

# Course : Advanced Google Analytics (GA4)

Analyze your campaigns and routes with GA4, BigQuery and Looker Studio

*Practical course - 2d - 14h00 - Ref. GAX*

*Price : 1360 € E.T.*

This in-depth GA4 training course will enable you to master the platform's advanced features, including event tracking, user behavior analysis, conversion configuration and audience utilization. You'll learn how to leverage data to optimize marketing campaign performance and enhance the user experience. It will also cover predictive analysis techniques and integration with other Google tools.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Master the advanced features of Google Analytics
- ✓ Setting up event and conversion tracking in GA4
- ✓ Interpret GA4 reports to identify trends and insights
- ✓ Measuring the effectiveness of marketing campaigns
- ✓ Propose optimization recommendations

## Intended audience

Marketing managers, web analysts, web project managers, web marketing consultants or anyone wishing to deepen their knowledge and optimize their marketing strategies.

## Prerequisites

Basic knowledge of Google Analytics 4

## Practical details

### Hands-on work

Theoretical input, exchange of best practices and practical work

## Course schedule

### PARTICIPANTS

Marketing managers, web analysts, web project managers, web marketing consultants or anyone wishing to deepen their knowledge and optimize their marketing strategies.

### PREREQUISITES

Basic knowledge of Google Analytics 4

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Analyze your digital journeys

- Indicators for analyzing your career paths
- Key event configuration in GA4 (standard and customized reports)
- Construction and analysis of conversion tunnels (direct tunnel/indirect tunnel/closed tunnel)
- Advanced explorations to refine your analysis

### Hands-on work

Identify and prioritize key indicators. Set key events and create customized conversion tunnels.

## 2 Analyze your marketing campaigns

- Campaign analysis indicators
- Acquisition" reports (traffic and user acquisition)
- Campaign analysis via personalized segments
- Attribution models in GA4

### Hands-on work

Define the analysis dimensions essential to campaign analysis. Create personalized segments. Use attribution reports to optimize multi-channel campaigns.

## 3 Analyze GA4 data with BigQuery

- BigQuery fundamentals and benefits for GA4 analysis
- GA4 tables in BigQuery
- Creating basic SQL queries (SELECT, WHERE, GROUP BY)
- Query automation with Google Cloud Scheduler
- Best practices for query efficiency and cost optimization

### Hands-on work

Create queries to obtain actionable insights and optimize SQL queries. Plan automated reports

## 4 Integrating GA4 data into Looker Studio

- The fundamentals of Looker Studio and its relevance to GA4 analysis
- GA4 connection to Looker Studio (data update, query performance, etc.)
- Looker Studio's main components: databases, report templates, visualization options
- GA4 report creation (tunnel and campaign analysis)

### Hands-on work

Use filters and controls to make reports interactive and relevant. Create customized visual reports that highlight GA4 KPIs

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 18 June, 28 Sep., 26 Nov.

### PARIS LA DÉFENSE

2026 : 11 June, 21 Sep., 19 Nov.