



THE UNIVERSITY OF
SYDNEY

Google Analytics 4 (GA4) for Business and AI Insights Course

*Centre for
Continuing Education*

Google Analytics 4 (GA4) for Business and AI Insights Course



This introductory Google Analytics 4 course is designed to help you and your business get more from your Google Analytics account by harnessing the power of GA4's built-in AI and machine learning features. Following the transition to the new Google Analytics 4 (GA4) interface, it looks at the best reports and tools to use for your website tracking.

We will show you how your Google Analytics 4 reports and AI-driven insights can be used for better business decision-making, with a particular focus on conversion optimisation. That is, how to get more visitors to complete the actions you want them to make. This practical, hands-on course will help you to identify the potential things that can be done to increase conversions and therefore achieve a better return on investment.

Google Analytics is a powerful business tool that provides essential business data about a website's performance and how the content is being used. However, maximising its potential requires using GA4's machine learning tools, custom reports, and predictive metrics to turn raw data into real, actionable results. You can use these data insights and analytics reports to improve the performance of a website and to gain a competitive advantage. In this course, we will take you through analytics account set-up options, the main data reports and tools, plus some more advanced reporting and analysis options.



Course duration

1 session, 8 hours total
or
2 sessions, 7 hours total



Time

9am - 5pm
or
9am - 12:30pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

- Business owners or marketing staff who run a website and want to achieve better results
- Anyone using Google Analytics on their website
- Small business owners

Prerequisites

Some familiarity with Google Analytics is recommended, but not essential.



Upon completion

Every participant receives a University of Sydney statement of completion.



Outcomes

By the end of this course, you should be able to:

- understand the main setup options in Google Analytics 4, including events and key events (conversions)
- review different report options and AI-driven search functions to pull faster, more relevant analytics data
- run advanced reports and explorations in Google Analytics to discover new insights and trends
- apply data-driven insights and machine learning predictions to improve conversion rate optimisation for your website.



Content

- How Google Analytics can be used effectively by business websites
- The Google Analytics 4 experience (and how it differs from Universal Analytics)
- What is conversion optimisation and why is it important
- Reviewing the admin options for an account
- Tracking events, key events (conversions), ecommerce transactions and referrals
- Understanding the key statistics and reporting options in Google Analytics
- The advantages of real-time reports
- Creating different report views and using saved reports
- Understanding conversion data and multi-channel funnels
- Utilising GA4's automated insights, analytics intelligence and predictive audiences
- Advanced reporting, including comparisons, library collections and explorations
- Reviewing practical ways to gain business insights and improve conversion optimisation.



“Today was invaluable to my ongoing use of the Google Analytics platform. While I was comfortable navigating basic analytics, there were so many features that I wasn't taking full advantage of, including Search Console and Enhanced Measurement! It was great to get a big refresh and improve my knowledge of the platform overall. Thank you!”

Mark Orren



“Overall, I highly recommend this class to anyone looking to enhance their Google Analytics and data reporting skills, gain actionable insights into website performance, and make more informed, data-backed marketing decisions.”

Natasha Nguyen



What you need to do before the course

To participate in this course, you will need your own Google Analytics account. Access to a demo account can also be provided during the course. You will follow along using your own reports, plus conduct some practical exercises online.

Materials

Course materials are provided electronically.

Face-to-face classes

Please bring your laptop with all required accounts set up in advance.

Online classes

For the best experience, we recommend using a computer with a large monitor or dual screens/devices. Small laptop screens can make it difficult to follow the facilitator's display while working in the software.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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