Course : Google Analytics 4, track and improve your e-commerce performance

Practical course - 1d - 7h00 - Ref. ECG
Price : 890 CHF E.T.

NEW

This training course is designed to equip you with the skills needed to analyze and optimize the performance of an e-commerce site using Google Analytics 4 (GA4). You'll learn how to configure e-commerce tracking, interpret reports dedicated to identifying customer journey improvement points, and implement concrete actions to increase conversions and sales. It will also focus on the use of personalized events and audiences for finer tracking and better personalization of the user experience.

🎯 Teaching objectives

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

- ✔ Learn about the key e-commerce metrics available in GA4
- ✔ Apply e-commerce tracking configuration in GA4
- ✔ Analyze data from GA4 e-commerce reports
- ✔ Evaluate the impact of implemented actions on e-commerce performance
- ✔ Creating a customized dashboard in GA4

Intended audience

Marketing managers, web analysts, web project managers or anyone wishing to optimize the performance of their e-commerce site.

Prerequisites

Basic knowledge of a website

Practical details

Hands-on work
Theoretical input, exchange of best practices and practical work

Course schedule

1 Collecting e-commerce data

- GA4 fundamentals: events, sessions, users and commitments
- E-commerce data implementation (specific implementation, GTM, proprietary CMS extensions, etc.)
- GA4 e-commerce data panorama: tracking sales, product paths, lists, promotions...

Hands-on work
Configure standard events to track user journey stages. Create customized indicators

2 Analyze your e-commerce data

- Customized reports for tracking e-commerce KPIs
- Presentation of customization options
- Customized conversion tunnels: defining customer paths
- Advanced analyses: common paths, notable deviations, cohort explorations...

Hands-on work
Create advanced user segments and new audiences for your campaigns.

Dates and locations

REMOTE CLASS
2026 : 29 Apr., 26 June, 9 Oct., 18 Dec.

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.