



Module III. Business

Digital
Marketing
for
Orange
Economy

Topic 8. "Analytics"

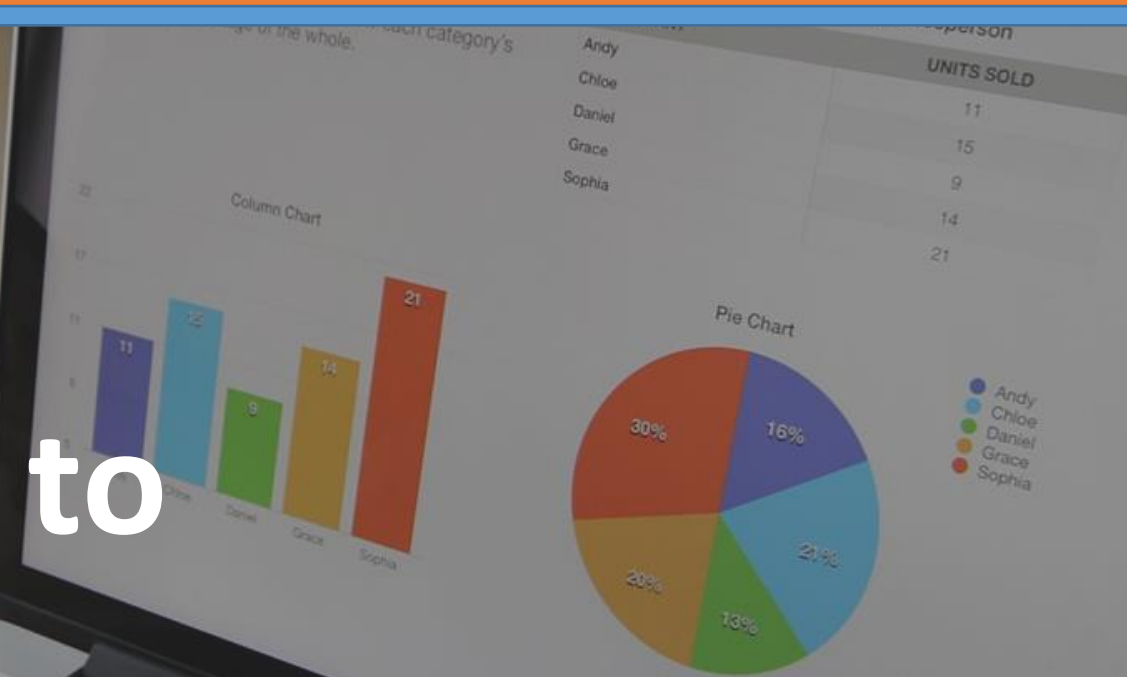
Lesson 1. Introduction to
Analytics



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Introduction to Analytics



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In this lesson, we will learn...

*what does the analytics process
look like.*



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Once the topic is
completed and approved,
learners will be able to...

Understand analytics process



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Analytics is a process in which you collect, measure, analyze, and report the behavior of visitors to your site, all in order to understand and optimize your online presence.



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What does the analytics process look like?



SET SPECIFIC
GOALS



SETTING UP THE
ANALYTICS TOOL



DATA MONITORING
AND ANALYSIS



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1. Set specific goals

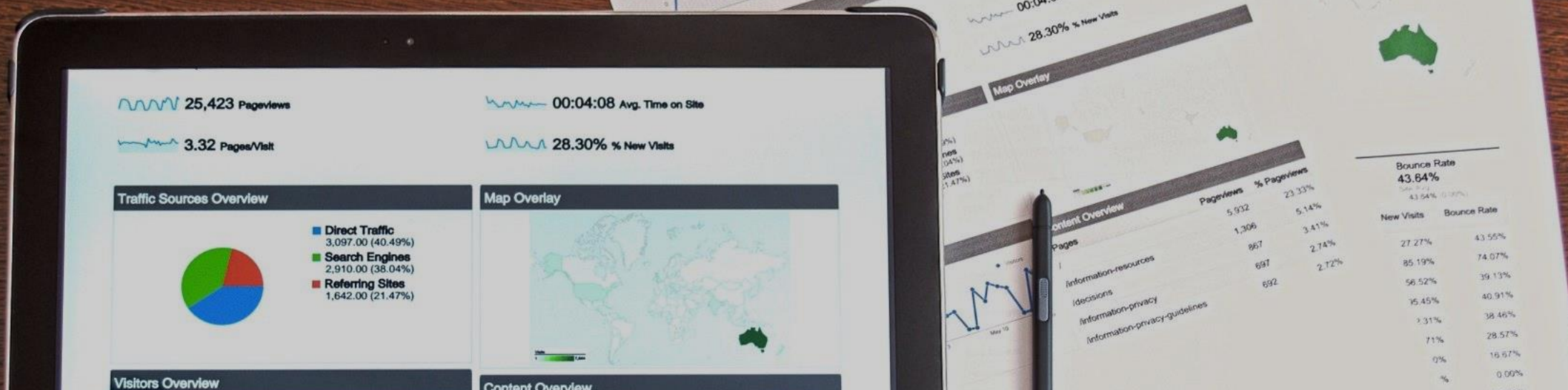
What is it that you want to achieve with the help of analytics?



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2. Setting up the analytics tool



Once you've determined your goals, it's time to start setting up your account on one of the analytics tools and start researching it. The most common analytic tool is **Google Analytics**.



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3. Data monitoring and analysis

Dimensions

Metrics



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Get to know your users through analytics.

Demographic

Location

Language

Devices they use

How users behave



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Conclusion

“The goal is to turn data into information, and information into insight.”

– Carly Fiorina, former executive, president, and chair of Hewlett-Packard Co.



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CREDITS

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