

Setting Up a new Google Analytics 4 Account



Setting Up a new Google Analytics 4 Account

- Create a **new google email** and **sign up** for a **new Google Analytics account** and **create a new property** named “Assignment Property” and inside the property **create a new Data Stream** called “Assignment data Stream”
- Create **Custom event** with the following parameters

Event name: contact_pageview

With the below conditions

Event Name equals page_view

Page Location contains “/contact/

- Create a **new conversion** using the **custom event created** in the above point
- Share access for the newly created **Google Analytics account** with
intellipaataugust@gmail.com

Step by Step Process for the above Question / Assignment

step-1-account-creation



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The screenshot shows the Google Analytics interface. The top navigation bar includes tabs for 'Analytics' and 'Platform Home'. A banner at the top left informs users that 'Analytics conversions have been renamed key events'. On the left sidebar, 'Analytics Accounts' are listed, with 'DM Intellipaat Assignments' selected and highlighted with a red border. The main dashboard displays a summary card for 'ACTIVE USERS IN LAST 30 MINUTES' (40) and a bar chart for 'ACTIVE USERS PER MINUTE'. Below these are dropdown menus for 'COUNTRY' and 'USERS'. A 'snapshot' button is visible at the bottom of the summary card.

step-2-property-creation

This screenshot is similar to the previous one but shows the 'Properties & Apps' section. The 'Assignment Property' (456877297) has been created and is listed under the 'Properties & Apps' column, also highlighted with a red border. The rest of the interface, including the summary card and country/users dropdown, remains the same.

step-3-property-details



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The screenshot shows the 'Property details' section of the Google Analytics interface. On the left, a sidebar menu is open under 'Property' settings, with 'Property details' selected. The main area displays the following configuration:

- Property name:** Assignment Property
- Industry category:** Jobs & Education
- Reporting time zone:** India (GMT+05:30) India Time
- Currency displayed as:** Indian Rupee (₹)

At the bottom right of the main area, it says "PROPERTY ID: 456877297". At the very bottom of the screen, there is a watermark that reads "Intellipaat".

step-4-data-stream-creation

The screenshot shows the 'Data streams' section of the Google Analytics interface. On the left, a sidebar menu is open under 'Data collection and modification', with 'Data streams' selected. The main area displays a single data stream entry:

All	iOS	Android	Web	Action
				Assignment Data Stream
				https://www.intellipaat.com
				8630299919
				No data received in past 48 hours.

At the bottom right of the main area, there is a link to "Add stream". At the very bottom of the screen, there is a watermark that reads "Intellipaat".

step-5-data-stream-details



Stream details

STREAM NAME: Assignment Data Stream

STREAM URL: <https://www.intellipaat.com>

STREAM ID: 8630299919

MEASUREMENT ID: G-VYKM7YEG55

Consent settings

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Modify events

Modify incoming events and parameters. [Learn more](#)

step-6-custom-event-with-conditions

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks

Create events

Assignment Data Stream

Custom events

Custom event name	Matching conditions
contact_pageview	event_name equals page_view page_location contains /contact/

Google tag

Configure tag settings

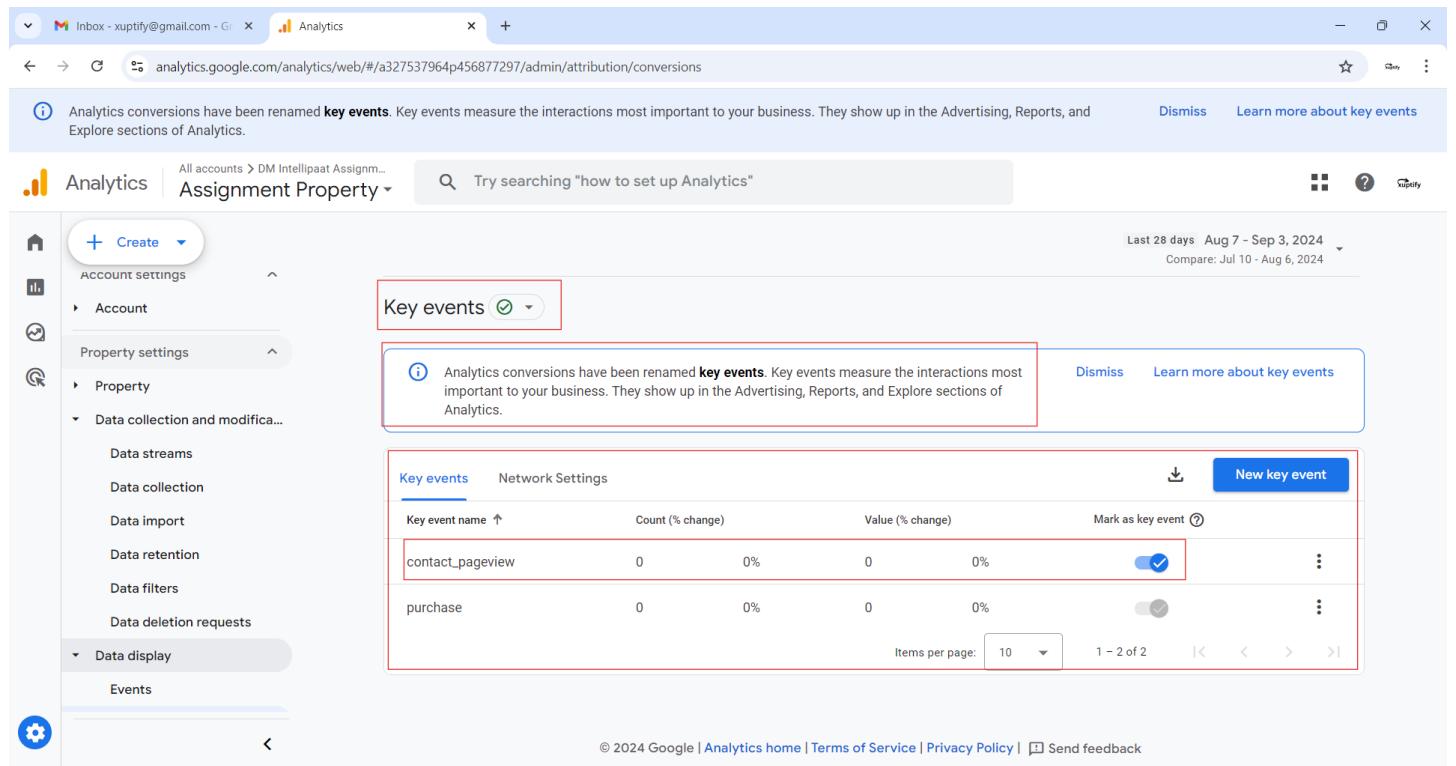
Manage connected site tags

View tag instructions

step-7-new-conversion-creation-with-custom-event

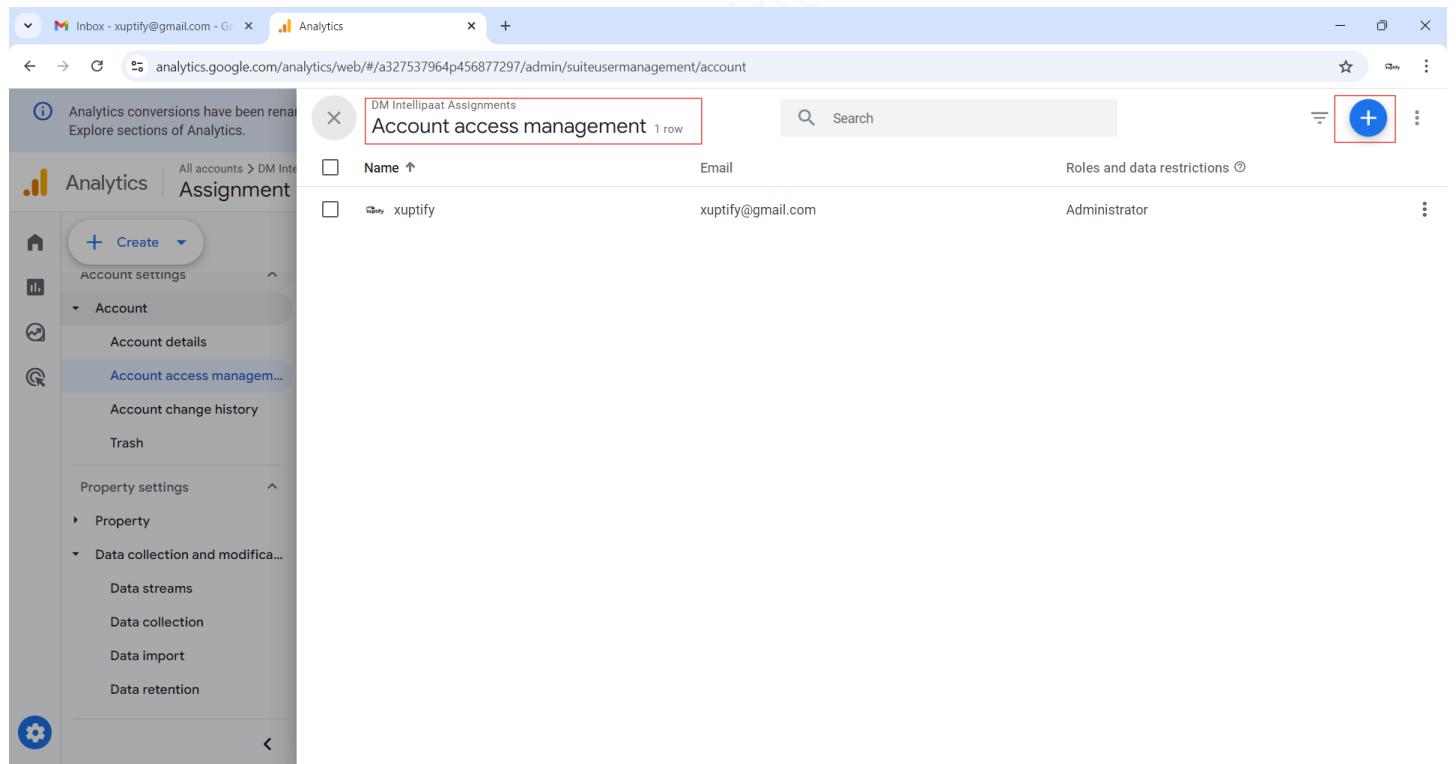


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The screenshot shows the Google Analytics interface for a specific assignment. The left sidebar is titled 'Analytics Assignment Property' and includes sections for Account settings, Account, Property settings, Property, Data collection and modification, Data streams, Data collection, Data import, Data retention, Data filters, Data deletion requests, Data display, and Events. A 'Create' button is also present. The main content area is titled 'Key events' and displays a table of key events. The table has columns for 'Key event name', 'Count (% change)', 'Value (% change)', and 'Mark as key event'. Two rows are shown: 'contact_pageview' (marked as key event) and 'purchase'. A red box highlights the 'Key events' section and the 'contact_pageview' row.

step-8-new-users-adding



The screenshot shows the 'Account access management' section of Google Analytics. The left sidebar is identical to the previous screenshot. The main content area lists users with their names, emails, and roles. One user, 'xuptify', is listed with the email 'xuptify@gmail.com' and role 'Administrator'. A red box highlights the 'Account access management' section and the user 'xuptify'.

step-9-giving-an-access-to-email



In the screenshot, a user is managing account access for 'xuptify'. A new user, 'intellipaataugust@gmail.com', is being added. The 'Notify new users by email' checkbox is checked. Under 'Direct roles and data restrictions', the 'Administrator' role is selected, which grants 'Full control of account'. Other roles like Editor, Marketer, Analyst, and Viewer are also listed with their descriptions.

step-10-email-account-limit-reached-error

The same user addition process is shown again, but this time an error message is displayed: 'Error: A user you tried to add is already at the accounts-per-user limit, and cannot be added to more accounts.' This indicates that the user account has reached its maximum allowed limit.





Accessing Demo Google Analytics

4

First get access to the **Demo Google Analytics 4 Property** by using the **link below** and then **use the data** within the **Demo property** to find the answers below

<https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502>



Step 1 – Opening the link to access the Demo Account

Analytics account.

- If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

- [Google Analytics 4 property: Google Merchandise Store \(web data\)](#)
- [Google Analytics 4 property: Flood-It! \(app and web data\)](#)

You can [remove the demo account](#) at any time.

Where the data comes from

The data in the Google Analytics demo account is from the [Google Merchandise Store](#) and [Flood-It!](#).

The Google Merchandise Store is an ecommerce site that sells Google-branded merchandise. These two properties contain data in the account that is typical of what you would see for an ecommerce site, and include the following kinds of information:

- [Traffic source data](#). Information about where website users originate. This includes

<https://support.google.com/analytics/answer/6132368>

Help

- [Introduction to Analytics](#)
- [Set up Analytics](#)
- [Access your Analytics account](#)
- [Guides and videos](#)
- [Troubleshooting](#)
- [Demo account](#)
- [Join the Analytics community](#)
- [Glossary](#)

Help guide (BETA)

Hi, I'm a new **AI support assistant**. Chat with me to find answers and solve account issues.

Let's chat

Step 2 – By clicking on the GA 4 Property: Google Merchandise Store (web data) able to access the Demo Account with data

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

Recent Properties

- Demo Account GA4 - Google Merch Shop (Selected)
- LEARN_SKILLXUP_BLOG_SHOP
- skillxup
- skillxup

Realtime Overview

View user snapshot

Keyboard shortcuts Map data ©2024 Terms

Active users by First user source

Active users by Audience

Views by Page title and screen name

https://analytics.google.com.analytics/web/#/p213025502/realtime/overview?params=_u.nav%3Dmaui



Traffic Sources and Campaign Performance



Traffic Sources and Campaign Performance

- How many users came from Paid Search in the first half of 2023?
 - How many sessions were generated from Organic search in July 2023
 - What was the total revenue generated from Organic search in July 2023
-

How many users came from Paid Search in the first half of 2023?

Step 1 – Highlight the User Acquisition, Selecting the Date Range (Jan 1, 2023 – June 30, 2023) & Applying



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The screenshot shows the Google Analytics interface for the 'User acquisition' report. The left sidebar is collapsed, and the main area displays the 'User acquisition: First user primary channel group' report. The date range is set to 'Custom' from 'Jan 1, 2023' to 'Jun 30, 2023'. The results table lists the following data:

Channel	Users	Percentage				
Total	75,75	100% of total				
1 Direct	53,56					
2 Organic Search	13,79					
3 Referral	2,18					
4 Cross-network	2,13					
5 Email	1,98					
6 Paid Search	1,06					
7 Organic Social	312	275	56	1m 18s	1.01	5,994
8 Unassigned	289	66	7	32s	0.23	2,020
9 Organic Shopping	238	225	51	1m 32s	1.24	5,184

Step 2 – Based on the selection of User Acquisition, Date Range, Showing the Results (but no data available)

The screenshot shows the Google Analytics interface for the 'User acquisition' report. The left sidebar is collapsed, and the main area displays the 'User acquisition: First user primary channel group (Default Channel Group)' report. The date range is set to 'Custom' from 'Jan 1 - Jun 30, 2023'. The results table shows the following data:

Total users by First user primary channel group (Default Channel Group) over time						
	Day	Month	Year	Day	Month	Year
No data available						

Step 3 – Showing the Table Results (but no data available, according to given question / input)



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

Try searching "link with Ads"

User acquisition: First user primary channel group (Default Channel Group)

	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
Total	0	0	0	0s	0.00	0

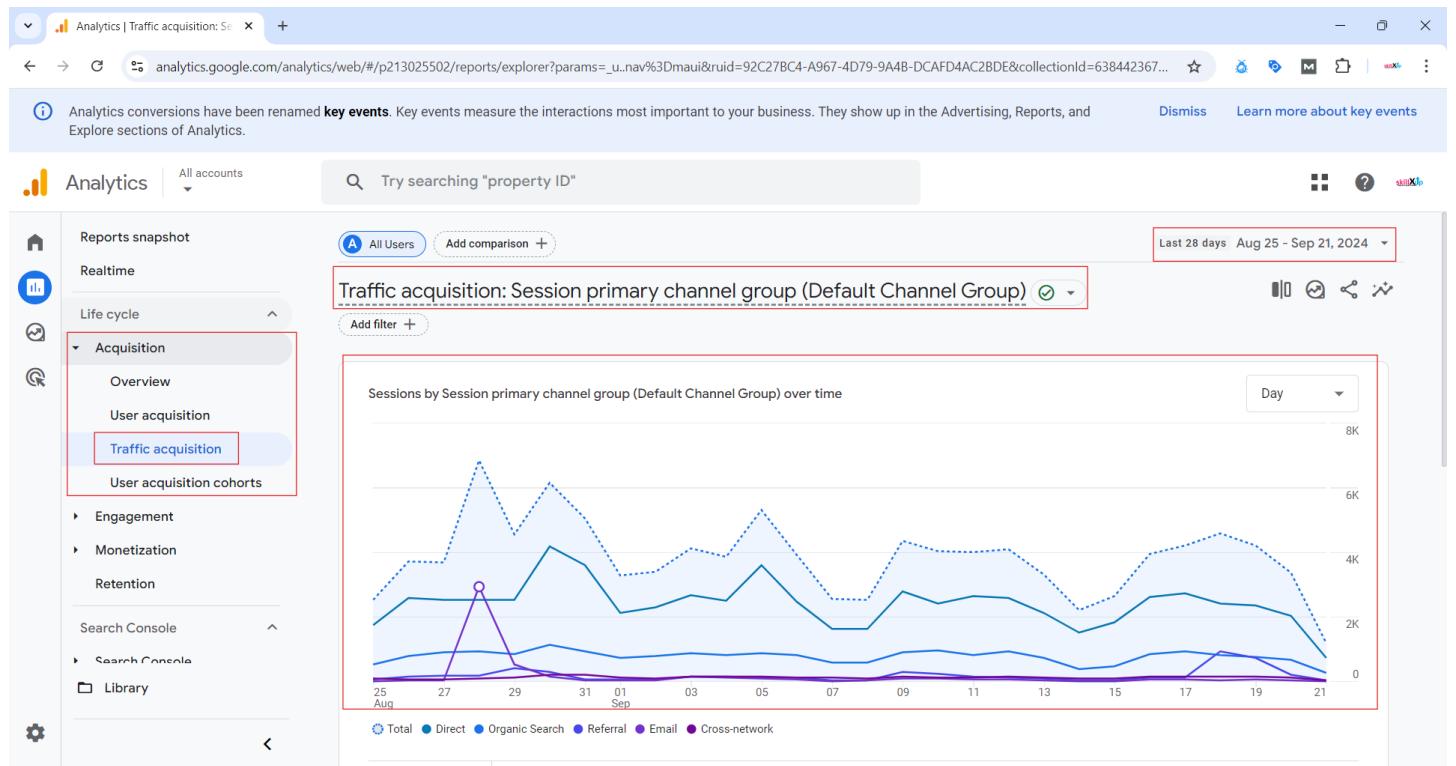
No data available

How many sessions were generated from Organic search in July 2023

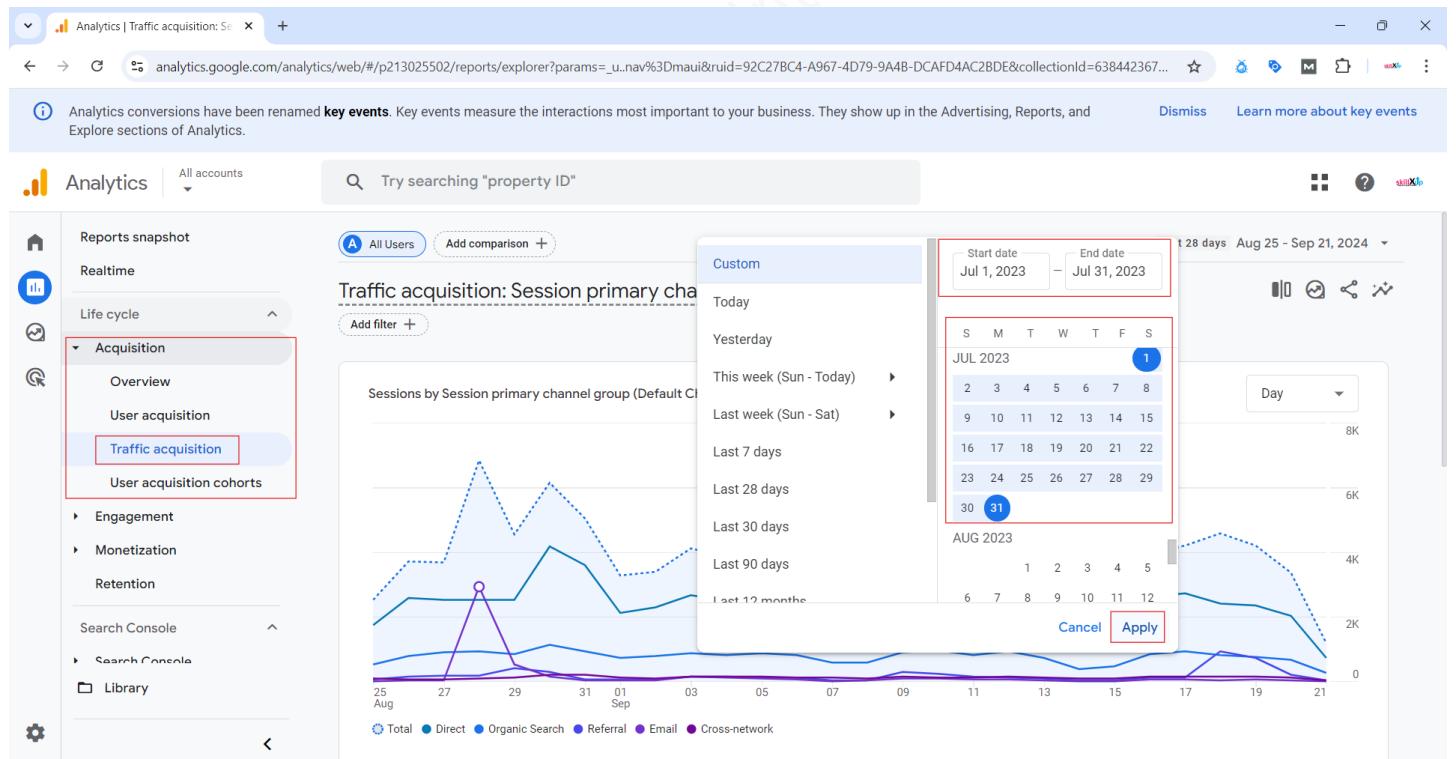
Step 1 – Selecting Acquisition under that, Select -Traffic Acquisition,



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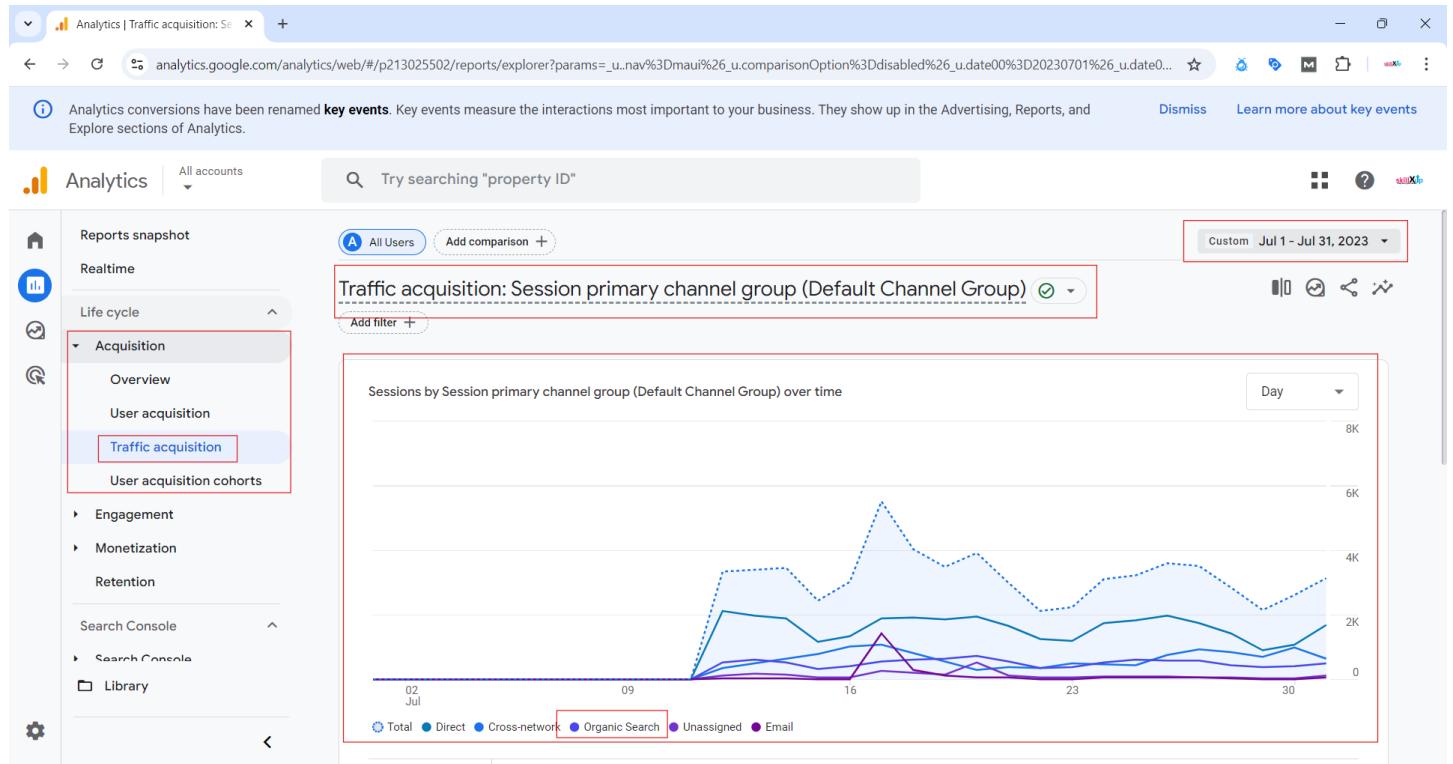


Step 2 – Selecting Date Range (Jul 1, 2023 – Jul 31, 2023)



Step 3 – Fetching the Graph Results of Organic Search according to Selected Date Range





Step 4 – Fetching the Table (rows & cols) Results of Organic Search Results from the given Date Range

The screenshot shows the Google Analytics interface for 'Traffic acquisition: Session primary channel group (Default Channel Group)'. The left sidebar is expanded to show the 'Acquisition' section, with 'Traffic acquisition' selected. The main area displays a table titled 'Traffic acquisition: Session primary channel group (Default Channel Group)'. The table has columns: Plot rows, Search..., Rows per page: 10, Go to: 1, 1-10 of 11. The table data is as follows:

	Session primary...Channel Group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
<input checked="" type="checkbox"/>	Total	63,590 100% of total	57,281 100% of total	90.08% Avg 0%	1m 12s Avg 0%	17.78 Avg 0%	1,130, 100% of
<input checked="" type="checkbox"/>	1 Direct	32,633	30,026	92.01%	1m 13s	17.33	565
<input checked="" type="checkbox"/>	2 Cross-network	12,837	12,481	97.23%	1m 09s	14.82	190
<input checked="" type="checkbox"/>	3 Organic Search	9,932	9,194	92.57%	57s	15.49	153
<input checked="" type="checkbox"/>	4 Unassigned	2,429	11	0.45%	1m 49s	45.14	109
<input checked="" type="checkbox"/>	5 Email	2,378	2,115	88.94%	1m 50s	24.85	59
<input type="checkbox"/>	6 Paid Search	2,191	2,147	97.99%	6s	6.04	13
<input type="checkbox"/>	7 Organic Social	1,045	932	89.19%	1m 47s	24.62	25
<input type="checkbox"/>	8 Referral	593	538	90.73%	1m 36s	21.91	12

Step 5 – Highlighting the row & col of Fetched Organic Search Results according to Selected Date Range (Jul 1, 2023 – Jul 31, 2023) from the Traffic Acquisition under Acquisition



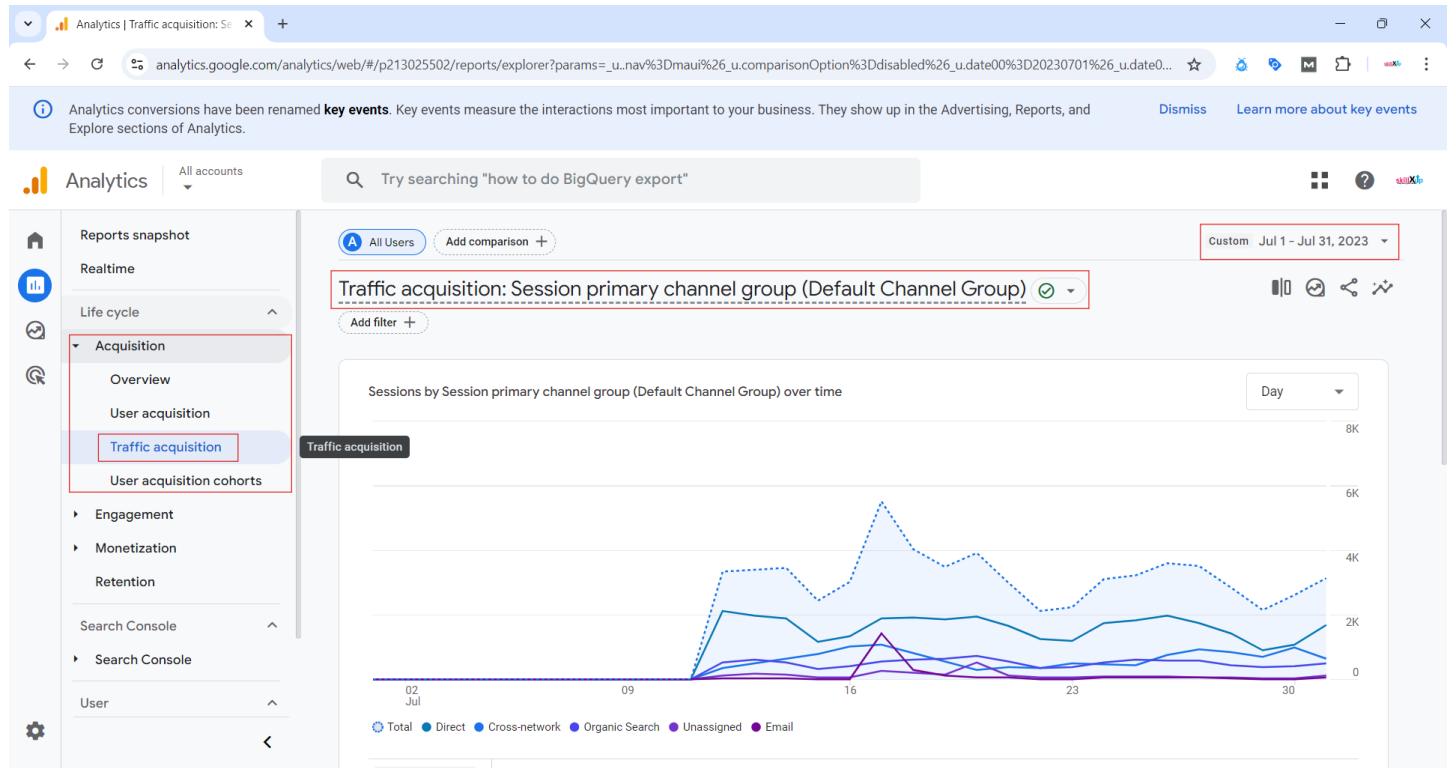
The screenshot shows the Google Analytics interface with the following details:

- Page URL:** analytics.google.com/analytics/web/#/report/explorer?params=_u..nav%3Dmaui%26_u.comparisonOption%3Ddisabled%26_u.date0%3D20230701%26_u.date0...
- Header:** Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.
- Left Sidebar:**
 - Reports snapshot
 - Realtime
 - Life cycle
 - Acquisition
 - Traffic acquisition
 - Overview
 - User acquisition
 - User acquisition cohorts
 - Engagement
 - Monetization
 - Retention
 - Search Console
 - Search Console
 - Library
- Report Title:** Traffic acquisition: Session primary channel group (Default Channel Group)
- Report Date Range:** Jul 1 - Jul 31, 2023
- Table Headers:** Sessions, Engaged sessions, Engagement rate, Average engagement time per session, Events per session, Event count
- Table Data:** The table lists traffic sources, including Total, Direct, Cross-network, Organic Search, Unassigned, Email, Paid Search, Organic Social, and Referral. The 'Organic Search' row is highlighted with a red border.

What was the total revenue generated from Organic search in July 2023

Step 1 – Select Acquisition, under that Select – Traffic Acquisition, based upon previous Question, Date Range already Selected (Jul 1, 2023 – Jul 31, 2023)





Step 2 – Scroll down to see the Table with Rows & Cols, Find Organic Search, -> Scroll Horizontal Bar below the Table till to End

The screenshot shows the same Google Analytics interface, but the table has been scrolled down to reveal more rows. The table is titled 'Traffic acquisition: Session primary channel group (Default Channel Group)'. It includes columns for Sessions, Engaged sessions, Engagement rate, Average engagement time per session, Events per session, and Event count. The 'Organic Search' row is highlighted with a red arrow pointing to it. The table continues horizontally beyond the visible area, indicated by a scroll bar at the bottom.

Session primary...Channel Group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
Total	63,590	57,281	90.08%	1m 12s	17.78	1,130, 100% of
1 Direct	32,633	30,026	92.01%	1m 13s	17.33	565,
2 Cross-network	12,837	12,481	97.23%	1m 09s	14.82	190,
3 Organic Search	9,932	9,194	92.57%	57s	15.49	153,
4 Unassigned	2,429	11	0.45%	1m 49s	45.14	109,
5 Email	2,378	2,115	88.94%	1m 50s	24.85	59,
6 Paid Search	2,191	2,147	97.99%	6s	6.04	13,
7 Organic Social	1,045	932	89.19%	1m 47s	24.62	25,
8 Referral	593	538	90.73%	1m 36s	21.91	12,
9 Organic Shopping	25	17	68%	19s	7.16	

Step 3 – As said in the Step 2, Scroll the Table Horizontal Bar till to End



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

Dismiss Learn more about key events

All accounts Try searching "how to do BigQuery export"

Reports snapshot Realtime Life cycle Acquisition Overview User acquisition **Traffic acquisition** User acquisition cohorts Engagement Monetization Retention Search Console Search Console User

Traffic acquisition: Session primary channel group (Default Channel Group)

Custom Jul 1 - Jul 31, 2023

	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of
1 Direct	32,633	30,026	92.01%	1m 13s	17.33	565
2 Cross-network	12,837	12,481	97.23%	1m 09s	14.82	190
3 Organic Search	9,932	9,194	92.57%	57s	15.49	153
4 Unassigned	2,429	11	0.45%	1m 49s	45.14	109
5 Email	2,378	2,115	88.94%	1m 50s	24.85	59
6 Paid Search	2,191	2,147	97.99%	6s	6.04	13
7 Organic Social	1,045	932	89.19%	1m 47s	24.62	25
8 Referral	593	538	90.73%	1m 36s	21.91	12
9 Organic Shopping	25	17	68%	19s	7.16	
10 Organic Video	13	11	84.62%	1m 19s	17.77	

Step 4 – Once you scrolled Till to the End, later Scroll the Vertical Bar bit up to see the Table Columns

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

Dismiss Learn more about key events

All accounts Try searching "how to do BigQuery export"

Reports snapshot Realtime Life cycle Acquisition Overview User acquisition **Traffic acquisition** User acquisition cohorts Engagement Monetization Retention Search Console Search Console User

Traffic acquisition: Session primary channel group (Default Channel Group)

Custom Jul 1 - Jul 31, 2023

	Avg 0%	100% of total	100% of total	Avg 0%	100% of total
1 Direct	17.33	565,523	66,325.00	79.95%	\$58,023.65
2 Cross-network	14.82	190,190	23,340.00	88.88%	\$5,350.95
3 Organic Search	15.49	153,871	19,569.00	83.99%	\$14,876.72
4 Unassigned	45.14	109,643	33,431.00	61.34%	\$3,906.60
5 Email	24.85	59,103	6,431.00	67.49%	\$11,087.12
6 Paid Search	6.04	13,225	404.00	10.22%	\$621.00
7 Organic Social	24.62	25,728	2,873.00	70.33%	\$2,535.44
8 Referral	21.91	12,992	1,421.00	70.32%	\$1,798.64
9 Organic Shopping	7.16	179	22.00	48%	\$55.00
10 Organic Video	17.77	231	16.00	76.92%	\$0.00

Step 5 – Now, You can see the Organic Search (Row), Total Revenue (Column) which is \$14,876.72 – Which is High-lighted according to the Question – Acquisition -> Traffic



Acquisition; Date Range (Jul 1, 2023 – Jul 31, 2023), Finding the Organic Search -> Total Revenue in the Table

Analytics | Traffic acquisition: Session primary channel group (Default Channel Group)

Custom Jul 1 - Jul 31, 2023

	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
Total	17.78	1,130,728	153,839.00	79.58% Avg 0%	\$98,255.12 100% of total
1 Direct	17.33	565,523	66,325.00	79.95% Avg 0%	\$58,023.65
2 Cross-network	14.82	190,190	23,340.00	88.88% Avg 0%	\$5,350.95
3 Organic Search	15.49	153,871	19,569.00	83.99% Avg 0%	\$14,876.72
4 Unassigned	45.14	109,643	33,431.00	61.34% Avg 0%	\$3,906.60
5 Email	24.85	59,103	6,431.00	67.49% Avg 0%	\$11,087.12
6 Paid Search	6.04	13,225	404.00	10.22% Avg 0%	\$621.00
7 Organic Social	24.62	25,728	2,873.00	70.33% Avg 0%	\$2,535.44
8 Referral	21.91	12,992	1,421.00	70.32% Avg 0%	\$1,798.64
9 Organic Shopping	7.16	179	22.00	48% Avg 0%	\$55.00

Analytics | Monetization overview

Custom Jul 1 - Jul 31, 2023

Monetization overview

Total revenue \$98K

Purchase revenue \$98K

Total ad revenue \$0.00

02 Jul 09 16 23 30



Event Tracking and Custom Dimensions



Event Tracking and Custom Dimensions

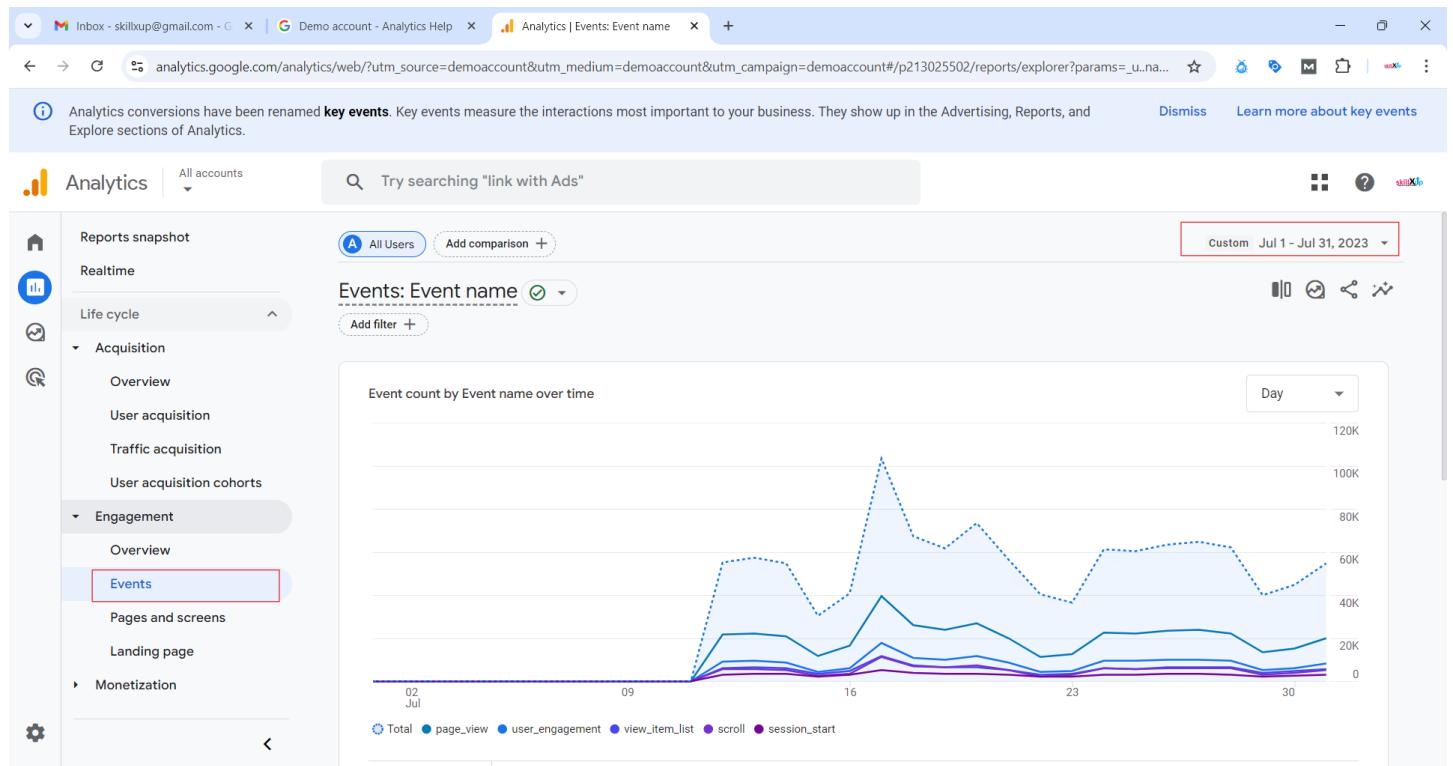
- How many times did the “view_promotion” event get recorded in January 2023?
 - What was the most common event triggered by users in the month of March 2023?
 - How many users completed a “purchase” event in the second quarter of 2023?
 - How many users viewed the cart in August 2023?
-

How many times did the “view_promotion” event get recorded in January 2023?

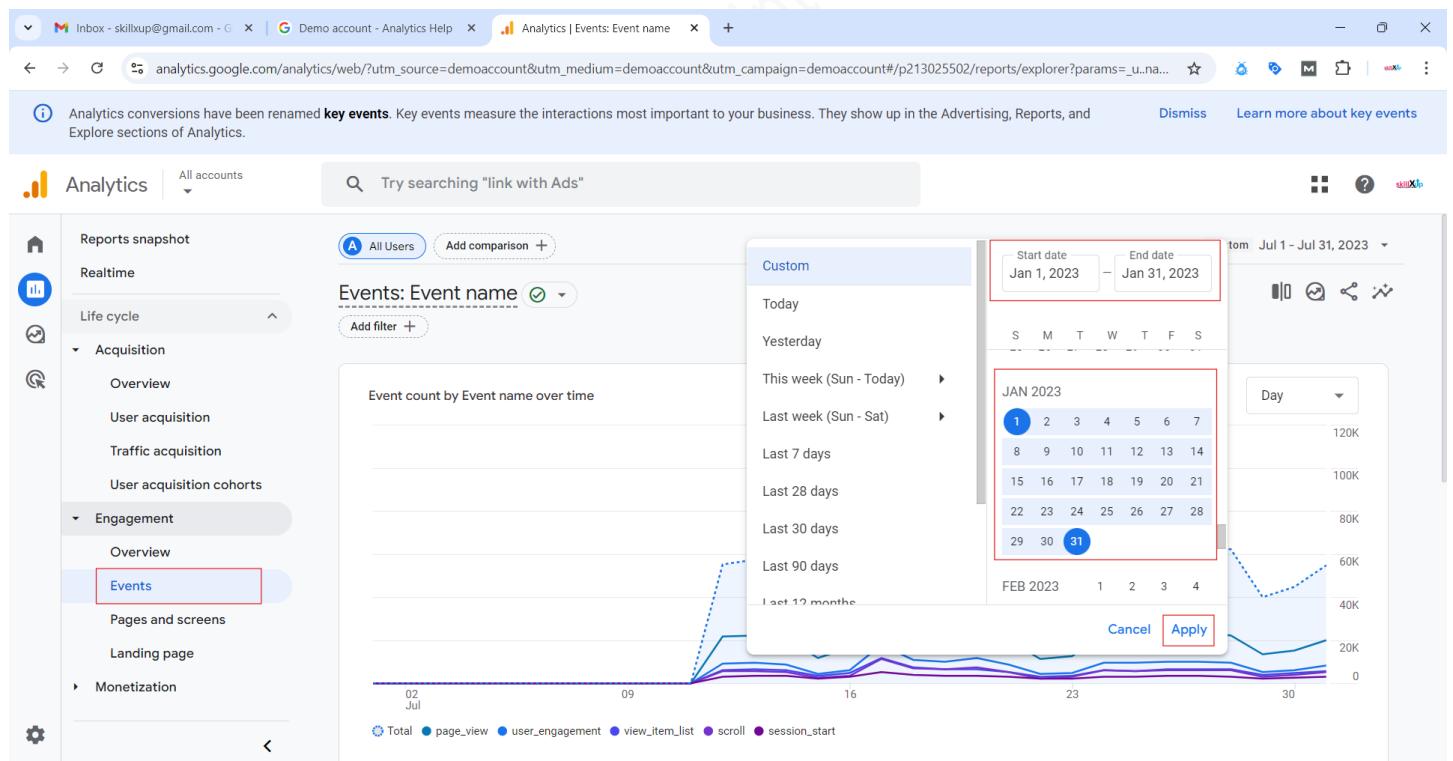
Step 1 – Selecting Events (highlighted in red, left-hand side)



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Step 2 – Selecting the Date Range (Jan 1, 2023 – Jan 31, 2023)



Step 3 – After selection of Events & Date Range – No Data Available (according to question)



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Analytics | Events: Event name

Reports snapshot Realtime Life cycle Acquisition Engagement Monetization

Events

Event count by Event name over time

No data available

Event name	Event count	Total users	Event count per active user	Total revenue
Total	0	0	0.00	\$0.00

Step 4 – Trying to show even the Table but its totally Empty (No data available)

Analytics | Events: Event name

Reports snapshot Realtime Life cycle Acquisition Engagement Monetization

Events

Event count by Event name over time

No data available

Event name	Event count	Total users	Event count per active user	Total revenue
Total	0	0	0.00	\$0.00

Step 5 – Even selecting especially the ‘view_promotion’ in the search box, to show the data or results., but no data available.,



The screenshot shows the Google Analytics interface with the following details:

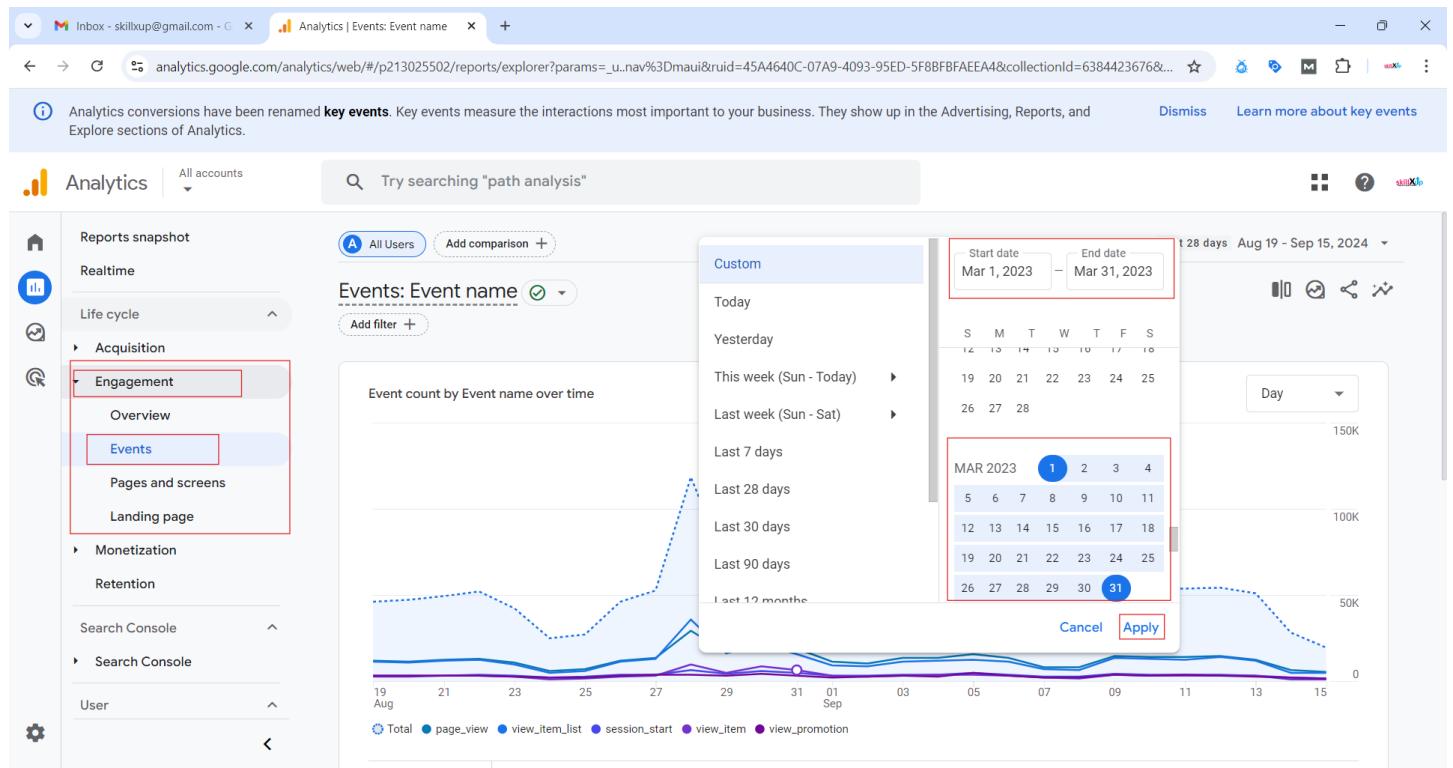
- Header:** Shows three tabs: "Inbox - skillxup@gmail.com - G", "Demo account - Analytics Help", and "Analytics | Events: Event name".
- Message Bar:** A notification states: "Analytics conversions have been renamed key events. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics." with "Dismiss" and "Learn more about key events" buttons.
- Left Sidebar:** Includes "Reports snapshot", "Realtime", "Life cycle" (with "Acquisition", "User acquisition", "Traffic acquisition", "User acquisition cohorts"), "Engagement" (selected), "Monetization", and "Pages and screens". The "Events" link under Engagement is highlighted with a red box.
- Top Bar:** Shows "Analytics" icon, "All accounts", a search bar ("Try searching 'link with Ads'"), and various navigation icons.
- Report Title:** "Events: Event name" with a green checkmark and a dropdown arrow.
- Date Range:** "Custom Jan 1 - Jan 31, 2023" with a dropdown arrow.
- Search Bar:** Contains the search term "view_promotion" with a magnifying glass icon and a close button.
- Table Headers:** "Event name", "Event count", "Total users", "Event count per active user", and "Total revenue".
- Table Data:** A single row for "Total" with values 0, 0, 0.00, and \$0.00.
- Message:** "No data available" below the table.

What was the most common event triggered by users in the month of March 2023?

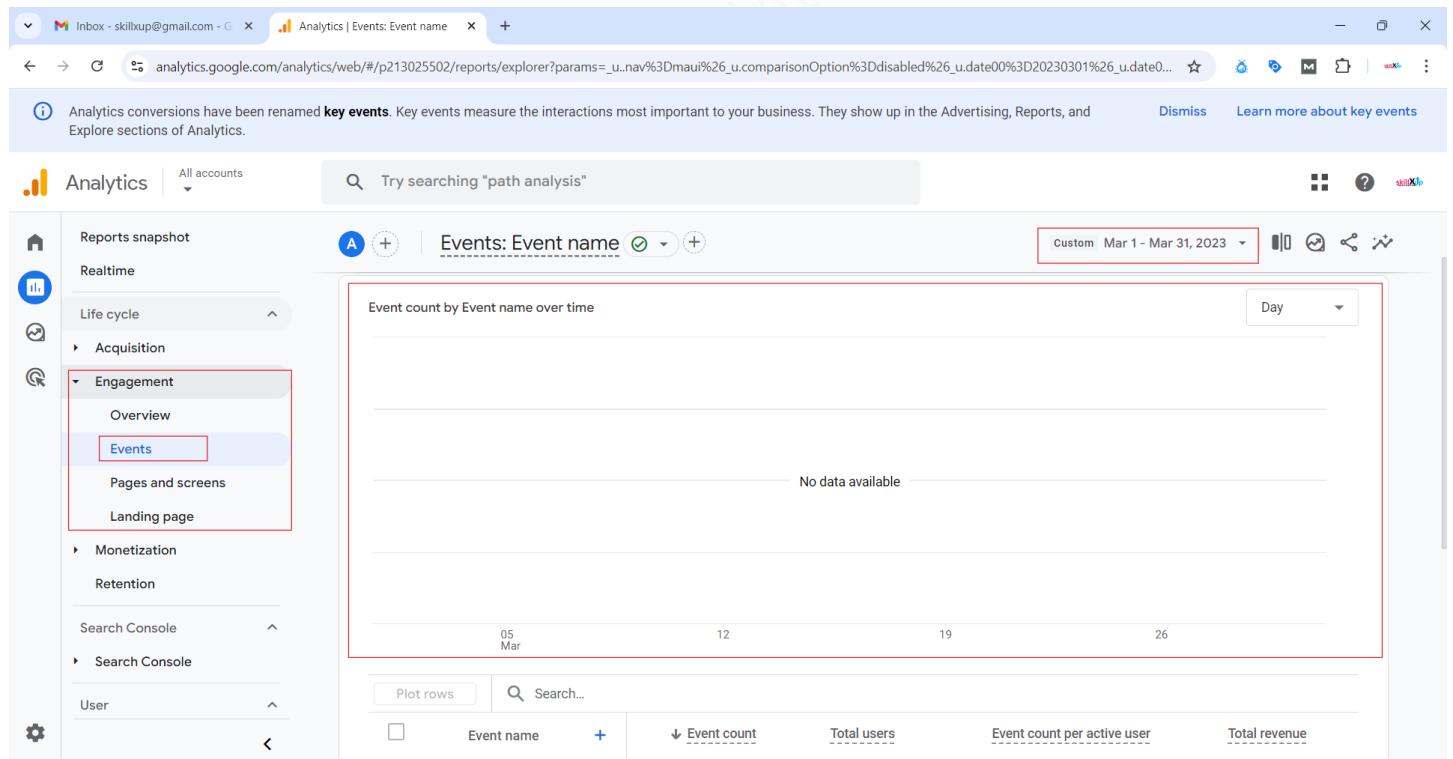
Step 1 – Selecting the Events under Engagement, Selecting the Date Range (Mar 1, 2023 – Mar 31, 2023)



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Step 2 – According to the Question & Selection – No Data Available, Showing in Graph place



Step 3 – According to the Question & Selection – No Data Available, Showing in Table Format



The screenshot shows the Google Analytics interface with the following details:

- Header:** Shows the URL as analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=_u..nav%3Dmaui%26_u.comparisonOption%3Ddisabled%26_u.date0%0%3D20230301%26_u.date0... and a message about key events.
- Left Sidebar:** Includes sections for Reports snapshot, Realtime, Life cycle (Acquisition, Engagement, Monetization, Retention), Search Console (Search Console, User), and a gear icon for settings.
- Top Bar:** Features a search bar with "Try searching 'path analysis'" and various navigation icons.
- Report Title:** "Events: Event name" with a green checkmark and a dropdown menu.
- Report Date Range:** Custom, Mar 1 – Mar 31, 2023.
- Table:** Displays data for the "Events" report.

Event name	Event count	Total users	Event count per active user	Total revenue
Total	0	0	0.00	\$0.00
- Message:** "No data available" centered below the table.

How many users completed a “purchase” event in the second quarter of 2023?

Step 1 – Selecting the ‘Events’ under ‘Engagement’



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The screenshot shows the Google Analytics interface for the 'Events: Event name' report. The left sidebar is collapsed, and the main area displays a line chart titled 'Event count by Event name over time'. The chart tracks several event types: Total (blue dotted line), page_view (dark blue solid line), view_item_list (light blue solid line), session_start (purple solid line), view_item (dark purple solid line), and view_promotion (light purple solid line). The x-axis represents dates from August 27 to September 21, 2024. The y-axis ranges from 0 to 150K. A legend at the bottom identifies the event types. The 'Events' option in the sidebar is highlighted with a red box.

Step 2 – Changing / Selecting the Date Range as 2nd Quarter of 2023 (Apr 1, 2023 – Jun 30, 2023)

The screenshot shows the Google Analytics interface with the date range selector open. The 'Custom' section is selected, and the 'Start date' is set to 'Apr 1, 2023' and the 'End date' is set to 'Jun 30, 2023'. A calendar grid for June 2023 is displayed, with the 30th highlighted in blue. The 'Apply' button is visible at the bottom right of the date range selector. The rest of the interface is identical to the previous screenshot, showing the 'Events: Event name' report with the 'Events' option highlighted.



Step 3 – According to the Question after Selecting the ‘Events’ under ‘Engagement’ and Date Range Selection (2nd Quarter of 2023) ie., Apr 1, 2023 – Jun 30, 2023 – Result is: NO DATA AVAILABLE – Showing or Highlighting the Graph

The screenshot shows the Google Analytics interface with the following details:

- Page Address:** analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=_u.nav%3Dmaui%26_u.comparisonOption%3Ddisabled%26_u.date00%3D20230401%26_u.date0...
- Header:** Analytics | Events: Event name
- Left Sidebar (Engagement section):**
 - Reports snapshot
 - Realtime
 - Life cycle
 - Acquisition
 - Engagement (selected)
 - Overview
 - Events (selected)
 - Pages and screens
 - Landing page - Monetization
 - Retention
 - Search Console (selected)
 - User
- Top Center:**
 - All Users (selected)
 - Add comparison +
 - Events: Event name (selected)
 - Add filter +
 - Custom April 1 – Jun 30, 2023
- Content Area:**

Event count by Event name over time

No data available

Date
02 Apr
09
16
23
30
07 May
14
21
28
04 Jun
11
18
25

Step 4 – According to the Question after Selecting the ‘Events’ under ‘Engagement’ and Date Range Selection (2nd Quarter of 2023) ie., Apr 1, 2023 – Jun 30, 2023 – Result is : NO DATA AVAILABLE – Showing or Highlighting the Table with Empty



The screenshot shows the Google Analytics interface for a specific report titled "Events: Event name". The left sidebar is expanded to show the "Engagement" section, with "Events" selected. The main report area displays a table with one row for "Total". The table columns are "Event name", "Event count", "Total users", "Event count per active user", and "Total revenue". All values are zero, and the message "No data available" is centered below the table.

Event name	Event count	Total users	Event count per active user	Total revenue
Total	0	0	0.00	\$0.00

Step 5 – According to the Question after Selecting the ‘Events’ under ‘Engagement’ and Date Range Selection (2nd Quarter of 2023) ie., Apr 1, 2023 – Jun 30, 2023 – Result is : NO DATA AVAILABLE – Showing or Highlighting the Table, Even Searching for ‘purchase’ in Search box

The screenshot shows the Google Analytics interface for a specific report titled "Events: Event name". The left sidebar is expanded to show the "Engagement" section, with "Events" selected. A search bar at the top right contains the term "purchase". The main report area displays a table with one row for "Total". The table columns are "Event name", "Event count", "Total users", "Event count per active user", and "Total revenue". All values are zero, and the message "No data available" is centered below the table.

Event name	Event count	Total users	Event count per active user	Total revenue
Total	0	0	0.00	\$0.00



How many users viewed the cart in August 2023?

Step 1 – Just Refreshing the Demo Account / URL and Expanding the ‘Engagement’

The screenshot shows the Google Analytics interface with a red box highlighting the 'Engagement' section in the left sidebar. The main dashboard displays engagement metrics: Active users (0), New users (0), and Average engagement time per active user (0s). The date range is set to April 1 - June 30, 2023. On the right, there's a sidebar with 'ACTIVE USERS IN LAST 30 MINUTES' (27), a bar chart for 'ACTIVE USERS PER MINUTE', and a table for 'TOP COUNTRIES'.

Country	Active Users
United States	10
Taiwan	4
India	2
Indonesia	2
Japan	2

Step 2 – Selecting the Date Range Aug 2023 (Aug 1, 2023 – Aug 31, 2023)



The screenshot shows the Google Analytics interface with the 'Reports snapshot' report selected. On the left, the navigation menu is expanded to show the 'Engagement' section under 'Acquisition'. The main area displays a summary card with 'Active users' (0), 'New users' (0), and 'Average session duration' (0s). To the right, a date range selector is open, showing 'Custom' with 'Start date' set to 'Aug 1, 2023' and 'End date' set to 'Aug 31, 2023'. A calendar for August 2023 is displayed, highlighting the 31st. Below the date range selector, there are two small graphs: one for 'ACTIVE USERS' (10) and another for 'PAGE VIEWS' (2). At the bottom, there are links for 'View realtime' and 'WHAT ARE YOUR TOP CAMPAIGNS?'

Step 3 – Selecting the ‘Events’ under ‘Engagement’ with Date Range of Aug 2023 (Aug 1, 2023 – Aug 31, 2023) and Just Highlighting the Graph (but this this is NOT the Result)

The screenshot shows the Google Analytics interface with the 'Events: Event name' report selected. The left navigation menu shows the 'Events' option under 'Engagement' highlighted. The main area displays a line chart titled 'Event count by Event name over time' for the date range 'Aug 1 – Aug 31, 2023'. The chart shows multiple data series: 'Total' (blue dotted line), 'page_view' (dark blue solid line), 'view_promotion' (light blue solid line), 'user_engagement' (purple solid line), 'scroll' (dark purple solid line), and 'view_item_list' (medium purple solid line). The chart has a Y-axis scale from 0 to 200K. The X-axis shows dates from Aug 6 to Aug 27. The 'Total' event shows significant fluctuations, peaking around 150K on Aug 28.

Step 4 – Selecting the ‘Events’ under ‘Engagement’ with Date Range of Aug 2023 (Aug 1, 2023 – Aug 31, 2023) and Just Highlighting the Table (but this this is NOT the Result)



Google Analytics GA 4 Assignments – Intellipaat | Rama Krishna Vankam

Analytics | Events: Event name

Try searching "how to do BigQuery export"

Reports snapshot Realtime Life cycle Acquisition Engagement Overview Events Pages and screens Landing page Monetization Retention Search Console Search Console User

Events: Event name

Custom Aug 1 - Aug 31, 2023

Event name	Event count	Total users	Event count per active user	Total revenue
Total	2,322,441 100% of total	94,863 100% of total	27.78 Avg 0%	\$143,962.00 100% of total
1 page_view	739,334	83,528	8.85	\$0.00
2 view_promotion	323,633	24,528	13.20	\$0.00
3 user_engagement	299,595	54,188	5.56	\$0.00
4 scroll	185,044	48,344	3.83	\$0.00
5 view_item_list	177,658	55,888	3.18	\$0.00
6 session_start	109,870	81,808	1.34	\$0.00
7 view_item	81,891	26,605	3.08	\$0.00
8 predicted_top_spenders	79,595	45,302	39.72	\$0.00
9 top_spenders	79,595	45,302	39.72	\$0.00

Step 5 – Selecting the ‘Events’ under ‘Engagement’ with Date Range of Aug 2023 (Aug 1, 2023 – Aug 31, 2023) and Just Highlighting the Table by Searching the ‘view_cart’, Finally Highlighted the Column of ‘Event Count’ and a Row of ‘Total’ with an Answer: 22,681

Analytics | Events: Event name

Try searching "how to do BigQuery export"

Reports snapshot Realtime Life cycle Acquisition Engagement Overview Events Pages and screens Landing page Monetization Retention Search Console Search Console User

Events: Event name

Custom Aug 1 - Aug 31, 2023

view_cart

Event name	Event count	Total users	Event count per active user	Total revenue
Total	22,681 9.98% of total	6,572 6.93% of total	3.45 Avg -87.57%	\$0.00 0% of total
1 view_cart	22,681	6,572	3.45	\$0.00





Audience Demographics and Interests

Audience Demographics and Interests

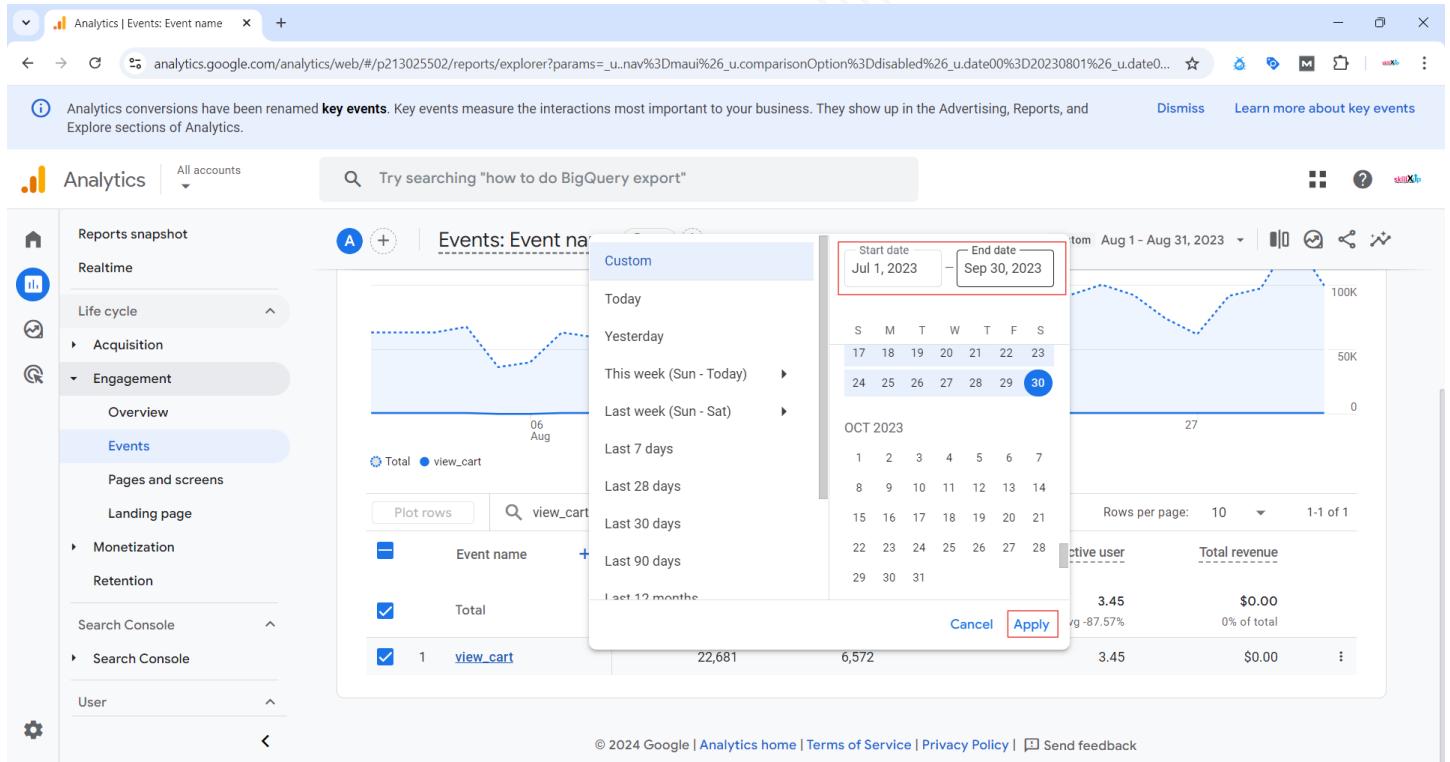
- What percentage of users were aged between 25-34 in the third quarter of 2023?
- Which city had the 2nd highest number of users in June 2023?
- What were the top three interests of users visiting the website in October 2023?



- How many users in the age group of 18-24 visited the website in November 2023?
 - What was the percentage increase in male users in the third quarter of 2023 compared to the second quarter?
-

● What percentage of users were aged between 25-34 in the third quarter of 2023?

Step 1 – Selecting the Date Range of 3rd Quarter 2023 (Jul 1, 2023 – Sep 30, 2023)



The screenshot shows the Google Analytics interface with the following details:

- Page Address:** analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=_u..nav%3Dmaui%26_u.comparisonOption%3Ddisabled%26_u.date0%3D20230801%26_u.date0End%3D20230930%26_u.date1%3D20230701%26_u.date1End%3D20230831%26_u.eventName%3Dview_cart%26_u.eventLabel%3D1%26_u.eventLabelCount%3D1%26_u.eventType%3DEvent%26_u.eventValue%3D22681%26_u.eventValueCount%3D6572%26_u.eventValueLabel%3D3.45%26_u.eventValueLabelCount%3D1%26_u.eventValueLabelType%3DRevenue%26_u.eventValueLabelUnit%3D\$0.00%26_u.eventValueLabelUnitType%3DUSD%26_u.eventValueLabelUnitValue%3D0%26_u.eventValueLabelUnitType%3D%
- Message Bar:** Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.
- Left Sidebar:** Shows navigation links for Reports snapshot, Realtime, Life cycle (Acquisition, Engagement), Events (selected), Pages and screens, Landing page, Monetization, Retention, Search Console, and User.
- Top Navigation:** Analytics | Events: Event name | All accounts | Try searching "how to do BigQuery export" | Help | Sign Out
- Date Range Selection:** A modal window titled "Custom" is open, showing the start date as "Jul 1, 2023" and the end date as "Sep 30, 2023". The calendar shows the month of August with days 17-31 highlighted in blue, indicating the selected range.
- Report Preview:** On the right, there's a preview of a report with a line chart showing user count over time, a table of data, and summary metrics like "Active user" (3.45) and "Total revenue" (\$0.00).

Step 2 – Selecting the ‘Overview’ under ‘User Attributes’



The screenshot shows the 'User attributes overview' section of the Google Analytics dashboard. On the left, the navigation menu is expanded to show 'User attributes' under 'User'. The 'Overview' tab is selected. The main area displays two cards: 'Active users by Country' and 'ACTIVE USERS IN LAST 30 MINUTES'. The 'Active users by Country' card includes a world map and a table of top countries:

COUNTRY	ACTIVE USERS
United States	112K
Canada	31K
India	21K
Pakistan	7K
China	4.7K
Japan	3K
Taiwan	3K

The 'ACTIVE USERS IN LAST 30 MINUTES' card shows a count of 77 and a histogram of active users per minute.

Step 3 – By scrolling down, You will find – ‘Active Users’ under that the 1st which 25-34 bar., Select that, and the Result is 29, 606

The screenshot shows the 'User attributes overview' section of the Google Analytics dashboard. The navigation menu is identical to the previous screenshot. The 'Demographic details' tab is selected under 'User attributes'. The main area displays two charts: 'Active users by Age' and 'Active users by Language'. The 'Active users by Age' chart is highlighted with a red box and shows the following data for Jul 1 - Sep 30, 2023:

AGE RANGE	ACTIVE USERS
25-34	29,606
18-24	~22K
35-44	~18K
45-54	~10K
55-64	~5K
65+	~2K

The 'Active users by Language' chart shows the following data:

LANGUAGE	ACTIVE USERS
English	~180K
Chinese	~10K
Spanish	~5K
French	~2K
Japanese	~1K
Korean	~1K
Portuguese	~1K



● Which city had the 2nd highest number of users in June 2023?

Step 1 – Loading the Analytics Demo Account

The screenshot shows the Google Analytics interface with the following details:

- Page Title:** Analytics | Reports snapshot
- URL:** analytics.google.com/analytics/web/#/p213025502/reports/reportinghub?params=_u.nav%3Dmaui
- Message Bar:** Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.
- Left Sidebar:**
 - Reports snapshot
 - Realtime
 - Life cycle
 - Acquisition
 - Engagement
 - Monetization
 - Retention
 - Search Console
 - User
 - User attributes
 - Tech
- Reports Snapshot Main Area:**
 - Metrics:** Active users (73K), New users (66K), Average engagement time per active user (1m 17s).
 - Graph:** A line graph showing active users over time from Sep 01 to Sep 22.
 - Callouts:**
 - ACTIVE USERS IN LAST 30 MINUTES: 62
 - ACTIVE USERS PER MINUTE: A bar chart showing active users per minute.
 - TOP COUNTRIES: A table showing top countries with active users.
- Bottom Navigation:**
 - WHERE DO YOUR NEW USERS COME FROM?
 - WHAT ARE YOUR TOP CAMPAIGNS?

Step 2 – Selecting the Date Range (Jun 1, 2023 – Jun 30, 2023)



The screenshot shows the Google Analytics interface with the 'Reports snapshot' report selected. A modal window is open for setting the date range, showing a 'Custom' range from 'Jun 1, 2023' to 'Jun 30, 2023'. The main dashboard displays key metrics: Active users (73K), New users (66K), and Average session duration (1m). A line chart shows user activity over time, with a specific point highlighted on September 8th.

Step 3 – Selecting the ‘Overview’ under ‘User Attributes’

The screenshot shows the 'User attributes overview' report selected. On the left, the 'User attributes' section is expanded, with the 'Overview' tab highlighted. The main dashboard displays a world map titled 'Active users by Country' and a bar chart titled 'ACTIVE USERS IN LAST 30 MINUTES' showing 61 active users. A table below lists top countries and their active user counts: United States (24), Canada (12), Japan (4), Brazil (3), and China (3).

Step 4 – Scrolling down to ‘City’ – Result: NO DATA AVAILABLE according to the Question



The screenshot shows the Google Analytics User attributes overview dashboard. On the left sidebar, under 'User' > 'User attributes', the 'Overview' option is selected and highlighted with a red box. The main area displays four cards: 'Active users by City' (No data available), 'Active users by Gender' (No data available), 'Active users by Interests' (No data available), and 'Active users by Age' (No data available). A search bar at the top right says 'Try searching "URL builder + UTM"'. The date range is set to 'Jun 1 - Jun 30, 2023'.

● What were the top three interests of users visiting the website in October 2023?

Step 1 – According to the Question, Select ‘Overview’ under ‘User Attributes’, later Select Date Range (Oct 1, 2023 – Oct 31, 2023) and Apply



The screenshot shows the Google Analytics User attributes overview dashboard. A modal window is open for date selection, with 'Start date' set to 'Oct 1, 2023' and 'End date' set to 'Oct 31, 2023'. The calendar shows the month of October 2023. The dashboard itself displays three main cards: 'Active users by City' (No data available), 'Active users by Age' (No data available), and 'Active users by Language' (No data available). The left sidebar shows navigation links for Reports snapshot, Realtime, Life cycle, Search Console, and User attributes (Overview, Demographic details, Audiences).

Step 2 – Scroll down to see ‘Interests’, where you can find the Group of Interests, among those Select the Top 3 Interests – 1. Technology/Technophiles, 2. Media & Entertainment/Light TV Viewers & 3. Technology/Mobile Enthusiasts

The screenshot shows the Google Analytics User attributes overview dashboard. The 'User attributes' section is highlighted with a red box. The 'Interests' card is also highlighted with a red box. It lists the top interests: Technology/Technop... (19K), Media & Entertainme... (13K), Technology/Mobile E... (13K), Media & Entertainme... (13K), Media & Entertainme... (12K), News & Politics/Avid... (11K), and Banking & Finance/A... (11K). Below this, there are cards for 'Active users by City', 'Active users by Gender' (a donut chart showing 63.4% Male and 36.6% Female), and 'Active users by Language'. The left sidebar shows navigation links for Reports snapshot, Realtime, Life cycle, Search Console, and User attributes (Overview, Demographic details, Audiences).



● How many users in the age group of 18-24 visited the website in November 2023?

Step 1 – Select the Date Range of November (Nov 1, 2023 – Nov 30, 2023)

The screenshot shows the Google Analytics interface for the 'User attributes overview' report. On the left, the navigation menu is visible with 'Realtime', 'Life cycle', 'Acquisition', 'Engagement', 'Monetization', 'Retention', 'Search Console', 'User attributes' (which is currently selected), 'Demographic details', 'Audiences', and 'Tech'. The main area displays 'Active users by City' with a list of cities like New York, Toronto, Mountain View, San Jose, Los Angeles, Sunnyvale, and San Francisco. To the right, there's a section for 'Active users by Interests' with various categories and their counts. A prominent modal dialog is open in the center, titled 'User attributes overview' with a 'Custom' tab selected. It shows a date range selector with 'Start date: Nov 1, 2023' and 'End date: Nov 30, 2023'. Below this is a calendar for November 2023, with the 30th highlighted in blue. At the bottom of the dialog are 'Cancel' and 'Apply' buttons, with 'Apply' being highlighted in red. The background of the main interface shows a header with 'Analytics | User attributes overview' and a message about key events.

Step 2 – Select the ‘Overview’ under ‘User Attributes’ based upon the previous selection the Date Range (Nov 1, 2023 – Nov 30, 2023), bit scroll down., you will find ‘Active Users by Age’ in that box, below click on ‘View Age Ranges’



The screenshot shows the 'User attributes overview' section of Google Analytics. On the left, the navigation menu is expanded to show 'User attributes' under 'User'. The 'Overview' tab is selected. In the center, there are two charts: 'Active users by Age' (a horizontal bar chart) and 'Active users by Language' (a horizontal bar chart). A red box highlights the 'View age ranges' button at the bottom right of the 'Active users by Age' chart. The 'Age' dropdown in the top right of the chart is also highlighted.

Step 3 – Once you clicked ‘View Age Ranges’, you will now able to see the Graph., scroll down,,,

The screenshot shows the 'Demographic details' section of Google Analytics. The navigation menu shows 'Demographic details' under 'User attributes'. The 'Demographic details' tab is selected. In the center, there is a line graph titled 'Active users by Age over time'. The graph tracks the number of active users per day for various age groups: Total, 25-34, 18-24, 35-44, 45-54, and 55-64. The graph shows significant fluctuations, particularly a peak around November 27th. A red box highlights the 'Day' dropdown in the top right corner of the graph area.



Step 4 –Now, here is the Final Result – based upon the Question, by Selecting the Date Range (Nov 1, 2023 – Nov 30, 2023), Under ‘User Attributes’ -> ‘Demographic Details’, You will see the Table – Row: 18-24 & Column: Engaged Sessions – the Result is: 11,579

The screenshot shows the Google Analytics interface with the following details:

- Page URL:** analytics.google.com/analytics/web/#/p213025502/reports/explorer?params=_u.nav%3Dmaui%26_u.comparisonOption%3Ddisabled%26_u.date00%3D20231101%26_u.date0...
- Date Range:** Nov 1 - Nov 30, 2023
- Report Type:** Demographic details: Age
- Table Headers:** Age, Active users, New users, Engaged sessions, Engagement rate, Engaged sessions per active user, Average engagement time per active user, Event count All events.
- Data Rows:**

Age Group	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events
Total	75,056 100% of total	61,806 100% of total	83,844 100% of total	78.84%	1.12	1m 49s	2,402,742 100% of total
1 unknown	44,422	37,918	45,901	78%	1.03	1m 31s	1,222,170
2 25-34	10,223	7,343	12,756	81.21%	1.25	2m 19s	403,016
3 18-24	9,375	6,706	11,579	79.68%	1.24	2m 09s	377,359
4 35-44	6,501	4,905	7,393	82.56%	1.14	1m 57s	217,550
5 45-54	3,713	2,781	4,385	83.11%	1.18	2m 08s	121,716
6 55-64	1,563	1,267	1,715	84.52%	1.10	1m 30s	38,469
7 65+	1,072	886	1,129	81.16%	1.05	1m 19s	22,462

● What was the percentage increase in male users in the third quarter of 2023 compared to the second quarter?

Step 1 – Loading the ‘Google Demo Account’



The screenshot shows the Google Analytics Home page. Key metrics displayed include Active users (16K), Key events (19K), Event count (285K), and Sessions (22). A chart shows a downward trend from Sep 17 to Sep 23. To the right, a card displays 'ACTIVE USERS IN LAST 30 MINUTES' at 56, with a bar chart showing active users per minute across countries: United States (14), India (6), Japan (6), and Vietnam (5). A 'LAUNCH ANNOUNCEMENT' card promotes 'Discover Plot Rows in Reports', explaining the feature allows users to select five rows to see in report line graphs.

Step 2 – Selecting the ‘Demographic Details’ under ‘User Attributes’, and Date Range of 2nd Quarter compared to 3rd Quarter ie., (Apr 1, 2023 – Jun 30, 2023 ⇔ Jul 1, 2023 – Sep 30, 2023)

The screenshot shows the Google Analytics Demographic details report. The left sidebar highlights 'User attributes' and 'Demographic details'. The main area shows a line chart of 'Active users by Country over time' from Aug 27 to Sep 05. A comparison dialog is open, showing two date ranges: 'Start date Apr 1, 2023 – End date Jun 30, 2023' and 'Start date Jul 1, 2023 – End date Sep 30, 2023'. The dialog also includes a calendar view for the month of Oct 2023 and an 'Apply' button.

Step 3 – In Step 3, High-lighting the few things:

1. ‘Demographic Details’ under ‘User Attributes’



2. Selecting or Highlighting the ‘Date Range’ of Comparison with 2nd Quarter & 3rd Quarter of 2023 : Apr 1, 2023 – Jun 30, 2023 ⇔ Jul 1, 2023 – Sep 30, 2023
3. Click on ‘Add Filter’, from that at right – hand side with these details – Dimension: Gender, Match Type: Gender, Value: m
4. Click on ‘Add Comparison’

The screenshot shows the Google Analytics interface. On the left, there's a sidebar with sections like Reports snapshot, Realtime, Life cycle (Acquisition, Engagement, Monetization, Retention), Search Console (Search Console), and User (User attributes, Overview, Demographic details, Audiences). The 'Demographic details' link is highlighted with a red box. In the main area, there's a search bar 'Try searching "Behavior overview"' and a 'Build filter' panel on the right. The 'Build filter' panel has a 'Conditions (Build up to 5)' section where 'Gender' is selected as the dimension, 'begins with' as the match type, and 'm' as the value. A summary below says 'Gender begins with 'm''. The 'Apply' button in the 'Build filter' panel is also highlighted with a red box. At the top center, there's a 'Custom' date range selector showing 'Apr 1 - Jun 30, 2023' and 'Compare: Jul 1 - Sep 30, 2023'. The 'Add comparison' button in the top navigation bar is also highlighted with a red box.

Step 4 – By clicking on ‘Add Comparison’, it will open a pop-up window, click on ‘Create New’



The screenshot shows the Google Analytics interface. On the left, there's a sidebar with various sections like 'Reports snapshot', 'Realtime', 'Life cycle', 'Search Console', and 'User attributes'. Under 'User attributes', 'Demographic details' is selected and highlighted with a red box. At the top right, there's a search bar and a 'Create new' button. Below the search bar, a table lists traffic sources: 'All Users' (checked), 'Direct traffic', 'Organic traffic', 'Paid traffic', 'Referral & affiliates traffic', 'Email, SMS & push notifications', 'Mobile traffic', 'Web traffic', and 'Tablet traffic'. Each row has a description and a 'Summary' column.

Step 5 – In the ‘Create Comparison’ box., enter these details – Dimension: Gender, Match Type: does not contain, Value: female and click on ‘Apply’

This screenshot shows the 'Create comparison' dialog. It has a 'CONDITIONS (BUILD UP TO 5)' section where a condition is being built. The condition includes 'Dimension: Gender', 'Match Type: does not contain', and 'Value: female'. A red box highlights the 'Value' field. Below the dialog, a summary box displays the resulting condition: 'Gender does not contain 'female''. The 'Apply' button is also highlighted with a red box.

Step 6 – Now, you can see few things highlighted –

1. User Attributes – Demographic Details



2. Added Filter (under Demographic Details in middle)
3. Added Comparison with ‘Gender does not contain..’
4. Comparison Date Range

The screenshot shows the Google Analytics interface with the following details:

- Left sidebar:** Reports snapshot, Realtime, Life cycle (Acquisition, Engagement, Monetization, Retention), Search Console (Search Console), User (User attributes: Overview, Demographic details, Audiences).
- Top navigation:** Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.
- Filter bar:** All Users (selected), Gender does not contain..., Add comparison +, Custom Date Range (Apr 1 - Jun 30, 2023, Compare: Jul 1 - Sep 30, 2023).
- Demographic details section:** Gender begins with 'm' (highlighted with a red box).
- Chart:** Active users over time (Day) from Apr 1 to Jul 1. The legend shows All Users (blue circle) and Gender does not contain female (orange circle). The chart shows a sharp drop in user count starting around June 1st.
- Build filter panel:**
 - CONDITIONS (BUILD UP TO 5):** Dimension: Gender, Match Type: begins with, Value: m.
 - SUMMARY:** Gender begins with 'm'
 - Buttons:** Apply (highlighted with a red box).

Step 7 – Now, scroll down a bit, you will find the Table in that (under the ‘search’), select ‘Gender’, you can see the high-lighted table with columns.,



The screenshot shows the Google Analytics interface for the 'Demographic details' report. The left sidebar is collapsed, and the main area displays a comparison between 'Apr 1 - Jun 30, 2023' and 'Jul 1 - Sep 30, 2023'. The report includes columns for 'Active users', 'New users', 'Engaged sessions', 'Engagement rate', 'Engaged sessions per active user', 'Average engagement time per active user', and 'Event count'. The 'Gender' filter is applied, showing data for 'All Users' and 'Gender does not contain female'. The 'male' segment is expanded, showing data for 'Apr 1 - Jun 30, 2023' and 'Jul 1 - Sep 30, 2023'.

	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count
All Users	0 vs. 64,709 ↓ -100%	0 vs. 55,177 ↓ -100%	0 vs. 89,436 ↓ -100%	0% vs. 90.08% ↓ -100%	0.00 vs. 1.38 ↓ -100%	0s vs. 169.89 ↓ -100%	0s vs. 0s
Gender does not contain female	0 vs. 64,709 ↓ -100%	0 vs. 55,177 ↓ -100%	0 vs. 89,436 ↓ -100%	0% vs. 90.08% ↓ -100%	0.00 vs. 1.38 ↓ -100%	0s vs. 169.89 ↓ -100%	0s vs. 0s
1 male	0 All Users	0 Gender does not contain female	0 Gender does not contain female	0% 0% 0% 0%	0.00 0.00 0.00 0.00	0s 0s 0s 0s	0s vs. 0s
Apr 1 - Jun 30, 2023	0 All Users	0 Gender does not contain female	0 Gender does not contain female	0% 0% 0% 0%	0.00 0.00 0.00 0.00	0s 0s 0s 0s	0s vs. 0s
Jul 1 - Sep 30, 2023	64,709 All Users	55,177 Gender does not contain female	89,436 Gender does not contain female	90.08% 90.08% 90.08% 90.08%	1.38 1.38 1.38 1.38	2m 49s 2m 49s 2m 49s 2m 49s	2m 49s vs. 2m 49s

Step 8 – Scroll down a bit, now you can find the Comparison table with Data – male, Apr 1 – Jun 30, 2023; Jul 1 – Sep 30, 2023; % change

The screenshot shows the same Google Analytics interface as the previous one, but the 'Comparison' section has been expanded to show the '% change' data for the 'male' segment. This section provides the percentage change in each metric from the July period to the April period for both the 'All Users' and 'Gender does not contain female' groups.

	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count
1 male	0 All Users	0 Gender does not contain female	0 Gender does not contain female	0% 0% 0% 0%	0.00 0.00 0.00 0.00	0s 0s 0s 0s	0s vs. 0s
Apr 1 - Jun 30, 2023	0 All Users	0 Gender does not contain female	0 Gender does not contain female	0% 0% 0% 0%	0.00 0.00 0.00 0.00	0s 0s 0s 0s	0s vs. 0s
Jul 1 - Sep 30, 2023	64,709 All Users	55,177 Gender does not contain female	89,436 Gender does not contain female	90.08% 90.08% 90.08% 90.08%	1.38 1.38 1.38 1.38	2m 49s 2m 49s 2m 49s 2m 49s	2m 49s vs. 2m 49s
% change	-100% All Users	-100% Gender does not contain female	-100% Gender does not contain female	-100% -100% -100% -100%	-100% -100% -100% -100%	-100% -100% -100% -100%	-100% vs. -100%

Step 9 – Here is high-lighted few things, to give a clear picture of what are the results we got it.,



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The screenshot shows the Google Analytics interface for the 'Demographic details' report. The left sidebar includes sections for Reports snapshot, Realtime, Life cycle (Acquisition, Engagement, Monetization, Retention), Search Console (Search Console), and User (User attributes, Overview, Demographic details, Audiences). The main content area displays a comparison between two time periods: 'Apr 1 - Jun 30, 2023' and 'Jul 1 - Sep 30, 2023'. The 'Gender' dropdown is set to 'male'. The table shows data for 'All Users' and 'Gender does not contain female'. The 'All Users' row for the second quarter shows a significant drop in engagement metrics compared to the first quarter. The 'Gender does not contain female' row also shows a similar decline.

	Gender	Avg. engagement per active user	Event count	Key events	User key event rate	Total revenue	
All Users	male	.00 1.38 0%	0s vs. 169.89 ↓ -100%	0 vs. 2,881,223 ↓ -100%	0.00 vs. 316,962.00 ↓ -100%	0% vs. 94.45% ↓ -100%	\$0.00 vs. \$250,654.18 ↓ -100%
Gender does not contain female	male	.00 1.38 0%	0s vs. 169.89 ↓ -100%	0 vs. 2,881,223 ↓ -100%	0.00 vs. 316,962.00 ↓ -100%	0% vs. 94.45% ↓ -100%	\$0.00 vs. \$250,654.18 ↓ -100%

Step 10 – It's a Final Result, already we got the Results and displayed in Step 8, Step 9 & here in Step 10 gives a clear information according to the Question to get 'male' results with the comparison of 2 Quarters comparison

This screenshot shows the same Google Analytics interface and report setup as the previous one. The main difference is the addition of '% change' rows at the bottom of the table, which provide the percentage difference between the two quarters for each metric. The data remains consistent with the previous table, showing a significant drop in engagement and revenue for males in the second quarter compared to the first.

	Gender	Avg. engagement per active user	Event count	Key events	User key event rate	Total revenue	
All Users	male	.00 1.38 0%	0s vs. 169.89 ↓ -100%	0 vs. 2,881,223 ↓ -100%	0.00 vs. 316,962.00 ↓ -100%	0% vs. 94.45% ↓ -100%	\$0.00 vs. \$250,654.18 ↓ -100%
Gender does not contain female	male	.00 1.38 0%	0s vs. 169.89 ↓ -100%	0 vs. 2,881,223 ↓ -100%	0.00 vs. 316,962.00 ↓ -100%	0% vs. 94.45% ↓ -100%	\$0.00 vs. \$250,654.18 ↓ -100%
% change							
All Users	male	00% -100%	-100%	-100%	-100%	-100%	
Gender does not contain female	male	00% -100%	-100%	-100%	-100%	-100%	



E-commerce and Conversion Analysis



E-commerce and Conversion Analysis

- What was the Total revenue for transactions in February 2023?
 - Identify the Item name with the highest sales in August 2023.
 - How many abandoned shopping carts were there in September 2023?
-

● **What was the Total revenue for transactions in February 2023?**

Step 1 – Select the ‘Monetization’ -> ‘Overview’ (Reload the Demo Google Account)



The screenshot shows the Google Analytics Monetization Overview dashboard. On the left, a sidebar menu is open under the 'Monetization' section, with 'Overview' selected and highlighted with a red box. The main area displays a chart titled 'Monetization overview' showing 'Total revenue' of \$239K. The chart spans from August 27 to September 23, 2024. The Y-axis represents revenue in US dollars, ranging from \$0.00 to \$25K. The X-axis shows dates from Aug 27 to Sep 23. The revenue line starts at approximately \$18K on Aug 27, peaks at \$22K on Aug 29, dips to \$10K on Sep 01, and then fluctuates between \$10K and \$15K until Sep 23.

Step 2 – Select the Date Range Feb 1, 2023 – Feb 28, 2023

The screenshot shows the same Google Analytics Monetization Overview dashboard as above, but with a date range selector open. The 'Custom' date range is selected, with 'Start date' set to 'Feb 1, 2023' and 'End date' set to 'Feb 28, 2023'. A calendar grid for February 2023 is displayed, showing the days from 1 to 28. The day '28' is highlighted with a blue circle. The 'Apply' button is visible at the bottom right of the date range selector. The main dashboard area shows the same revenue chart for the specified date range, which is identical to the one shown in the first screenshot.

Step 3 – Based upon the Date Range Selection, You will get ‘Total Revenue’, here the ‘Total Revenue’ is ‘0’



The screenshot shows the Google Analytics interface for a 'Monetization overview'. The sidebar on the left has a red box around the 'Monetization' section, and the 'Overview' button within it is also highlighted with a red box. The main content area displays a summary with 'Total revenue' at '\$0.00', 'Purchase revenue' at '\$0.00', and 'Total ad revenue' at '\$0.00'. The date range is set to 'Custom: Feb 1 - Feb 28, 2023'.

● Identify the Item name with the highest sales in August 2023.

Step 1 – According to the Question, Just Refresh or Reload the Google Demo Account (if you are some-where or confused), Now, select the ‘Monetization’; select the Date Range Aug 1, 2023 – Aug 31, 2023



The screenshot shows the Google Analytics Monetization Overview dashboard. On the left, there's a sidebar with navigation links like Reports snapshot, Realtime, Life cycle, Acquisition, Engagement, Monetization (with Overview selected), Ecommerce purchases, Purchase journey, Checkout journey, Promotions, Transactions, Retention, and Search Console. The main area features a line chart titled 'Monetization overview' showing 'Total revenue' (\$239K) and 'Purchase revenue' (\$239K) from August 27 to September 5. Below the chart is a calendar for selecting a date range, with the period set to 'Aug 1, 2023 - Aug 31, 2023'. A red box highlights the 'Monetization' section in the sidebar.

Step 2 – With the Result which we get based upon the above selection, scroll down a bit, You can find at right-hand side the box ‘Items purchased by ...’, in that box click on ‘View ecommerce purchases’ link

The screenshot shows the Google Analytics Monetization Overview dashboard. The sidebar remains the same. The main area now includes a line chart titled 'Average purchase revenue per active user' (\$1.72) and a table titled 'Items purchased by Item name'. The table lists various items and their purchase counts: Google Black Wheat Pen (622), Google Cloud Sticker (520), Google Sticker (417), Google Recycled Memo Not... (336), Google Bamboo Lid Recycle... (223), For Everyone Eco Pen (207), and Super G Small Cable Organiz... (193). A red box highlights the 'View ecommerce purchases' link in the bottom right corner of the table area.

Step 3 – based on that, you will get a Table, at right – hand side the last column ‘Item revenue’,



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The screenshot shows the Google Analytics interface for an 'Ecommerce purchases' report. The sidebar on the left is expanded to show the 'Monetization' section, with 'Ecommerce purchases' selected. The main area displays a table of items purchased, with the 'Item revenue' column highlighted by a red box. A red arrow points from the sidebar's 'Monetization' section towards the table's 'Item revenue' column.

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
Total	81,891 100% of total	151,916,612,976,446 100% of total	11,080 100% of total	\$143,962.00 100% of total
1 Google Black Wheat Pen	152	1,792	622	\$1,122.80
2 Google Cloud Sticker	267	1,871	520	\$627.90
3 Google Sticker	312	3,176	417	\$506.70
4 Google Recycled Memo Notebook Set	247	867	336	\$2,067.80
5 Google Bamboo Lid Recycled Bottle	269	529	223	\$1,614.60
6 For Everyone Eco Pen	110	661	207	\$333.20
7 Super G Small Cable Organizer	203	1,615	193	\$465.00
8 Google Recycled Canvas Tote	278	451	186	\$3,081.60
9 Google Cloud Lanyard	331	346	178	\$1,156.80

Step 4 – Just mouse over on the column ‘Item revenue’, you will see a small down arrow, click on it.,

This screenshot is identical to the one above, but with a cursor hovering over the 'Item revenue' column header. A small downward arrow appears inside a red box, indicating that the data is currently sorted by item revenue in descending order.

Step 5 – Finally, you will be able to see the highest item ., the Result is ‘Super G..’ with value '\$6,275.00'



The screenshot shows the Google Analytics interface with the following details:

- Page Header:** Analytics | Ecommerce purchases
- Message Bar:** Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.
- Search Bar:** Try searching "how to set up Analytics"
- Left Sidebar:**
 - Reports snapshot
 - Realtime
 - Life cycle
 - Acquisition
 - Engagement
 - Monetization** (selected)
 - Overview
 - Ecommerce purchases** (selected)
 - Purchase journey
 - Checkout journey
 - Promotions
 - Transactions
 - Retention
 - Search Console
- Report Title:** Ecommerce purchases: Item name
- Report Filters:** custom Aug 1 - Aug 31, 2023
- Report Data:**

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
Total	81,891 100% of total	151,916,612,976,446 100% of total	11,080 100% of total	\$143,962.00 100% of total
1 Super G Timbuk2 Recycled Backpack	3,816	1,810	61	\$6,275.00
2 Google Cloud Desktop Neon Sign	377	72	29	\$4,092.00
3 Google Recycled Canvas Tote	278	451	186	\$3,081.60
4 Google Unisex Eco Tee Black	0	5	127	\$2,956.80
5 Google Large Wave Tumbler	310	180	98	\$2,923.00
6 Google Seashell French Terry Pullover	619	216	59	\$2,684.00
7 Google Campus Bike	2,382	3,736	49	\$2,387.00
8 Super G 2-in-1 Bottle	800	192	77	\$2,177.00
9 Google Cloud Heather Grey Polo	216	128	48	\$2,123.00

● How many abandoned shopping carts were there in September 2023?

Step 1 – Select the ‘Checkout Journey’ under ‘Monetization’ and as well the Date Range Sep 1, 2023 – Sep 30, 2023



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

All accounts Try searching "URL builder + UTM"

Reports snapshot Realtime Life cycle Acquisition Engagement Monetization Overview Ecommerce purchases Purchase journey **Checkout journey** Promotions Transactions Retention Search Console

Checkout journey: Device category

Custom Start date Sep 1, 2023 End date Sep 30, 2023

S M T W T F S

SEP 2023 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 OCT 2023 1 2 3 4 5 6 7

View funnel steps 61.6%

Cancel Apply

Step 2 – Based upon the above selection, you will be able to see the ‘abandoned shopping carts’, below is the Result, - Abandoned Rate is 0

Analytics All accounts Try searching "URL builder + UTM"

Reports snapshot Realtime Life cycle Acquisition Engagement Monetization Overview Ecommerce purchases Purchase journey **Checkout journey** Promotions Transactions Retention Search Console

Checkout journey: Device category

Custom Sep 1 - Sep 30, 2023

View funnel steps

Step 1 Begin checkout 100% Step 2 Add shipping 0% Step 3 Add payment 0% Step 4 Purchase 0%

0 Abandonment rate 0 Abandonment rate 0 Abandonment rate

Search...

