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THE LEADING TRAINING PROVIDER

Information Technology

Google Analytics Individual Qualification (GAIQ)

Course Introduction

This program is designed to prepare participants for the Google Analytics Individual Qualification (GAIQ) exam and to build a deep understanding of Google Analytics 4 (GA4).

The program focuses on the frameworks behind web analytics, data collection methodologies, and the strategic use of analytics for decision-making.

Target Audience

- Web analysts and data professionals
- E-commerce and digital marketing managers
- Anyone preparing for the GAIQ certification

Learning Objectives

- Understand core concepts and structures of GA4
- Learn how Google Analytics collects, processes, and reports data
- Master audience segmentation and behavioral analysis
- Interpret traffic sources and campaign performance
- Understand e-commerce tracking and event tagging
- Prepare confidently for the GAIQ certification exam

Course Outline

- **DAY 01**

  Introduction to Google Analytics and GA4:

  - Evolution from Universal Analytics to GA4
  - The purpose and benefits of using GA
  - Basic terminologies and metrics
  - How GA4 differs from traditional analytics?
  - Overview of the GA interface and key reports.
  - GA account structure: property, data streams, and views.

  Data Collection and Configuration

  - Understanding how GA4 collects data.
  - Setting up data streams for websites and apps.
  - Configuring tagging using Google Tag Manager (GTM).
  - Data retention and user privacy controls.
  - Cross-domain tracking concepts.
  - The importance of clean data.

- **Day 02**

  Events and Conversions:

  - Event-driven model in GA4
  - Automatically collected events vs. custom events
  - Conversion setup and tracking
  - Naming conventions and best practices
  - Enhanced measurement features
  - Using debug view to test events

Audience Segmentation and User Properties:

- Audience definitions in GA4
- Creating custom segments
- Understanding user properties and their impact
- Lifecycle vs. user reports
- Analyzing engagement and retention
- Techniques for behavioral segmentation

- **Day 03**

Traffic Acquisition and Source Attribution:

- Understanding traffic sources in GA4.
- Source/medium/channel definitions.
- Attribution models and lookback windows.
- UTM tagging best practices.
- Evaluating campaign performance.
- Multi-channel funnel theory.

User Behavior and Engagement Analysis:

- Page views, sessions, and engagement metrics.
- Event reports and user pathing.
- Bounce rate vs. engagement rate in GA4.
- Using funnel and path exploration tools.
- Scroll, click, and interaction analysis.
- Understanding site content performance.

- **Day 04**

  E-commerce Tracking and Monetization Reports:

  - ○   E-commerce setup in GA4
  - ○   Recommended e-commerce events
  - ○   Purchase funnel and checkout behavior
  - ○   Revenue attribution and ROI
  - ○   Linking Google Ads and GA4
  - ○   Monetization reports walkthrough

  Admin Settings and Data Governance:

  - ○   Admin interface overview
  - ○   User management and permissions
  - ○   Connecting to BigQuery and other tools
  - ○   Data filters and exclusions
  - ○   Managing internal traffic
  - ○   Understanding limitations and sampling

- **Day 05**

  GA4 Reporting and Dashboarding:

  - ○   Using standard vs. custom reports
  - ○   Creating explorations
  - ○   Dashboards and visualization in GA4
  - ○   Scheduled reports and sharing options

- ○ Exporting and interpreting data
- ○ Integration with Looker Studio

Certification Preparation and Practice:

- ○ GAIQ exam structure and tips
- ○ Reviewing key concepts and terminology
- ○ Practice test questions and scenarios
- ○ Time management for exam success
- ○ Addressing common exam mistakes

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	4250.00 $	UAE - Dubai
Sept. 28, 2025	Oct. 2, 2025	5 days	4250.00 $	KSA - Riyadh
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 $	UAE - Abu Dhabi