



GOOGLE CLOUD TRAINING

Google Analytics 4 Course

Master Google Analytics 4 to gain critical insights into user behavior and optimize your digital strategies for business growth.

DURATION

2 hours

LEVEL

Intermediate

FORMAT

Instructor-Led

-
- Globally Recognized Certification
 - Expert-Led Hands-On Training
 - Flexible Scheduling

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COURSE OVERVIEW

Unlock the full potential of your digital marketing strategies with Computer Pride's intermediate-level Google Analytics 4 (GA4) course. This comprehensive 2-hour program is meticulously designed to equip professionals with the essential skills to navigate and leverage GA4's revolutionary event-driven data model. You will delve into core technologies such as data streams, events, parameters, and user properties, understanding how to effectively track user interactions across websites and apps. This course moves beyond basic reporting, empowering you to build custom reports, utilize advanced exploration techniques, and integrate GA4 with other Google platforms for a unified view of your digital performance. By completing this Google Analytics 4 course, you will gain a competitive edge in the rapidly evolving digital landscape. The ability to interpret GA4 data translates directly into making more informed, data-driven decisions that optimize marketing campaigns, enhance user experience, and ultimately drive business growth. Professionals will benefit from improved analytical capabilities, allowing them to pinpoint user behavior patterns, identify conversion opportunities, and measure the true ROI of their digital initiatives, thereby boosting their career prospects in data analytics and digital marketing roles.

Duration	2 hours
Level	Intermediate
Vendor	Google Cloud

COURSE CURRICULUM

01 Module 1: Understanding the GA4 Paradigm Shift

- Introduction to Google Analytics 4: Why GA4 is different
- GA4's event-driven data model vs. Universal Analytics hit-based model
- Setting up a GA4 property and data streams (Web & App)
- Navigating the GA4 interface and core reports
- Key GA4 metrics: Users, Engaged Sessions, Engagement Rate, Conversions

02 Module 2: Event Tracking and Configuration

- Understanding automatic, enhanced measurement, recommended, and custom events
- Implementing custom events and parameters via Google Tag Manager (GTM)
- Defining and configuring conversions in GA4
- Debugging GA4 implementations with DebugView
- Introduction to server-side tagging for GA4 (conceptual overview)

03 Module 3: Leveraging GA4 Reporting and Explorations

- In-depth analysis of standard GA4 reports (Acquisition, Engagement, Monetization, Retention)
- Utilizing Exploration reports: Free-form, Funnel Exploration, Path Exploration, Segment Overlap
- Building and applying audiences for remarketing and personalization
- Creating custom reports and dashboards within the GA4 interface
- Filtering and comparing data in GA4 reports

04 Module 4: Integrations and Advanced Analytics

- Integrating GA4 with Google Ads for improved campaign performance measurement
- Connecting GA4 with Google Search Console for organic search insights
- Introduction to GA4 data export to BigQuery for advanced querying
- Visualizing GA4 data with Google Looker Studio (formerly Data Studio)
- Understanding predictive metrics and their application in GA4

05 Module 5: Data Governance and Best Practices

- Configuring data retention settings in GA4
- Understanding Consent Mode and its impact on data collection
- Best practices for data collection, naming conventions, and report organization
- User permissions and access control in GA4
- Troubleshooting common GA4 data discrepancies

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Marketing Analyst specializing in performance optimization and campaign measurement.**
- > **Web Analytics Specialist focusing on cross-platform user journey mapping and data interpretation.**
- > **E-commerce Data Strategist responsible for conversion rate optimization and customer lifecycle analysis using GA4 insights.**

FREQUENTLY ASKED QUESTIONS

Q: What are the prerequisites for enrolling in Computer Pride's Google Analytics 4 course?

This is an intermediate-level course. While no formal certification is required, participants should have a foundational understanding of digital marketing concepts, basic website analytics, and ideally, some prior experience with Universal Analytics or similar web analytics platforms. Familiarity with Google Tag Manager is also beneficial, though not strictly mandatory.

Q: How will mastering Google Analytics 4 specifically enhance my career in digital marketing or data analysis?

Proficiency in GA4 is becoming indispensable for modern digital roles. This course will enable you to accurately measure cross-platform user journeys, provide deeper insights into user engagement, and confidently attribute conversions. This skill set is crucial for optimizing ad spend, personalizing user experiences, and demonstrating ROI, making you a more valuable asset in roles such as Digital Marketing Analyst, Growth Hacker, or Web Analytics Specialist, as businesses increasingly rely on GA4 for their analytical needs.

Q: Beyond standard reporting, what advanced analytical skills will I gain from this specific GA4 course?

This course goes beyond basic report navigation. You will learn to build sophisticated 'Exploration' reports, including Funnel and Path Explorations, to uncover detailed user journeys and drop-off points. You'll also master the creation of custom audiences for targeted marketing, understand the basics of integrating GA4 data with BigQuery for more advanced data manipulation, and learn to visualize complex datasets using Looker Studio, equipping you with robust analytical capabilities.

ABOUT COMPUTER PRIDE



computerpride

East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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