CORPORATE LEADERSHIP CENTER

GOOGLE ANALYTICS & BUSINESS INTELLIGENCE

VENUE: CAUDAN ARTS CENTRE | **DATE:** 27TH OCTOBER 2023

COURSE DETAILS:
By the end of this course, you will have all the necessary skills to successfully navigate and utilise Google Analytics 4 to better understand your website users and optimise your online presence.

You will also be able to start implementing strategies for a proper data-driven communication strategy, and be able to work with your development team to implement proper tracking and data warehouse solutions for your needs.
We will also walk you through the setup and configuration of Data Visualisation tools using LookerStudio so that you can automate the process of having Realtime reporting in your BI Dashboard.

COURSE OUTLINE:
• Google Analytics 4 (GA4)
• Google Tag Manager
• Looker Studio + BI

EXPECTED OUTCOME:
• Understand the new Google Analytics 4 (GA4) operation
  and navigation
• Learn where to find basic information in GA4's interfac
• Gain a comprehensive understanding of the Events section,
  including event count and user analytics
• Explore the Reports and Library sections in GA4
  and learn how to use them effectively
• Master the process of creating conversions,
  such as "Thank you" and event-based conversions
• Learn how to track various events, including button clicks
  and file downloads
• Understand how to create Looker reports for advanced
  data analysis
• Compare and contrast the setup process for tracking
  using Google Tag Manager vs. Google Analytics
• Discover the integration possibilities with Business Intelligence
  tools like Microsoft Power BI for enhanced data insights

FEES AND REFUND
Rs 15,000 per participant. Course is MQA approved and company sponsored participants can get a refund of up to 75% from HRDC. Fees include lunch, tea breaks and training materials.

TARGET AUDIENCE:
Communication professionals, digital marketers, business owners, product owners, business start-ups, website admins, content specialists, advertising agency executives, Executives, Web Developers, Data Scientists, Webmasters, marketing managers, CRM users, Digital Advertisers, Business Intelligence, Google Ads Specialists, Meta Ads Specialists, SEO Specialists

TRAINING METHODOLOGY:
Interactive and participatory, including presentation and facilitation by the trainer with group exercises, roundtable discussions, video clips, case studies and debriefing. Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participant will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.

TRAINER:
JACQUES DAVID COMMARMOND
Jacques David Commarmond, CEO of GWS Technologies, partner Google Cloud, Google Ads Premier Partner, Adobe, Intercom, KINSTA and more. He is a digital strategist with an eye for the latest technologies to implement and integrate successful projects.