

A horizontal decorative bar consisting of a teal segment on the left and an orange segment on the right.

# Pragmatic Product Leader Course

Become a Product Manager with Superpowers



# Lesson 8F

# Google Analytics



# Overview

We will cover the foundation of Product Management.

Introduce you to the common terms and set clear definitions.

Let's start!





# Google analytics: Introduction

Google analytics originated from a web analytics firm called Urchin which was acquired by Google in late 2005.

Google Analytics is a free web analytics service which provides you with tools for measuring the success of your website or blogs or apps with respect to marketing, content optimization, or e-commerce.



Google  
Analytics



# Google analytics: How it works



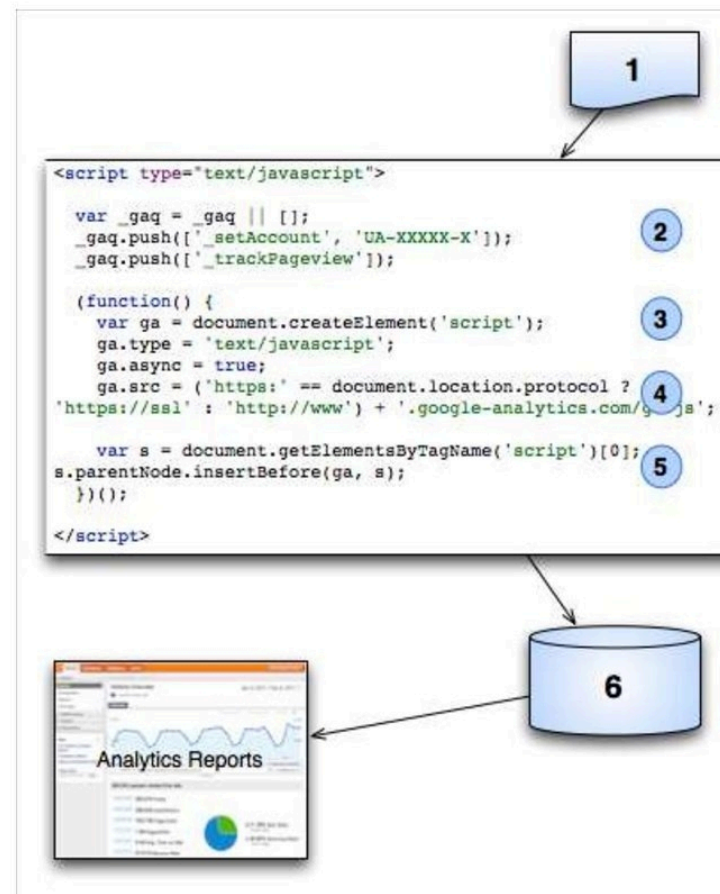


# Google analytics: Cookies

Google Analytics uses first party cookies to uniquely identify individual visitors.

To begin the process of tracking cookie-related information, the Google Analytics tracking code gets initiated by a JavaScript code, called *\_gaq*.

By visiting a website, the visitor activates this JavaScript, and in turn, the cookie information gets passed over to your Google Analytics account.





# Google analytics: Cookies

Google Analytics uses a combination of persistent and temporary cookies for tracking the online behavior of visitors.

Cookie Name	Cookie Type/Purpose	Validity
__utmc	Temporary Session Identifier	Deleted after visitors quit the browser
__utmb	Persistent Session Identifier	Expires after 30 minutes of inactivity in an open web browser
__utma	Visitor Identifier	Expires after 2 years
__utmz	Campaign Values	Expires after 6 months
__utmv	Visitor Segmentation	Expires after 2 years



# Google analytics: Metrics & Dimensions





# Google analytics: Filters

## Why and When to Use Filters in Google Analytics

- Filters are used to clean and segment your data.
- Filters provide segmentation to gain a better understanding of a particular subset of activities happening on your website.
- Filters help in customizing the report so the most useful data can be highlighted.
- Filters can also help in cleaning up unwanted data such that irrelevant information is filtered away.

**Note:** *Filters only act on new data and not on historical data.*

Filter Name	Explanation
Exclude all traffic from a domain	Excludes traffic from a domain that you specify. Applies reverse lookup and can filter out traffic from an ISP or the company's internal network.
Exclude all traffic from an IP address	Excludes traffic from a single IP address or range of IP addresses. Useful in filtering the company's internal traffic.
Include only traffic to a subdirectory	Includes only those visitors who are viewing a particular subdirectory on your web site. Useful in tracking a particular section of a web site e.g. <a href="http://www.yoursite.com/customercare">www.yoursite.com/customercare</a> .



# Google analytics: Filters - Best practices

Always keep the default profile without applying any filters.

Adding more than one *include filter* to a profile can cause data to not appear in your reports e.g. if you use include filters to only include certain IP addresses, then traffic from all other IP addresses will be ignored.

Filters are executed sequentially in the order they are listed in your settings. Thus, output from one filter serves as input for the next filter. Thus, it is important that you apply filters in a correct logical manner.

The screenshot shows the 'Add Filter to Profile' interface in Google Analytics. At the top, there are tabs for 'Profiles', 'Tracking Code', and 'Web Property Settings'. Below these, the profile name 'www.webucator.com' is displayed with a '+ New Profile' button. The main content area is titled 'Add Filter to Profile' and contains the following elements:

- Choose method to apply filter to Website Profile:** A section with the instruction 'Please decide if you would like to create a new filter or apply an existing filter to the Profile.' It features two radio buttons: 'Create new Filter for Profile OR' (which is selected) and 'Apply existing Filter to Profile'.
- Filter Information:** A section with a 'Filter Name' text input field.
- Filter Type:** Two radio buttons: 'Predefined filter' (selected) and 'Custom filter'.
- Predefined filter options:** Three dropdown menus: 'Exclude', 'traffic from the domains', and 'that are equal to'.
- Domain:** A text input field with the placeholder '(e.g. mydomain.com)'.
- Case Sensitive:** Two radio buttons: 'Yes' and 'No' (selected).
- Buttons:** 'Save' and 'Cancel' buttons at the bottom.



# Google analytics: Filters - Custom filters



Filter Type	Explanation
Exclude Pattern	Excludes log file lines that match the filter pattern
Include Pattern	Includes log file lines that match the filter pattern
Search & Replace	Searches for a pattern within a field and replaces the found pattern with an alternate form
Uppercase / Lowercase	Converts the contents of the field into all uppercase or all lowercase characters
Advanced	Combines two or more separate fields to construct a single field



# Google analytics: Goals

## What is a goal in GA?

A goal can be any activity on your website that is important to the success of your business.

## When and why to use Goals?

- To assess how well your website meets your business objectives
- To estimate revenue for a non Ecommerce website
- To find out how many visitors are becoming customers

## Goal Types

Goal Type	Explanation	Usage/Examples
URL Destination	A goal is recorded when a visitor views the specified page on your site.	Order completion page.
Time on Site	Goal will be counted when a visitor spends more or less time on your site than the predefined threshold.	Measure of stickiness, to verify if a particular page is engaging enough. Useful for web portals.
Pages/Visit	Goal will be counted when a visitor views more or fewer pages than the threshold.	To verify depth of the visit. Useful for content websites.



# Google analytics: Full course

Go through the short course on google analytics by google itself.

Just 5 courses to get comfortable with google analytics. Go from left to right.

Google Analytics Academy

Learn analytics with free online courses

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.

Analytics Academy Courses

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Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic
- Advanced Google Analytics**  
Learn about advanced Google Analytics features including data collection, processing and configuration, and more complex
- Getting Started With Google Analytics 360**  
Learn about powerful Google Analytics 360 features that are not available in the standard product, and gain insight into how
- Ecommerce Analytics: From Data to Decisions**  
Discover how to use Enhanced Ecommerce reports in Google Analytics to make informed ecommerce business decisions

<https://analytics.google.com/analytics/academy/>



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# To conclude

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# Thank you.

