

Data Analytics

GOOGLE DATA ANALYTICS

Google Analytics is a web analytics service offered by Google that tracks and reports website usage, conversions, and other marketing-related data. It is a powerful tool for understanding how users interact with a website and for optimizing marketing strategies. The data collected includes page views, session duration, bounce rates, and conversion rates, among others. This information is used to create reports and dashboards that provide insights into website performance and user behavior.

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