reports[6](https://www.udemy.com/course/getting-started-with-google-analytics/).

Feel free to explore these resources to enhance your understanding of Google Analytics! 📊🔍