



Google Analytics 4 for Business Growth Training Course

13 – 17 December 2026
Nairobi

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Overview

Google Analytics 4 for Business Growth Training Course is a one-week course for digital analysts, ecommerce teams, product managers, growth functions, and website performance managers, who leave with a GA4 Growth Measurement and Action Plan. Participants connect business questions to event measurement, acquisition, engagement, journeys, ecommerce, audiences, attribution, data quality, privacy-aware governance, dashboards, experiments, and prioritized actions. The course turns reports into testable decisions rather than isolated metrics. Agile Leaders Training Center develops Google Analytics 4 business growth capability.

Who Should Attend

- Digital analytics functions responsible for measurement design, reporting, and insight quality
- Ecommerce functions responsible for product discovery, checkout journeys, transactions, and retention
- Product functions responsible for adoption, engagement, feature use, and experimentation
- Growth and marketing functions responsible for acquisition channels, campaigns, audiences, and key events
- Business management functions responsible for website performance and evidence-based priorities

The course assumes participants can navigate digital reports and explain business objectives, and leaves out tag coding, software engineering, general SEO, advertising-platform operation, and certification preparation.

Departments and Industries

The course supports departments and industries that use websites or apps to acquire, serve, and retain customers.

- Digital marketing, ecommerce, product, growth, and customer experience
- Retail, hospitality, travel, and subscription services
- Financial services, technology, telecommunications, and professional services
- Education, healthcare, media, and nonprofit services
- Business development, strategy, analytics, and executive reporting

Learning Objectives

By the end of this course, participants will be able to:



- Build a business-led GA4 measurement plan and event taxonomy
- Analyze acquisition, engagement, journeys, and ecommerce performance
- Use Explorations, audiences, segments, and key events
- Evaluate attribution evidence, campaign tagging, and data quality
- Design privacy-aware dashboards and experiment measures
- Prioritize growth actions from validated analytics evidence

Course Agenda

Day 1: Plan Business-Led Measurement

- Business Question and Decision Mapping Canvas
- GA4 Account, Property, and Data Stream Map
- Event, Parameter, and User Property Taxonomy
- Key Event and Outcome Definition Card
- Measurement Plan and Ownership Register

Day 2: Diagnose Acquisition and Engagement

- Campaign URL Tagging Governance Matrix
- User and Traffic Acquisition Report Analysis
- Engagement, Landing Page, and Content Diagnostics
- Funnel and Path Exploration Configuration
- Segment and Audience Comparison Worksheet

Day 3: Analyze Ecommerce and Attribution

- Ecommerce Event and Item Scope Review
- Product, Promotion, Cart, and Purchase Journey Analysis
- Revenue and Transaction Quality Reconciliation
- Attribution Model Interpretation Guide
- Channel Contribution Decision Matrix

Day 4: Govern Insights and Growth Tests

- DebugView and Event Validation Checklist
- Data Quality Exception and Resolution Log
- Privacy-Aware Collection and Access Controls
- Growth Dashboard Information Hierarchy
- Experiment Hypothesis and Measurement Card



Day 5: Practice GA4 Growth Decisions

- Exercise: Build an Event and Key Event Plan
- Exercise: Diagnose Acquisition and Engagement Changes
- Exercise: Evaluate an Ecommerce Conversion Journey
- Exercise: Prioritize Experiments from Dashboard Evidence
- Capstone: GA4 Growth Measurement and Action Plan

Practical Exercises

The course uses suggested activities based on retail, subscription, service, education, and digital-product scenarios.

- Suggested activity: translate growth questions into events, parameters, key events, owners, and validation criteria.
- Suggested activity: compare acquisition channels and audience segments through reports and Explorations.
- Suggested activity: inspect an ecommerce journey, reconcile transaction signals, and challenge attribution interpretations.
- Suggested activity: design a dashboard, experiment measure, and prioritized action backlog with governance controls.

FAQs

Who suits Google Analytics 4 business growth training, and what does it assume?

Digital analytics, ecommerce, product, growth, marketing, and website-management functions suit the training; it assumes familiarity with digital reports and business objectives without requiring tag coding or software development.

How does Google Analytics 4 business growth training differ from general digital marketing training?

Google Analytics 4 business growth training concentrates on measurement design, behavioral evidence, ecommerce journeys, attribution interpretation, validation, and action priorities, while general digital marketing covers wider channel planning, content, media, and campaign execution.

How should Google Analytics 4 key events support growth decisions?

Google Analytics 4 key events should represent outcomes linked to defined business questions, use controlled event parameters, pass validation checks, and support a specified decision, audience, experiment, or improvement action.



How can Google Analytics 4 Explorations reveal customer journey problems?

Google Analytics 4 Explorations can compare segments, visualize funnels and paths, expose abandonment patterns, and test whether behavior differs by source, device, audience, product, or journey stage.

How should Google Analytics 4 data quality be governed?

Google Analytics 4 data quality should be governed through naming rules, ownership, validation, campaign tagging controls, transaction reconciliation, access management, privacy-aware collection, exception logging, and scheduled reviews.

Conclusion

Participants take back a GA4 Growth Measurement and Action Plan containing decision questions, event definitions, report diagnostics, Explorations, audience comparisons, ecommerce findings, attribution interpretations, data controls, dashboard designs, experiment measures, and prioritized actions. It changes report viewing into a governed decision cycle. The plan supports measurement, diagnosis, testing, prioritization, and review.