

Capstone Project Summary

**Google Analytics 4's Business Opportunities for the  
client  
& Data Dashboard Creation**

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## Description of the Project

The Project client - BrokerChooser.com, is a company which helps users choose their suitable brokers according to their needs and trading pattern. BrokerChooser is shifting their dashboarding tool from Google Analytics 3 to Google Analytics 4 (GA4), so my company would like to know what they can achieve by using the new GA4. By authorising me the admin role in BrokerChooser's GA4 account, I have to look into data patterns and the performance of BrokerChooser including conversion rates, user click rates, typical customer journey, how the behaviour of mobile and desktop users differs and the geographical factors of their users. In addition, 3 to 4 dashboards which can instantly reflect live performance in different aspects are also a part of the deliverables in this project. Throughout the project from mid-April to mid-June, weekly written updates and bi-weekly meetings are held with my project sponsor to ensure the project goal and process are aligned between me and BrokerChooser.

## Google Analytics 4 and BrokerChooser.com

The first part of the project is about understanding the features of GA4 and its potential to help BrokerChooser's business. As GA4 is a new tool which is not covered in the CEU MS in Business Analytics curriculum, I spent 2 weeks taking an online course offered by Google, learning how to make the most out of the platform, and obtained a certification from Google on my GA4 management skills. BrokerChooser as an online platform for comparing and selecting brokers, by utilising GA4, they can gain in-depth insights into user behaviour, leading to enhanced website performance and improved user experience. With the backend data logs from BigQuery, GA4 allows tracking and analysing user interactions, including the pages visited, time spent on each page, and specific actions taken. This data provides valuable information about how users navigate the site, enabling BrokerChooser to identify popular pages or features and optimise the website accordingly.

GA4 also allows conversion tracking, where conversion is one of the most important KPIs of BrokerChooser. By tracking conversions, BrokerChooser can evaluate the effectiveness of its marketing campaigns, landing pages, or promotional strategies. This data-driven approach helps identify areas for improvement and optimise the conversion funnel, ultimately increasing the conversion rate accordingly in the future.

There is also a potential for BrokerChooser to put Google Ads onto the website in the future to diversify their revenue stream and increase conversion rate. This can be done a lot easier with the help of GA4 as it provides detailed audience segmentation capabilities, leveraging

these audience insights to create more targeted and personalised ad campaigns for different user segments can be achieved.

The above aspects of how GA4 can benefit BrokerChooser in the future is presented to the project sponsor in a meeting held in mid-May, the project sponsor agreed with the recommendations after clarifying the uncertainties with him, his team will look deeper into the potential achievables of GA4 for BrokerChooser later, that I should start with dashboards creation to make an instant impact to the undergoing business.

## **Dashboard Creation**

The second part of the deliverables of the project is dashboard creation. Several dashboards were made to visualise BrokerChooser's performance. The dashboards include tables, line charts, world map, bar charts, customer journey and a Venn diagram. By presenting the data in visually appealing and accessible formats, the dashboards serve as different functions as they visualise different variables, customer segments, device usage, source of traffic and geographical factor. This has allowed BrokerChooser to identify areas for improvement, optimise their marketing strategies, and enhance the user experience on their platform. Definitions of segments, dimensions and metrics on BrokerChooser's GA4 property are set to facilitate future use, as BrokerChooser may want to make some changes to the dashboards in the future according to their business needs.

## **Documentation**

A 19-page documentation is also provided to BrokerChooser as an extra deliverable. This serves as a reliable reference and guide for the organisation, ensuring the smooth functioning and maintenance of the dashboards in the future. Screenshots and step-by-step word descriptions are included in the documentation, which can help BrokerChooser to make changes to the dashboards, or to redefine the segments, dimensions or metrics when needed.

## **Key Impacts to the Client**

By providing the information on how BrokerChooser can use GA4 to achieve more, the dashboards showing key figures and the full documentation, BrokerChooser can use GA4 as their BI and dashboarding tool immediately with less uncertainty. It is always a challenge for a company to implement or change to a new tool while they have to maintain their daily business function. The principles behind the dashboards and the variables are also clearly explained to the project sponsor, so BrokerChooser can have the agility to make changes

even after this project to achieve sustainability of this project. In addition, as an outsider of the company, I share some of the observations on data with the project sponsor as well using GA4 insights which they have never observed, which also gave them business insights to make their business more competitive in the field.

## **Learning Experience**

Working on my capstone project with BrokerChooser and creating dashboards and visuals on GA4 was a valuable learning experience. Through this project, I discovered that GA4 offers several advantages that make it a powerful tool for data analytics. I understood a new concept of the difference between event-based tracking and session-based tracking, and at the same time, handling event-based tracking logs. With scheduled meetings with my project sponsor, I received feedback on my findings and recommendations, I have learned a lot from my project sponsor in terms of field knowledge and also the business model of BrokerChooser, which made this project a fruitful journey for both parties.

In addition, I gained hands-on experience in leveraging GA4's data visualisation capabilities to provide meaningful insights to the organisation. Creating dashboards allowed me to transform complex data into visually appealing and easy-to-understand representations. I learned how to select and present key metrics, such as conversion rates, customer segments, and traffic sources, in a visually compelling manner. This process involved designing effective data visualisations, choosing appropriate chart types, and organising the information in a logical and intuitive way. Additionally, working closely with my project sponsor allowed me to understand the specific needs and requirements of the organisation, further enhancing my ability to tailor dashboards and visuals to their unique business objectives. Overall, this experience provided me with valuable insights into the practical application of data analytics and visualisation in a real-world setting, equipping me with essential skills for future endeavours in the field.