

Advanced Web Analytics Training

Awarding Institution: Selecta Training

Training Institution: Selecta Training

Course Code: WA-01

Course Language: English

Notes: This training program adheres to provide quality digital marketing training to the young talent

Program Awards

Title	Type	Description
Web Analytics	Vocational	Web Analyst

Overview of Web Analytics:

Website and online application usage data are gathered, measured, analyzed, and reported on using the technology and process known as web analytics. Since the creation of the World Wide Web, web analytics has expanded. It has developed from a straightforward HTTP (Hypertext Transfer Protocol) traffic recording feature to a more full-featured suite of usage data tracking, analysis, and reporting.

Website visitor behavior is investigated via web analytics. Using Google Analytics, this module monitors and examines the behavior of website visitors.

Learning Outcomes:

In classes, you will learn about the entire Google Analytics interface and become acquainted with:

- Bounce rate, page view, session time, and other such concepts.
- To evaluate audience, behavior, and acquisition data for websites
- Learn the best practices for using Google Analytics.
- How to follow a website visitor through the conversion funnel and what information can be gleaned from it.
- Get a thorough understanding of the procedures and methods a junior or associate data analyst employs on a daily basis.
- Learn the fundamental tools and techniques for analysis
- Know how to prepare data for analysis, organize it for analysis, and perform computations using spreadsheets, SQL, and R programming.

- learn how to display and communicate data results through dashboards, presentations, and regularly used visualization tools.

Basics of web analytics:

The most popular web-based apps that offer web analytics include the well-known Google Analytics, which lets you view the performance of your website through actual, concrete data.

Basics of web analytics includes,

- Total Traffic and source of traffic
- Measurement
- Bounce Rates and exit Rates
- Useable Data
- Goals, KPIs, and Conversions for Business
- Meaningful collection and Benchmark.

Web analytics with business point of view:

- Useful information about consumer behavior is provided by it.
- information about how much traffic a website has received over time.
- You can use it to assess the effectiveness of your marketing initiatives.
- How to assist in figuring out how to improve the efficiency of your website.\
- approach to gauge how well your company's objectives were achieved

Fundamental of Data Analysis:

Data analytics demonstrate how customers interact with your company across platforms.

During this course you will learn mainly

- Use of Excel for daily tasks.
- Create pivot tables, charts, and use complex Excel functions like vlookup and t-test
- Recognize fundamental data distribution and describe underlying patterns
- such as median, quantiles, and percentiles
- Execute SQL queries and thoroughly investigate the data.
- Create a visualization in PowerBI and present their data results

Analytical Management

By utilizing sophisticated quantitative and statistical methods, analytics management enables firms to address a wide range of issues and maximize the value of data.

You will learn,

- Analytics management for Online sales.

- Analytics management for Enterprise Data.
- Analytics management for data mining.

Conversion and Onboarding:

In this particular mode of training you will have a deep insight of:

- The conversion funnel
- Trial-and-error and instruction
- Possible conversions
- Attributions
- Test your knowledge

Freelancing Training:

At this point of training we will teach you how to cash your skills as a freelancer.

You will learn:

- What is Freelancing?
- How does it work?
- Advantages of being a freelancer
- Platforms for freelancing
 1. Fiverr
 2. Upwork
 3. Freelance.com.