



Course Code: M367

Basic Google Analytics 4 (GA4) Training

COURSE INFORMATION

Sessions
1 day

Duration
7.5 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

Setup and Install GA4

Accessing GA4 Demo Data

GA4 Homepage and Intelligent Insights

Topic 2: GA4 Reports

Acquisition Reports

Engagement Reports & Events

Monetization Reports

Retention Reports

Demographics Reports

Tech Reports

Topic 3: Explorations and Analysis

Create a New Exploration

Free Form Exploration

Funnel Visualisation Analysis

Path Exploration

COURSE FEE

Full Fee NGN 170,000.00

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/basic-google-analytics-4-ga4-training.html>



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