

**Creating Meaningful Reports In Google Analytics & Google Data Studio**

**Course Number:** GA-104  
**Duration:** 1 day

**Overview**

What makes a good report? What is the difference between data and insight? How can you make sense of all of the data in Google Analytics to make meaningful marketing decisions?

This Creating Meaningful Reports In Google Analytics & Google Data Studio training course teaches how to create customized reports that display meaningful insights for your organization.

**Prerequisites**

No prior experience is presumed.

**Materials**

All Google Analytics training students receive comprehensive courseware.

**Software Needed on Each Student PC**

Students must have an internet connection

**Objectives**

* Appropriately identify Key Performance Indicators (KPIs)
* Build meaningful reports for all levels of an organization
* Utilize visualization tools to create better reports
* Think about attribution and channel effectiveness

**Outline**

* Introduction
* Reporting Overview
  + How to identify KPIs
  + How to track KPIs
  + What makes a good report?
  + Insights vs. data
  + Questions to ask your organization to align reporting and insights
  + Thinking about integrations
* Data Visualization
  + Visualization tools
  + User controls
  + Dashboard customization
    - How to think and structure reporting at different levels of the organization
  + Reporting summary & overview
* Reporting Governance
* The Future of Reporting
* Summary and Conclusion