This acknowledges that

# Abdellah El Halimi

has successfully completed
Dive Deeper into GA4 Data and Reports

Date of Completion: November 26, 2024          Certificate ID: 57183 124188870

## Skillshop ⧉

# Dive Deeper into GA4 Data and Reports

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### Abdellah El Halimi

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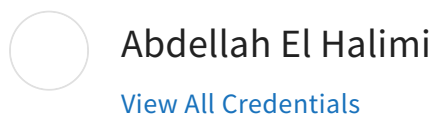
This collection of learning shows you how to use Google Analytics to answer common business questions.
This course will teach you how to:

- Use standard and customized reports to answer your business questions and organize the reports for your teams
- Visualize your user journeys using various exploration techniques
- Use key events to gain insights into the actions that are most important to your business
- Use segments to compare how different groups of users interact with your site
- Take advantage of connecting Google Ads to Google Analytics to understand and optimize your marketing

ISSUED ON

November 26, 2024

EXPIRES ON

November 26, 2025

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