Future Learn

Certificate of Achievement

Federica Bressan

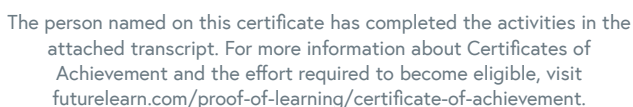has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.
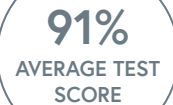
2 weeks, 2 hours per week

Matthew O'Kane (signature)

Matthew O'Kane
Lead Educator
Accenture

accenture

accenture

FutureLearn

Federica Bressan

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

91%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT
2 weeks, 2 hours per week

LEARNING OUTCOMES
• Describe what analytics is
• Explain why analytics is important for business
• Identify the different types of analytics including descriptive, diagnostic and prescriptive
• Describe the various web analytics processes and metrics used to measure online success
• Describe the segmentation process and explain why it is a useful analytical technique
• Identify the challenges faced by businesses in getting the right data
• Describe what Google Analytics is and explain why it is a useful tool

SYLLABUS

Week 1 - Introductory analytics

• Explore different types of analytics and why they are important for business
• Review the processes, including measuring objectives and outcomes, to continually improve your product or business

Week 2 - Techniques

• Define segmentation and benchmarking

• Explore five steps to creating a measurement plan
• Learn to apply analytics by looking at some challenges for businesses
• Practise how to start using Google Analytics