

Google



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# Getting the most value out of Reporting in Google Analytics 4



# Common Reporting Use Cases in GA4

## Standard Reports vs UA

### Understand User Behavior

**UA**

**Audience Reports**  
A group of reports that provide insight into characteristics of your users

**Active User Report**  
Shows the number of active users for your site

**Lifetime Value Report**  
Shows how valuable difference users are to your business based on lifetime performance

**User Explorer Reports**  
Isolates and examine individual rather than aggregate user behavior

**GA4**

**Engagement Overview**  
Dashboard overview of user engagement with your business from the perspective of engagement time (session duration), and screens and events

**Pages and Screens Report**  
Shows the pages on your website and screens on your app that people visit and engage with

**Landing Page Report**  
Shows you the first page a visitor lands on when they visit your website and how many visitors land on each page

**Tech Details Report**  
Identifies the technology people use to access your website or app, including their browser, screen resolution, app version, and operating system

### Analyze Conversion Performance

**Conversions Reports**  
A group of reports that provide into into conversions: a completion of an activity that is important

**Conversions Report**  
Highlights which conversion actions are most important, how many people performed each action & how much revenue is associated with each action

### View Traffic Acquisition Performance

**Acquisition Reports**  
Provide a window on how you acquire users, their behavior on the site after acquisition, and their conversion patterns

**Acquisition Reports**  
Reports that help users analyze, understand and improve online advertising

**Acquisition Overview**  
Dashboard overview of user count and the sources, mediums and campaigns by which you acquired users

**Traffic Acquisition Report**  
User count by source/medium, along with engagement, event-level conversion + revenue metrics

**User Acquisition Report**  
User count by medium, along with engagement, event-level conversion + revenue metrics

### Analyze eCommerce Performance

**Goals Report**  
Measurement of conversions on your website

**ECommerce Report**  
Shows purchase activity on your site or app including product and transaction information, average order value, ecommerce conversion rate, time to purchase

**Enhanced ECommerce Report**  
Shows product page views, shopping cart performance and transactions

**Multi-Channel Funnel Report**  
Shows the sequences of interactions that led to each conversion and transaction

**Monetization Overview Report**  
Dashboard of eCommerce activity from the perspective of revenue, purchases, items + coupons

**eCommerce Purchases Report**  
Item purchases by views, cart activity + revenue

**In-app Purchases Report**  
Shows how many users drop off between each step in your purchase funnel, from starting a new session to completing a purchase

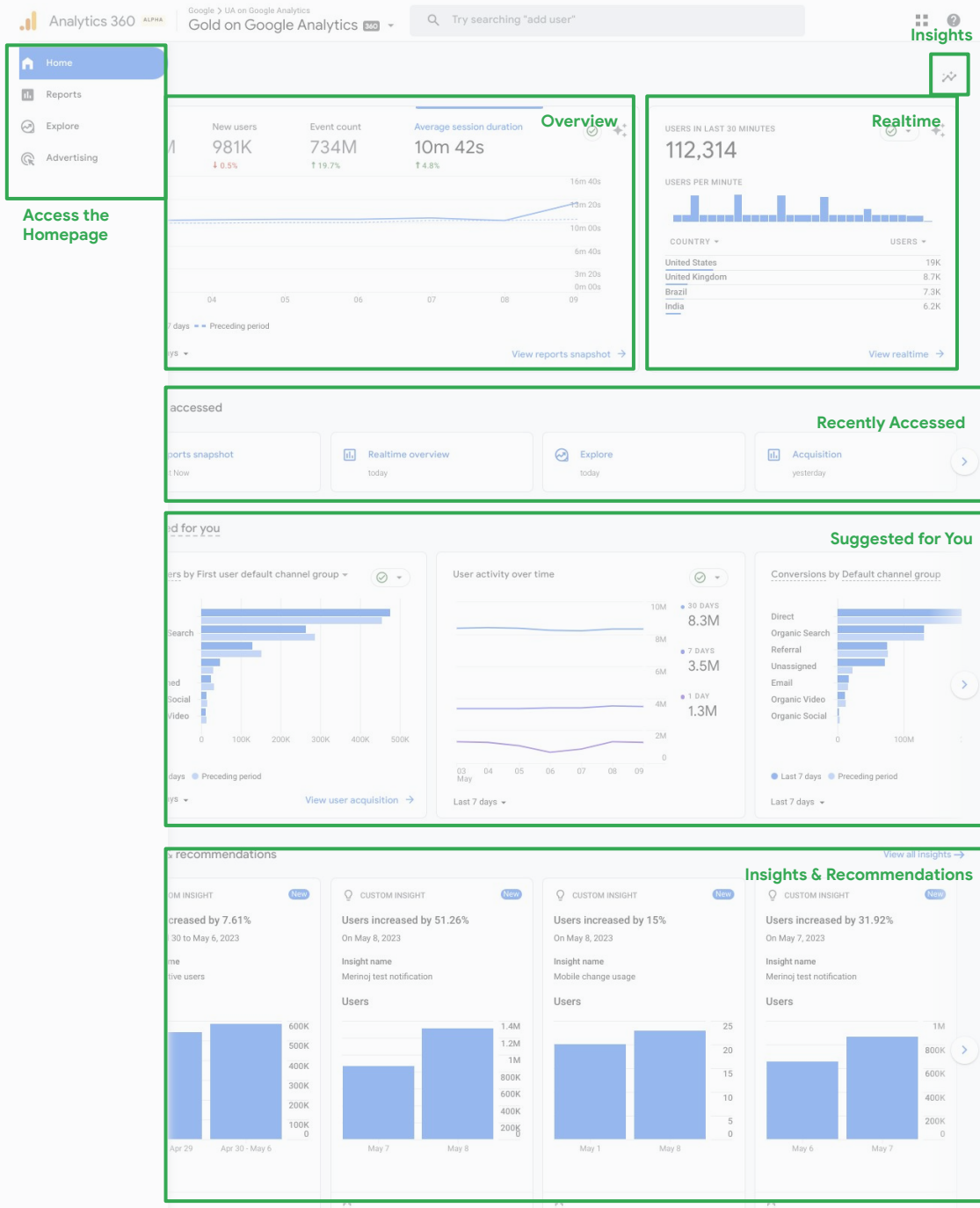
**User Purchase Journey Report**  
Checkout funnel analysis

**Order Coupons Report**  
Shows the revenue associated with each coupon on your website or app

# Getting Started with the Standard Reports Homepage



The first page you will land on is the **Homepage** which surfaces information that's relevant to your business. The page can be used to monitor traffic, navigate around Analytics & get insights about your website and apps.



Access the Homepage

To access the Homepage, **click Home** in the left navigation.

The **Overview** section shows relevant metrics with a trendline for each metric. To change a metric, hover over the metric's drop down menu and click a new metric.

The **Realtime** section shows activity as it happens using data from the Realtime Report. The card shows the number of users in the last 30 minutes.

**Recently accessed** provides links to parts of your Analytics account that were accessed most recently.

The **Suggested for You** section highlights cards that you view often, even if they haven't been viewed recently.

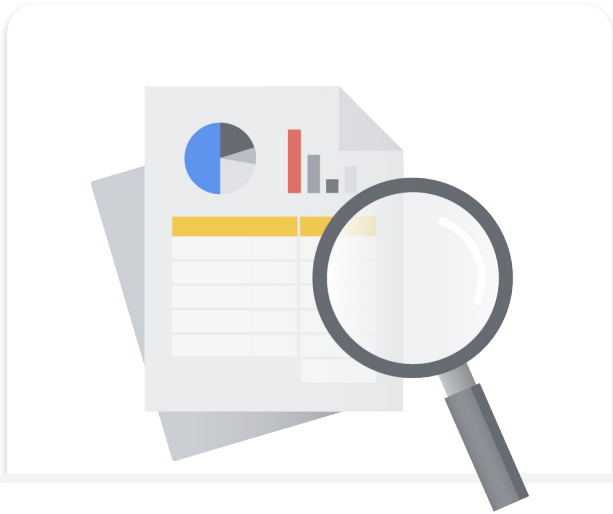
The **Insights & Recommendations** section highlights Google AI powered Insights, unusual changes or emerging trends and Recommendations, tailored suggestions to help you get the most useful and accurate data & take advantage of new features as they become available.

# Getting Started with Explore

## in GA4



Explore are a collection of advanced techniques that go beyond standard reports to help users uncover deeper insights and customer behavior.



### WHY USE EXPLORE

Explore allows users to get answers to their most specific, ad hoc and advanced questions, leveraging techniques such as pathing, cohorts and others. Explore is available to both Standard and 360 properties. 360 properties can adjust sampling sizes to give faster results.

- In Explore, users can drill down into their GA4 data, leveraging powerful data models and advanced segmentation to uncover powerful insights on their businesses with just a few clicks. Results and insights can then be shared with others on the property and/or used to create audiences directly from the results.

### INTRODUCTION TO EXPLORATION TECHNIQUES

Explore provide access to data and analytical techniques that aren't available in reports. Use Explore to explore your data in depth and answer complex questions about it.



**FREE FORM**  
A crosstab layout where many visualization styles can be applied including bar charts, pie charts, line charts, scatter plots & geo maps.



**FUNNEL**  
Visualize the steps user take to complete tasks on your site or app and see how you can optimize user experience and identify over or under performing audiences.



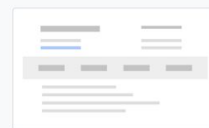
**COHORT**  
Gain insights from the behavior + performance of users related by common attributes.



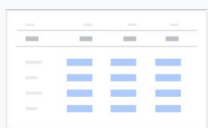
**PATH**  
Visualize the paths your users take as they interact with your website and app.



**SEGMENT OVERLAP**  
See how different user segments relate to each other. Use this technique to identify new segments or users who meet complex criteria.



**USER**  
Examine the users that make up the segments you create or import. You can also drill down into individual user activities.



**USER LIFETIME**  
Explore user behavior and value over their lifetime as a customer.