

Government Polytechnic for Girls, Ahmedabad

Department Of Information Technology



**A report on Seminar on
“Google Analytics in Digital Marketing”
Academic Year: 2025-26**

Objective:

The objective of the seminar was to provide insights into the role of Google Analytics in digital marketing, its functionalities, and how businesses can leverage data for informed decision-making.

Details of the Speaker:

Name of the Speaker: Mr. Suresh Vinjun

Organization of the Speaker: IANT, 4th Floor, Murlidhar Complex, Fatehpura Cross Rd., Opp. Ankur School, Paldi, Ahmedabad - 380 007. Gujarat, INDIA.

Details of the students

Programme: Diploma in Information Technology.

Semester: Third Semester.

Number of Students present: 68

Date: 10/09/2025

Time: 3 to 4.30

Topics Covered:

1. **Introduction to Google Analytics** – An overview of Google Analytics, its interface, and key features.
2. **Importance of Data in Digital Marketing** – How businesses can use analytical insights to optimize marketing campaigns.
3. **Setting Up Google Analytics** – Step-by-step guidance on integrating Google Analytics with websites and tracking user behavior.
4. **Understanding Metrics and KPIs** – Explanation of key performance indicators (KPIs) such as sessions, bounce rate, conversion rate, and user demographics.
5. **Interpreting Reports and Dashboards** – How to analyze reports to make informed marketing decisions.
6. **Advanced Features** – Introduction to advanced tracking features, goal setting, and e-commerce tracking.
7. **Case Studies and Success Stories** – Real-world applications of Google Analytics in improving marketing strategies.

Key Takeaways:

- Google Analytics helps in tracking and analyzing website traffic and user behavior.
- Data-driven decision-making improves digital marketing effectiveness.
- Businesses can optimize their content and advertisements based on audience insights.
- Understanding and setting up goals in Google Analytics enhances conversion tracking.
- Advanced features like event tracking and segmentation allow better customer targeting.

Photographs:



Conclusion:

The seminar on Google Analytics in Digital Marketing was highly informative and beneficial for students looking to enhance their digital marketing skills. The insights provided by industry experts helped attendees understand the importance of analytics in optimizing marketing strategies.

Mapping with Programme Outcomes:

Addressed	PO-1 Engineering knowledge
Addressed	PO-2 Problem Analysis
Addressed	PO-3 Design / development of solution
Addressed	PO-4 Engineering Tools, Experimentation & Testing
Not Addressed	PO-5 Engineering Practices for society, Sustainability and Environment
Not Addressed	PO-6 Project Management
Addressed	PO-7 Life-long learning solution