



# Syllabus

## **Google Analytics**

### Nanodegree Program



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## Course 1: Measurement Strategy and Implementation

*Learn how to develop a measurement strategy and understand the fundamentals of Google Analytics within the context of Google Tag Manager.*

Lesson	Title	Description
1	<b>Measurement Strategy</b>	Learn how to create a coherent measurement strategy for a new or existing analytics implementation and process.
2	<b>Fundamentals of Google Analytics Implementation through Google Tag Manager</b>	Understand the benefits of tag management systems over native code placement and learn the fundamentals of GA tracking through GTM.
3	<b>Understanding User Behavior through Event Tracking</b>	Understand the fundamentals of GA event tracking through GTM and how to take advantage of event data in the GA UI.
4	<b>Extending Google Analytics with Custom Dimensions, Custom Metrics, and Calculated Metrics</b>	Learn the importance of customizing the GA data set for their organization with custom metrics, calculated metrics, and especially custom dimensions.
5	<b>Cross-Domain Tracking, Cross-Device Tracking, and CRM Integration</b>	Understand roll-up/cross-domain/cross-subdomain reporting, cross-device tracking, and integrating GA data with CRM data.
6	<b>Mobile App Tracking in Firebase Analytics and Google Analytics</b>	Learn how Google Analytics mobile app reporting differs from Google Analytics for Web, and how to track into Google Analytics and Firebase through Google Tag Manager.

### Project 1 : Measurement Plan and Implementation

Investigate your own web presence or the Google Merchandise Store, and distill your findings to identify key business objectives and initiatives for the organization to pursue that will be supported by the GA implementation.



## Course 2: Advanced Displays, Segmentation, and Filtering

*Learn how to understand data by using Google Analytics for creating advanced graphical displays and segmenting audiences.*

Lesson	Title	Description
1	<b>Report Displays</b>	Learn how to apply the GA graphical display formats and options for the main over-time graph.
2	<b>Metrics, Dimensions, and Filtering</b>	Learn how to swap primary dimensions and metric groups and also apply basic and advanced report filters.
3	<b>Time Metrics and Comparisons</b>	Understand how Google Analytics calculates time metrics, and learn how to use them comparatively.
4	<b>Segments and Audiences</b>	Learn how to create segments based on user characteristics and behaviors, as well as audience segments for marketing and testing.
5	<b>View Filters and Settings</b>	Learn how to clean, subset, and enrich the raw property feed through view filters and settings.
6	<b>Access Rights</b>	Learn the different levels of access rights and other administrative features within Google Analytics

### Project 2: Use Advanced Displays, Create Segments, and Apply View Settings and Filters

Use advanced reporting displays and features to make more detailed observations, and map GA advanced segments to their constituencies. Then, configure view filters and settings to refine and enrich raw GA data for use in identifying audiences for remarketing and testing.



## Course 3: Acquisition, Conversion, E-commerce, & Attribution

*Learn how to use UTM tagging for campaigns and the channel customization process, and step through the fundamentals of using Google Attribution 360.*

Lesson	Title	Description
1	<b>UTM Tagging for Campaigns</b>	Revisit the traffic sources that require campaign tags and step through the tagging process.
2	<b>Channel Customization</b>	Learn the importance and process of channel customization in Google Analytics.
3	<b>E-commerce</b>	Enable and implement basic and enhanced e-commerce tracking in GA, and leverage the reporting available in both basic and enhanced ecommerce.
4	<b>Attribution</b>	Understand the limitation of the last non-direct click attribution model, which governs most Google Analytics reports, and learn how to use the Model Comparison tool.
5	<b>Conversion Credit for Pages and Events</b>	Learn how to correlate pageviews and events with goal and e-commerce conversions

### Project 3: Acquisition, Conversion, E-commerce, and Attribution

Decode, build and troubleshoot campaign URLs. Engage in channel customization to maximize analytics measurements and attribution. Then, enable and implement basic and enhanced ecommerce tracking in Google Analytics. Determine and report which page and event sequences are helping conversions and use Reverse Goal Path reports to assess goal conversion.



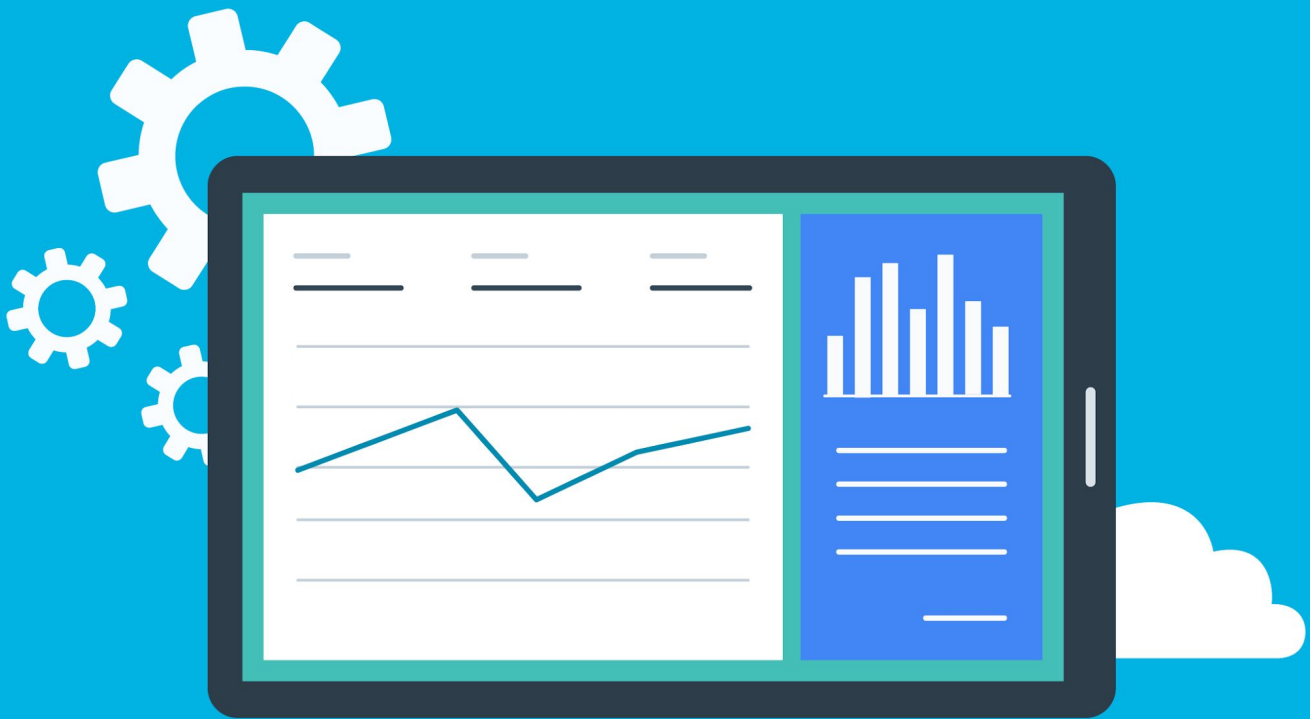
## Course 4: Dashboards, Custom Reports, Alerts

*Learn about the fundamentals of creating custom reports, and step through the process of building data dashboards in Google Analytics & Data Studio.*

Lesson	Title	Description
1	<b>Custom Reports</b>	Understand why custom reports are often more effective than the built-in reports and will also explore all aspects of custom reporting.
2	<b>Dashboards &amp; Shortcuts</b>	Learn how to create dashboards within Google Analytics and present Google Analytics data within Data Studio.
3	<b>Visualizing GA Data in Data Studio</b>	Learn how to set up a Google Analytics data source in Data Studio and create an associated Data Studio dashboard.
4	<b>Annotations and Custom Alerts</b>	Learn the occurrences that normally warrant annotations, as well as custom alert configuration and follow-up.

### Project 4: Creating Custom Reports, Dashboards, and Custom Alerts

Visualize data insights using advanced reporting techniques, including GA custom reports and Data Studio dashboards. Demonstrate enhanced analysis and data storytelling by configuring at least one dashboard, one custom report, and two alerts to be sent on a weekly or monthly interval.



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