

# Course : Analyze your GA4 digital data with no-code tools

Practical course - 2d - 14h00 - Ref. GAB

Price : 1590 CHF E.T.

The rise of digital technology in business has led to an increase in the amount of data collected by companies. This training course will enable you to discover the KNIME marketing tool and gain a better understanding of the methodologies and statistical techniques that guarantee the reliability of the results obtained.

## Teaching objectives

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

- ✓ Master and implement basic statistical methods for better data analysis
- ✓ Understanding advanced statistical methods
- ✓ Know how to prepare and cleanse your data to make it usable for marketing analyses
- ✓ Set up analysis workflows in the KNIME marketing analytics platform

## Intended audience

People with basic knowledge of data analysis with GA4.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

This course will be based on practical case studies on KNIME and will use GA4 navigation data from a site in BigQuery format.

## Course schedule

### PARTICIPANTS

People with basic knowledge of data analysis with GA4.

### PREREQUISITES

No special knowledge required.

### 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.

### 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.

## 1 Clean and prepare your file: a prerequisite for analysis

- Identify and validate identification keys.
- Handle null values.
- Identify and manage outliers.
- Know how to use statistical tests and analyses to better exploit data.

### Hands-on work

Creation of a workflow to prepare the analysis on KNIME.

## 2 Set up the right analyses

- Summary of standard analyses: aggregated indicators, univariate graphical representation.
- Use statistical tests to support your analyses (Chi-2 test, Anova test, etc.).

### Hands-on work

Implementation and analysis of statistical tests in KNIME

## 3 Understanding the different types of advanced analysis

- Regression, classification. What are we talking about? What are the marketing uses?
- Supervised or unsupervised model?
- Quantitative variable, qualitative variable: what types of modelling are possible?

### Hands-on work

Create workflows to put statistical models on your database.

## 4 Modeling statistical analyses

- Master the various stages.
- Analyze and choose the right model.

### Hands-on work

Model analysis

#### 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.