

Google Analytics for Beginners

In this session, we have covered a basic outline of Google Analytics, how it collects data, and how the data represented in the Google Analytics can be used to answer business specific questions. For our example, we have used the Google Merchandise Store account, and came up with some questions which was then answered hands on through Google Analytics. In short, we covered the following topics:

- **Importance of Analytics** – with consumer data collected at almost every touchpoints and interactions, companies have access to large sources data, with which they can generate insights leading to better services, increased satisfaction and more profit. Analytics is the means of collecting the relevant data, analyzing it and coming up with insights that would help the business.
- **Growth of Digital Analytics** – the advantage of an ecommerce platform is that it can collect a lot of data about the users' interaction with the website and how they have found the website, and whether they have completed any purchase or not. As more businesses are conducted through these portals, digital analytics platforms have become popular, as they can give the owner a detailed picture of the journey of a user from discovery of the website to interactions to adding a product to a shopping basket to finally checking out. Such data can help the designers of the website and the owners of the ecommerce business to improve the user experience and target their products and services more specifically, along with many other strategic and technical benefits
- **Google Analytics** – it is one of the easiest to use analytics platforms. All you need to do is to create a Java Script code and add it to the HTML coding of your website and Google Analytics will start collecting data from your website. The steps to do this is provided in the resource guide. After adding the tracking tag to the website, Google Analytics collects data on user device, user demographics and interests, user interactions with the website, user device, location and what path the user followed through the websites of the platform. It also collects data on how many users are dropping off from the purchasing process, how many are returning visitors and how many are having monetary contribution to the ecommerce portal.
- **Possible insights** which can be generated from using Google Analytics on an ecommerce portal includes, but is not limited to:
 - Demographics of the users who are dropping out of a website.
 - Interests of users who spent a lot of time in the website.
 - Location/area which generates most of the revenue.
 - Mobile device details of the users interacting with the website.
 - Details of the website traffic generated from Facebook referrals.
 - Which pages are problematic, leading to people dropping out of the purchasing process.

But Google Analytics does not only limit itself to answering these questions, it can give many more insights to anyone ready to explore the different functionalities of the portal and ready to get their hands dirty!

Resources to Further Work on GA

- Opening a Google Analytics account:
 - <https://support.google.com/analytics/answer/1008015?hl=en>
- Linking your website to your GA account:
 - <https://support.google.com/analytics/answer/1008080?hl=en>
 - <https://www.youtube.com/watch?v=mXcQ7rVn3ro>
- How Google Analytics works:
 - <https://www.youtube.com/watch?v=eyltEFyZ678>
 - <https://www.youtube.com/watch?v=WC3ONXJn9FQ>
 - https://www.youtube.com/watch?v=XkB_ANmcC9I
- Overview of the Analytics Interface:
 - <https://www.youtube.com/watch?v=GEVa5Hupmfc>
 - <https://blog.kissmetrics.com/google-analytics-5/>
- Google Analytics YouTube Channel:
 - <https://www.youtube.com/user/googleanalytics>
- Google Analytics Academy:
 - <https://analytics.google.com/analytics/academy/>
- Applying for the Google Analytics Individual Qualification (GAIQ):
 - <https://support.google.com/partners/answer/6089738?hl=en>
- Preparing for GAIQ:
 - <https://www.youtube.com/watch?v=p0jarFjRHi4>
 - <https://www.youtube.com/watch?v=V-pQdk2GamM>
 - <https://www.youtube.com/watch?v=rEUG3tiK-Us&t=151s>

Enjoy, and may the Force be with You ☺