Publication date : 02/19/2025

Course : BigQuery for Google Analytics 4, analyze your data

Practical course - 1d - 7h00 - Ref. GBQ
Price : 760 € E.T.

NEW

This BigQuery training course is designed to introduce you to large-scale data analysis using this cloud-based data warehouse. You'll learn how to query massive datasets with SQL, optimize queries for optimal performance and integrate BigQuery with other analysis and visualization tools.

Teaching objectives

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

- Describe BigQuery's architecture and key concepts
- Execute SQL queries to extract and manipulate data in BigQuery
- Differentiate between SQL query types and choose the most appropriate one for your needs
- Optimize SQL queries to improve performance and reduce costs
- Design complex data analysis solutions using BigQuery and other tools

Intended audience

Marketing managers, traffic managers or anyone wishing to master advanced web data analysis techniques and develop SQL skills

Prerequisites

Basic knowledge of GA4

Practical details

Hands-on work

Theoretical input, exchange of best practices and practical work

Course schedule

PARTICIPANTS

Marketing managers, traffic managers or anyone wishing to master advanced web data analysis techniques and develop SQL skills

PREREQUISITES

Basic knowledge of GA4

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 Introduction to Google BigQuery

- The fundamental concepts of BigQuery
- Introduction to analytical databases and the data warehouse
- Connecting GA4 to BigQuery: integration, automatic export, data schema...

Hands-on work
Configure automatic export of Google Analytics 4 (GA4) data to BigQuery

2 GA4 data mining in BigQuery

- Navigating BigQuery tables: tables, fields, data models...
- Creating SQL queries : SELECT, WHERE, GROUP BY...
- Events and specific users

Hands-on work
Exploring GA4 tables imported into BigQuery

3 Analyze GA4 data for practical insights

- Event performance analysis
- User segmentation: new versus recurring, specific events...

Hands-on work
Create queries to analyze key events (clicks, conversions, interactions)

4 Visualization and automation

- Creating visual reports with Data Studio
- Automation of analysis processes

Hands-on work
Créer des tableaux de bord interactifs. Automatiser les requêtes BigQuery avec Google Cloud Scheduler. Utiliser des scripts pour automatiser l'extraction et l'analyse des données

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 : 17 June, 2 Oct., 11 Dec.

PARIS LA DÉFENSE
2026 : 10 June, 25 Sep., 4 Dec.