# **Annex-3:** **Simulation exercise template**

**Simulation Exercise Title: Web Analytics Simulation**

**Objective: By the end of this exercise, learners will be able to:**

* **Set up and configure Google Analytics**: Learn how to create a Google Analytics account, set up a data stream, and integrate it with a website using Google Tag Manager.
* **Track and Measure Key Performance Indicators (KPIs):** Identify and analyze important metrics such as bounce rate, conversion rate, and page views to assess user engagement.
* **Analyze User Behavior and Website Performance:** Use Google Analytics dashboards, reports, and filters to explore user journeys, behavior, and interactions with the VET learning platform.
* **Generate Data-Driven Insights:** Create a report summarizing website performance based on the collected data, with actionable recommendations for improving user engagement.
* **Monitor and Optimize Website Changes:** Continuously track user engagement over time, using data to refine strategies for improving the VET platform’s effectiveness and user experience.

**Background:** You are a researcher at a Vocational Education and Training (VET) institution that recently launched a new online platform aimed at delivering training resources to students and professionals. The platform is designed to host interactive learning modules, downloadable resources, and webinars, and it is expected to increase engagement among current students while attracting new users to your training programs.

However, after the initial launch, you notice that user engagement seems low, and there’s limited insight into how users are interacting with the platform. To address this, you have been tasked with using Google Analytics to track user behaviour, understand key metrics, and make recommendations for improving the platform’s performance.

**Data Provided:**

**You are provided with the following guidelines of how to use Google Analytics tool:**

1. **Create a Google Analytics Account and Property:** Once you create a new account and property, you will see the homepage with a notification that there is no data. This means you need to set up a data stream.
2. **Data Stream Setup:** Choose between a web or app stream. In this tutorial, the focus is on websites. Input your website address and create the stream, allowing Google Analytics to start processing the data.
3. **Enhanced Measurement:** Google Analytics automatically tracks events like page views, link clicks, and video interactions. Keep this enabled for easier event tracking.
4. **Get the Measurement ID:** This unique ID is necessary for tagging your website. It’s located in the settings of your data stream. Copy it for the next step.
5. **Using Google Tag Manager:** The video recommends using Google Tag Manager for managing tags. Create a new Google Tag Manager account and input your website’s details.
6. **Adding the Tag to Your Website Code:** There are two pieces of code provided by Google Tag Manager that you need to insert into your website. One script goes into <head> section, and another into the <body> section of your HTML.
7. **Create a New Tag:** In Google Tag Manager, configure a new tag for Google Analytics (GA4). Select Google Analytics GA4 Configuration and paste the measurement ID from Google Analytics.
8. **Set up Triggers:** Set the tag to trigger on all pages of your website, which will allow Google Analytics to track events across the entire site.
9. **Publish the Tag:** Save and publish the tag, which will send data from your website to Google Analytics in real-time.
10. **Use Browser Developer Tools:** Open the network tab in your browser’s developer tools to ensure that the Google Tag Manager (GTM) container and the Google Analytics that are working properly.
11. **See Real Time Data:** After a short delay, the data should appear in Google Analytics, confirming that your setup is successful .

**Task:** As the lead researcher in this applied VET project, you must set up Google Analytics to collect and analyse data on how users engage with the platform. Your goal is to identify key trends and patterns to improve the platform’s usability and effectiveness. This will provide data-driven insights to enhance the overall experience for your target audience, helping the institution meet its engagement and retention goals.

**Guidelines**

1. **Set up Google Analytics:** Your first task is to create a Google Analytics account and set up a property for the VET platform. As the data stream is configured, you prepare to gather data on user interactions, ensuring Enhanced Measurement is enabled for tracking events like page views and video interactions.
2. **Integrate Google Analytics with the Website:** You retrieve the Measurement ID and add it to the website through Google Tag Manager, making sure the tags are correctly placed in the website’s code. Once complete, you verify the setup to ensure Google Analytics is tracking user activity in real-time.
3. **Analyse Key Metrics:** You use Google Analytics’ dashboard to explore real-time data. You pay close attention to how long users stay on each page and where they drop off. Using segments and filters, you break down the data by demographics and traffic sources to see how different user groups are interacting with the platform.
4. **Generate a Report:** After identifying the high bounce rate and low conversion for completing training modules, you create a report. This report includes insights into user engagement, recommended changes to improve the platform’s content layout, and suggestions for enhancing user navigation.
5. **Track Performance over Time:** Over the next few weeks, you must regularly check the platform’s data in Google Analytics. You set up custom alerts to notify you of significant changes in user behavior. As the platform evolves, you continue to fine-tune your research, making data-driven recommendations that align with the institution’s goals of improving user engagement in vocational training.

**Deliverables**

**At the end of the activity, learners are expected to submit:**

* **A screenshot of their Google Analytics account setup, showing the active data stream and real-time data collection.**
* **A report analysing key performance indicators, such as bounce rate, page views, and conversion rate, based on the data collected during the simulation.**
* **A reflection on the process, highlighting insights gained and any website performance improvements that could be implemented based on the analysis.**