Module 7

Analytics and Reporting

(2 Hours)

• *Introduction to Google Analytics*

• *Tracking and interpreting key metrics*

• *Creating actionable reports*

Sanjeev Thapa, Er. DevOps, SRE, CKA, RHCSA, RHCE, RHCSA-Openstack, MTCNA, MTCTCE, UBSRS, HEv6, Research Evangelist

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Sanjeev Thapa, Er. DevOps, SRE, CKA, RHCSA, RHCE, RHCSA-Openstack, MTCNA, MTCTCE, UBSRS, HEv6, Research Evangelist