

Course Code: **M342**

# Master Google Analytics 4 (GA4) to Turn Insights into Actions and Results

## COURSE INFORMATION

Sessions  
2 days

Duration  
15 hrs

Level  
Beginner

Assessment  
NA

### VENUE

**Address:** 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

## WHAT'S THIS COURSE ABOUT

Topic 1: Get Started on Google Analytics 4 (GA4)

Overview of Google Analytics 4

Types of data

Identify data sources

Topic 2: Market Research

Acquisition, engagement, retention reports - develop questions to gather data

Monetization, demographics and tech reports - analyse market trends and industry development

Topic 3: Explorations and Analysis

Using Explorations to analyse customer behaviour and business outcomes

Using Funnel Visualization Analysis to analyse customer and competitor dynamics

Topic 4...

## COURSE FEE

Full Fee NGN 340,000.00

## CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

## REGISTRATION

---

<https://www.tertiarycourses.com.ng/full-google-analytics-4-ga4-training.html>



SCAN TO REGISTER

## SUPPORT

---

**Email:** [info.tertiarycourses.ng@gmail.com](mailto:info.tertiarycourses.ng@gmail.com)

**Tel:** +234 813 093 230