

MODULE-1

ASSIGNMENT

Question-1

What are events in Google analytics?

Answer:

What are events in Google analytics?

◊ **Definition:**

An **event** is any interaction a user has with your site content that you can measure independently from a page load.

◊ **Examples of Events:**

- Clicking a button (like “Buy Now” or “Download”)
- Watching a video
- Submitting a form
- Scrolling down a page
- Downloading a file (PDF, image, etc.)
- Clicking an external link
- Viewing a product or adding it to the cart

◊ **Event Components in GA4 (New Google Analytics):**

Each event in **Google Analytics 4 (GA4)** has parameters that give more details:

Component	Description
Event Name	The name of the event (e.g., button_click, form_submit)
Event Parameters	Extra details about the event (e.g., button text, page location)
User Properties	Attributes of the user (e.g., country, device type)

◊ **Example:**

If a user clicks the “Sign Up” button:

```
Event name: button_click
Parameter: button_text = "Sign Up"
Parameter: page_location = "Homepage"
```

◊ **Types of Events (GA4):**

1. **Automatically Collected Events** – e.g., first_visit, page_view
2. **Enhanced Measurement Events** – e.g., scroll, file_download, video_start
3. **Recommended Events** – e.g., purchase, login, sign_up
4. **Custom Events** – Events you create yourself (e.g., cta_click)

◊ **Why Events Are Important:**

- Help you understand **user behavior**
 - Measure **conversion actions**
 - Improve **UX and marketing strategies**
 - Track **engagement and performance**
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Qustion-6

Create a goal for your business and study reports whether it has been completed or not.

Answer:

⌚ Step 1: Define a Goal for Your Business

First, decide what action on your website counts as a “goal completion.”

Examples:

Type of Business	Goal Example
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E-commerce	Purchase completed
Service Website	Form submitted
Education	Course registration
Blog	Newsletter sign-up
Portfolio	Contact button click

Example Goal:

“Users who fill out the Contact Form.”

Step 2: Set Up Event Tracking (in GA4)

In **Google Analytics 4**, goals are called **Conversions**.

To track a goal, you must first track the event related to it.

1. Go to **Admin → Events**
2. Check if your desired action (e.g., `form_submit`, `button_click`) already appears.
3. If not, set it up:
 - a. Either through your website’s code, or
 - b. Using **Google Tag Manager** (to send the event to GA4 when the action happens).

Step 3: Mark the Event as a Conversion

Once your event appears in GA4:

1. Go to **Admin → Events**
2. Find the event (e.g., `form_submit`)
3. Turn on the toggle under **Mark as conversion**

Now GA4 will record every completion of this action as a **conversion (goal completion)**.

Step 4: Check Reports to See if the Goal Was Completed

To view whether your goal was achieved:

1. Go to **Reports → Engagement → Conversions**
2. Look at metrics such as:
 - a. **Event count**
 - b. **Users who converted**
 - c. **Conversion rate**
3. You can also view by **date range, traffic source, or device**.

Example Analysis

Goal: Contact form submitted

Report Data (Last 7 Days):

Metric	Value
Event Name	<code>form_submit</code>
Conversions	45

Users	800
Conversion Rate	5.6%

 **Result:** The goal was successfully completed 45 times this week.

 **Tip:**

You can also build a **custom report** or **exploration** in GA4 to track:

- Which pages lead to most conversions
 - What traffic sources bring users who complete the goal
 - Drop-off points in user flow
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