



Consulting and Training | Reach New Heights

Course Name

Google Analytics Individual Qualification (GAIQ)

Sector Name

Information Technology

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

Google Analytics Individual Qualification (GAIQ)

Course Introduction

This program is designed to prepare participants for the Google Analytics Individual Qualification (GAIQ) exam and to build a deep understanding of Google Analytics 4 (GA4).

The program focuses on the frameworks behind web analytics, data collection methodologies, and the strategic use of analytics for decision-making.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

Google Analytics Individual Qualification (GAIQ)

Target Audience

- ✓ Web analysts and data professionals
- ✓ E-commerce and digital marketing managers
- ✓ Anyone preparing for the GAIQ certification

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

Google Analytics Individual Qualification (GAIQ)

Learning Objectives

- ✓ Understand core concepts and structures of GA4
- ✓ Learn how Google Analytics collects, processes, and reports data
- ✓ Master audience segmentation and behavioral analysis
- ✓ Interpret traffic sources and campaign performance
- ✓ Understand e-commerce tracking and event tagging
- ✓ Prepare confidently for the GAIQ certification exam

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

Google Analytics Individual Qualification (GAIQ)

Course Outline

✓ DAY 01

Introduction to Google Analytics and GA4:

- ✓ Evolution from Universal Analytics to GA4
- ✓ The purpose and benefits of using GA
- ✓ Basic terminologies and metrics
- ✓ How does GA4 differ from traditional analytics?
- ✓ Overview of the GA interface and key reports.
- ✓ GA account structure: property, data streams, and views.

Data Collection and Configuration

- ✓ Understanding how GA4 collects data.
- ✓ Setting up data streams for websites and apps.
- ✓ Configuring tagging using Google Tag Manager (GTM).
- ✓ Data retention and user privacy controls.
- ✓ Cross-domain tracking concepts.
- ✓ The importance of clean data.

Google Analytics Individual Qualification (GAIQ)

Course Outline

✓ Day 02

Events and Conversions:

- ✓ Event-driven model in GA4
- ✓ Automatically collected events vs. custom events
- ✓ Conversion setup and tracking
- ✓ Naming conventions and best practices
- ✓ Enhanced measurement features
- ✓ Using the debug view to test events

Audience Segmentation and User Properties:

- ✓ Audience definitions in GA4
- ✓ Creating custom segments
- ✓ Understanding user properties and their impact
- ✓ Lifecycle vs. user reports
- ✓ Analyzing engagement and retention
- ✓ Techniques for behavioral segmentation

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Google Analytics Individual Qualification (GAIQ)

Course Outline

✓ Day 03

Traffic Acquisition and Source Attribution:

- ✓ Understanding traffic sources in GA4.
- ✓ Source/medium/channel definitions.
- ✓ Attribution models and lookback windows.
- ✓ UTM tagging best practices.
- ✓ Evaluating campaign performance.
- ✓ Multi-channel funnel theory.

User Behavior and Engagement Analysis:

- ✓ Page views, sessions, and engagement metrics.
- ✓ Event reports and user pathing.
- ✓ Bounce rate vs. engagement rate in GA4.
- ✓ Using funnel and path exploration tools.
- ✓ Scroll, click, and interaction analysis.
- ✓ Understanding site content performance.

Google Analytics Individual Qualification (GAIQ)

Course Outline

✓ Day 04

E-commerce Tracking and Monetization Reports:

- ✓ E-commerce setup in GA4
- ✓ Recommended e-commerce events
- ✓ Purchase funnel and checkout behavior
- ✓ Revenue attribution and ROI
- ✓ Linking Google Ads and GA4
- ✓ Monetization reports walkthrough

Admin Settings and Data Governance:

- ✓ Admin interface overview
- ✓ User management and permissions
- ✓ Connecting to BigQuery and other tools
- ✓ Data filters and exclusions
- ✓ Managing internal traffic
- ✓ Understanding limitations and sampling

Google Analytics Individual Qualification (GAIQ)

Course Outline

✓ Day 05

GA4 Reporting and Dashboarding:

- ✓ Using standard vs. custom reports
- ✓ Creating explorations
- ✓ Dashboards and visualization in GA4
- ✓ Scheduled reports and sharing options
- ✓ Exporting and interpreting data
- ✓ Integration with Looker Studio

Certification Preparation and Practice:

- ✓ GAIQ exam structure and tips
- ✓ Reviewing key concepts and terminology
- ✓ Practice test questions and scenarios
- ✓ Time management for exam success
- ✓ Addressing common exam mistakes

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Google Analytics Individual Qualification (GAIQ)

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 4, 2027	Jan. 8, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	4950.00 \$	South Africa , Cape Town
June 8, 2026	June 12, 2026	5 days	4250.00 \$	UAE , Dubai
Oct. 4, 2026	Oct. 8, 2026	5 days	4250.00 \$	KSA , Riyadh

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

