Pierian – Week 1

# Day 1 : 22/08/2022

## Dev Call

* All interested parties in a project come together in a daily meeting
* Catch up on mutual issues
* Was about Vodafone attempting to change to an Adobe plaform

## Google Analytics Course

* Google analytic properties is where a companies data goes to get processed
* Different types of properties
  + - Universal Analytics : Measure websites
    - Google Analytics for Firebase : Measuring mobile activity
    - Google Analytics 4 : Does both of the above, allows data to be combined in one place
* Benefits of Google Analytics 4 properties
  + Holistic
    - Scales with business
    - Adapts to changing environment
    - Reveals business insights
    - Helps achieve marketing goals
  + Tools
    - Explorations: More tools to interpret data
    - BigQuery Export: securely store your data in the cloud, combine it with data from other sources, run queries across all of your data sets, move your data to any other system where you want to use it.
* Comparison
  + Google Analytics 4 and Universal Analytics
    - Table

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    - Audiences
      * Easier to create more audiences in GA4
      * More options when defining and segmenting your audiences
    - Sessions
      * Universal Analytics uses a session based model. This groups data into “sessions”, a group of interactions within a certain time frame
      * GA4 uses an event based model. You can still see session data but user interactions with your website or app are stored as events these collect and store further context about that specific action.
        + Pros of this are it is more scalable, flexible and custom calculations are performed faster
* Integrated reporting
  + Can streamline data from across devices into a singular user journey
  + E.g. research product on phone then buy on computer
  + How
    - De duplicate users
    - Integrate data from different platforms (e.g. apps, websites)
    - Combine all data streams
* Identity Spaces
  + Groups of user identifiers
    - User ID
    - Device ID
    - Google Signals
  + In UA they work separately – hard to de duplicate and streamline due to primarily using device ID
  + In GA4 tries to use User ID, Google Signals then Device ID – makes it easier to de duplicate and tell a more unified, holistic customer journey
    - Can tell number of unique users and conversions occurred , thus effectiveness
* Reporting and analysis
  + UA
    - Number of set reports
    - Difficulty finding any data out of this
  + GA
    - Hand full of overview reports
    - Option to go deeper
    - Explore section is more customisable
    - Types of reports
      * Summary
      * Realtime
    - Techniques explorations let you use
      * Free form exploration
      * Funnel exploration
      * Path exploration
      * Segment overlap
      * User exploration
      * Cohort exploration
* Analytics property structure

Diagram

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