



## Certificate of Achievement

# Praneetha Karthikeyan

has completed the following course:

**DIGITAL SKILLS: WEB ANALYTICS**  
**ACCENTURE**

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

3 weeks, 2 hours per week



**Camilla Drejer**

Managing Director for UKI Responsible Business & Citizenship  
Accenture



In association with



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.

## Praneetha Karthikeyan

has completed the following course:

### **DIGITAL SKILLS: WEB ANALYTICS ACCENTURE**

**96%**  
OVERALL  
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

#### **STUDY REQUIREMENT**

3 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe what web analytics is
- Explain why it is important for businesses
- Identify the different types of analytics
- Describe the various web analytics processes and metrics
- Understand how to create a measurement plan
- Describe what conversions are and what a conversion funnel is
- Explore the key features of web analytics tools such as Google and Adobe Analytics
- Understand what skills and typical experiences people face when undertaking a web analytics career

#### **SYLLABUS**

##### **Week 1 - Analytics basics**

- Describe what web analytics is
- Identify the different types of analytics including descriptive, diagnostic, predictive and prescriptive analytics
- Explain why web analytics is important for businesses and how it helps in achieving business objectives

##### **Week 2 - Web analytics data and measurement plan**

- Describe what a measurement plan is and why it is important
- Identify the different stages of building a measurement plan
- Describe what segmentation is and why it is a useful analytical technique when looking to personalise customer experiences
- Explain the role of web analytics for a successful online business through looking at an example measurement plan case study
- Describe what a conversion is and the identify differences between a macro and micro conversion
- Explain what a conversion funnel is and how web analytics can be used at each stage of the funnel
- Understand what conversion rate optimisation is and explain why it is important to obtain quality and relevant data to measure business performance

##### **Week 3 - Analytics tools**

- Understand what web analytics tools are
- Explain how Google and Adobe Analytics work
- Explore the challenges of web analytics
- Understand a typical career journey, job description and example of a day in the life of a digital analyst