

## WSQ Google Analytics – Level 3

Course Duration	16 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		Full Fee: <b>\$520</b>	Please refer to page 2	Classroom

**Certification** You will receive a Statement of Attainment from SkillsFuture Singapore after you pass the assessment.

**Entry Requirement**

- Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5
- Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate
- A minimum of one year of employment experience (preferably in sales and marketing)
- Internet and social media savvy (in personal use)

**Course Objective** This module is designed to train the learners on how to gather data through their website and analyse the data to gain insights of potential customers.

### Course Content:

In this course you will learn how to dig into Google Analytics data for your website to understand users and how they interact with your contents.

Section 1: Organisation Web Structure - Organisation Web Strategy, Content for Product and Services, Hypothesis Addressing Business Objectives

Section 2: Web Analytic Tools - Technology in Analytics Tools, Technology Trend in Google Analytics, Tracking Tag

Section 3: Data and Reports - Data Analytics Measurement Strategy, Report Format, Dimensions and Metrics

Section 4: Segmentation and Tracking - System and Custom Segment, Analysing Growth and Churn, Linking Google Products



Section 5: Consumer Behaviour and Customization - Dashboard and Custom Reports, Review Consumer Behaviour Data, Analysis of Consumer Behavioural Activities Flow

Section 6: Conversion - Activity and Budget, Execute Goals and Funnel

Section 7: Insights and Action - Evaluating Effectiveness of Data Analytics Tools, Review Relevance of Report and Data, Action Points for Decision Making

**Assessment:**

**Written Assessment – short answered question**

**Practical performance**

**Oral Interview**

**Subsidy**

WSQ Google Analytics – level 3 TGS-2020504212		
	Mid-Career Enhanced Subsidy 40 years old & above	Singaporean 21 to 39 & PR
Course Fee	\$520.00	\$520.00
SkillsFuture Funding	\$364.00	\$260.00
Total Gross Fee	\$156.00	\$260.00
GST 7%	\$36.40	\$36.40
SkillsFuture Credit Deduction/Cash	\$192.40	\$296.40

Eligible for Claim Period: 15/06/2020 – 14/06/2022

**Participant need to pass the test to get subsidy**

**SSG Advice:**

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to choose for the courses available on the SkillsFuture Credit course directory.

PSEA Funding is available for student aged 21-25 Years old (Please Call PSEA Hotline 62600777 to check your balance), Form for PSEA Funding is available from Genetic Computer School

**Reminder to all learners:-**

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

