Advanced Google Analytics : a practical guide

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Material Proyectable

This course offers a detailed exploration of Google Analytics for advanced users seeking to maximize their data-driven decision-making capabilities. Starting with foundational metrics and measurement principles, it provides a strong base for understanding user engagement, session tracking, and time-based analytics. Essential insights into bounce rates, active users, and engagement metrics ensure a comprehensive grasp of core concepts. The program dives deep into practical applications of Google Analytics 4, including setup, customization, and advanced interface tools. You'll learn to interpret data through funnels, path explorations, and segmentation while gaining confidence in using custom dimensions, metrics, and calculated reports. A focus on real-world applications and detailed walkthroughs helps bridge the gap between theory and practice. In the final sections, the course introduces advanced topics like attribution modeling, custom channel grouping, and platform discrepancies. By mastering tools like filters, alerts, and regular expressions, you'll be equipped to turn raw data into actionable insights. This course ensures you're ready to harness GA4's full potential for meaningful analysis and reporting

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