

Course Code: C485

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

12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.

The venue is disabled-friendly.

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...

COURSE FEE

Full Fee S\$600.00 Before GST

GST S\$54.00 9% of fee

Total Payable S\$654.00 Including GST

CERTIFICATION

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

REGISTRATION

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



SCAN TO REGISTER

SUPPORT

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