

Morning Session

Analytics Process
Creating a Measurement Plan
About App Analytics
How analytics works
Data available in standard app setup
eCommerce Data that can be collected
Comparison to Web Analytics
Google Analytics Account Hierarchy
Accounts, Properties, and views
Users
Managing data across organizations
Determining if data is filtered
Applying: Accounts, Properties & Views
Understanding the User Interface
Standard Reports
Overview reports
General Reporting interface
Date ranges and Date comparisons
Adding notes to Google Analytics
Analytics Terminology
Applying: G.A. User Interface
Understanding Metrics & Dimensions
Reports
View types within standard reports
Pivot tables
Secondary Dimensions
Applying: Reporting
Exporting & Saving Reports
Applying: Exporting and Saving
Real Time Reporting
Audience Reporting
Geography
Location
Behavior
New vs. Returning
Frequency & Recency
Technology: Devices and Network
Does the user's device impact their experience?
Cohort Analysis
Applying: Audience Reporting

Afternoon Session

Understanding Segments
Segments allow extensive filtering of data
Applying: Segments
Acquisition:
Traffic Sources
Tracking Installation Sources
Campaigns for apps
Behavior reporting
Screens
Behavior flow
Crashes and Exceptions
Applying: Behavior Reporting
Event tracking within apps
Event data fields
Evaluating Events
Event best practices and information
Applying: Events
Conversions:
Goals & Ecommerce
Goals and Ardene App
Goals and the conversion funnel
Understanding Goals and Conversions
Micro and Macro goals
Applying: Goals
eCommerce Tracking
Measuring Ecommerce Activities
Shopping Behavior Analysis
Checkout Behavior Analysis
Filters: General Information
Filter types
Predefined filters
Custom filters
Custom Reporting Types
Custom Dashboards
custom alerts
Data Studio: visualization