



REPORT ON MOOC COURSE

Course Title: Digital Skills: Web Analytics

Offered By: Accenture

Beneficiary: II Sem (Section A)

Faculty In charge: Ms Priya Jain

No. of students attended the course: 60

No. of students cleared the course: 60

Introduction to the Course

This course aims to equip you with a broad understanding of Web Analytics and covers the different types of web analytics processes used by online organisations today including; descriptive, diagnostic and prescriptive analytics. We will also be considering the critical role web analytics plays in allowing businesses to understand how well their business is performing online and some of the challenges faced when using analytics.

Course Outcomes

By the end of this course students will be able to...

- Describe web analytics and explain why it is important for business
- Identify the different types of analytics including descriptive, diagnostic and prescriptive
- Describe the various web analytics processes and metrics used to measure online success
- Describe the segmentation process and explain why it is a useful analytical technique
- Identify the challenges faced by businesses in getting the right data
- Describe what Google Analytics is and explain why it is a useful tool

LIST OF STUDENTS WHO HAVE COMPLETED THE COURSE

S.NO	NAME OF THE STUDENT	RESULT
1	Akshatha M L	90%
2	Chetan Vijay	80%
3	Bharath P	100%
4	Aishwarya R K	78%
5	Triveni Cherukuri	80%
6	Rahul Jadhav	93%
7	Bhargavi	100%
8	Bhumika S J	100%
9	Anirudh Y S	75%
10	Mamatha M Acharya	75%
11	Amogh Nimbargi	71%
12	Lokesh M G	86%
13	Harsha N Das	75%
14	Chiraag M	81%
15	Darshan G	81%
16	Ravi Kumar C	76%
17	Divyashree R	93%
18	Deepika M	76%
19	Mamatha Bhaskar Gaonkar	73%
20	Greeshma G M	86%
21	Gowtham S M	88%
22	Karthik AV	98%
23	Deeksha k	78%
24	Bindu Priya	75%
25	Leena Parik	90%
26	Deeksha G	88%
27	Lathashree S	80%
28	Akshatha Mallesh	88%
29	Gunjan Raj	71%
30	Akshatha Bopaiah M	98%
31	Karthik N D	85%
32	Deena K	73%

33	Amar PM	98%
34	Nagashree Umesh	80%
35	Bharath kiran D V	96%
36	Abhay Pai	83%
37	Archana V	81%
38	Jaipal Reddy	80%
39	Aakanksha BS	73%
40	Deepak Desai	83%
41	Chaitra Hiregowdara	86%
42	Kriti Shukla	98%
43	Darshan Toolahalli	100%
44	Namrata Kotur	86%
45	Alok Hegde	75%
46	Akash Rosario	98%
47	Kambham Harshitha	90%
48	Rajath S	96%
49	Prajna Shetty	71%
50	Dileep Hedge	93%
51	Ganpati Bhat	95%
52	K Krishnaprasad	85%
53	Abhishek Hatti	98%
54	Meghna R T	71%
55	Balachandra Adiga	91%
56	Anant Bajpai	90%
57	Divya Mugadur	95%
58	Athri D A	75%
59	Arun Bhat	81%
60	Abhishek Vijaykumar	70%

Signature of the Faculty



Signature of the Director





Certificate of Achievement

Abhay Pai

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

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A yellow staircase icon with three steps, pointing upwards and to the right.

Abhay Pai

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "83% AVERAGE TEST SCORE".

83%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

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SYLLABUS

Week 1 - Introductory analytics

- Explore different types of analytics and why they are important for business
- Review the processes, including measuring objectives and outcomes, to continually improve your product or business

Week 2 - Techniques

- Define segmentation and benchmarking

- Explore five steps to creating a measurement plan
- Learn to apply analytics by looking at some challenges for businesses
- Practise how to start using Google Analytics



Certificate of Achievement

Amar Pm

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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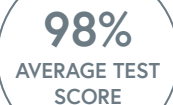
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Amar Pm

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98%
AVERAGE TEST
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Certificate of Achievement

Archana V

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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Lead Educator
Accenture



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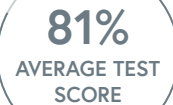
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Archana V

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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81%
AVERAGE TEST
SCORE

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Certificate of Achievement

Bharath Kiran D V

has completed the following course:

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Accenture



accenture

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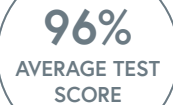
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Bharath Kiran D V

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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96%
AVERAGE TEST
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Certificate of Achievement

Deena K

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
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Lead Educator
Accenture



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Deena K

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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73%
AVERAGE TEST
SCORE

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2 weeks, 2 hours per week

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Certificate of Achievement

Aishwarya R.K

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
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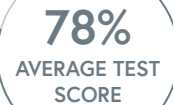
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Aishwarya R.K

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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78%
AVERAGE TEST
SCORE

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Certificate of Achievement

Akshatha Mallesh

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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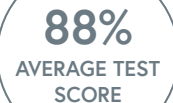
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Akshatha Mallesh

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE



88%
AVERAGE TEST
SCORE

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Certificate of Achievement

Akshatha M L

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
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Matthew O'Kane
Lead Educator
Accenture



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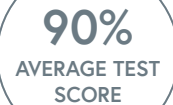
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A small icon of a staircase with three steps, located on the left side of the page.

Akshatha M L

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "90% AVERAGE TEST SCORE".

90%
AVERAGE TEST
SCORE

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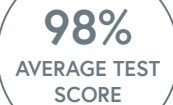
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Akshatha Bopaiah M

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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98%
AVERAGE TEST
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Certificate of Achievement

Amogh Nimbargi

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Amogh Nimbargi

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71%
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Certificate of Achievement

Anirudh YS

has completed the following course:

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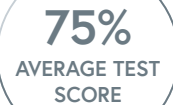
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Anirudh YS

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "75% AVERAGE TEST SCORE".

75%
AVERAGE TEST
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- Explore five steps to creating a measurement plan
- Learn to apply analytics by looking at some challenges for businesses
- Practise how to start using Google Analytics



Certificate of Achievement

Bharath P

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

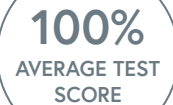
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A yellow staircase icon with three steps, pointing upwards and to the right.

Bharath P

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "100% AVERAGE TEST SCORE".

100%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what analytics is
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- Describe what Google Analytics is and explain why it is a useful tool

SYLLABUS

Week 1 - Introductory analytics

- Explore different types of analytics and why they are important for business
- Review the processes, including measuring objectives and outcomes, to continually improve your product or business

Week 2 - Techniques

- Define segmentation and benchmarking

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Certificate of Achievement

Bhargavi .

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



accenture

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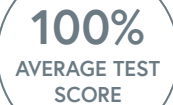
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Bhargavi .

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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100%
AVERAGE TEST
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Certificate of Achievement

Bhumika S j

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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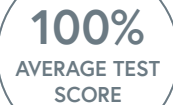
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Bhumika S j

has completed the following course:

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100%
AVERAGE TEST
SCORE

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Certificate of Achievement

Bindu Priya

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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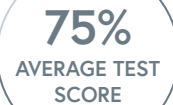
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Bindu Priya

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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75%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Chetan vijay

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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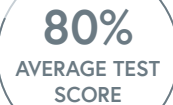
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Chetan vijay

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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80%
AVERAGE TEST
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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

chiraag.m

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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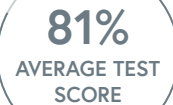
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chiraag.m

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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81%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Darshan G

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



accenture



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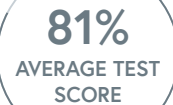
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Darshan G

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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81%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

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Certificate of Achievement

Deeksha Gongadshetty

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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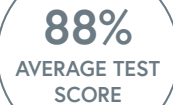
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Deeksha Gongadshetty

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE



88%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

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Certificate of Achievement

Deeksha K

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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Matthew O'Kane
Lead Educator
Accenture



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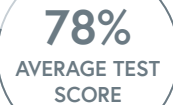
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A yellow staircase icon with three steps, pointing upwards and to the right.

Deeksha K

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "78% AVERAGE TEST SCORE".

78%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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SYLLABUS

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Certificate of Achievement

Deepika M

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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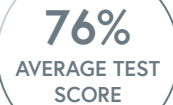
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A yellow staircase icon with three steps, pointing upwards and to the right.

Deepika M

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "76% AVERAGE TEST SCORE".

76%
AVERAGE TEST
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2 weeks, 2 hours per week

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SYLLABUS

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Certificate of Achievement

Divyashree R

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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Divyashree R

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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93%
AVERAGE TEST
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Certificate of Achievement

Gowtham S M

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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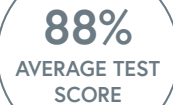
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Gowtham S M

has completed the following course:

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88%
AVERAGE TEST
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Certificate of Achievement

Greeshma G M

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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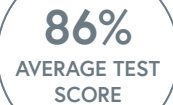
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A small icon of a staircase with three steps, located to the left of the learner's name.

Greeshma G M

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "86% AVERAGE TEST SCORE".

86%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what analytics is
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SYLLABUS

Week 1 - Introductory analytics

- Explore different types of analytics and why they are important for business
- Review the processes, including measuring objectives and outcomes, to continually improve your product or business

Week 2 - Techniques

- Define segmentation and benchmarking

- Explore five steps to creating a measurement plan
- Learn to apply analytics by looking at some challenges for businesses
- Practise how to start using Google Analytics



Certificate of Achievement

Gunjan Raj

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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Matthew O'Kane
Lead Educator
Accenture



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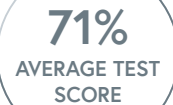
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Gunjan Raj

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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71%
AVERAGE TEST
SCORE

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LEARNING OUTCOMES

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Certificate of Achievement

Harsha N Das

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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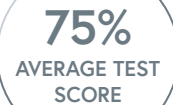
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Harsha N Das

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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75%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

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Certificate of Achievement

Karthik N D

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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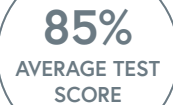
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Karthik N D

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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85%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Karthik Av

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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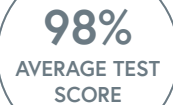
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Karthik Av

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "98% AVERAGE TEST SCORE".

98%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Lathashree S

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



accenture



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A yellow staircase icon with three steps, pointing upwards and to the right.

Lathashree S

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "80% AVERAGE TEST SCORE".

80%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Leena Parik

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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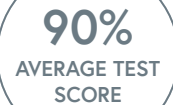
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A yellow staircase icon with three steps, pointing upwards and to the right.

Leena Parik

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "90% AVERAGE TEST SCORE".

90%
AVERAGE TEST
SCORE

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2 weeks, 2 hours per week

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Certificate of Achievement

Lokesh M.G

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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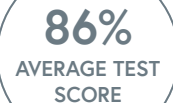
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A small icon of a staircase with three steps, positioned to the left of the name.

Lokesh M.G

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin border containing the text "86% AVERAGE TEST SCORE".

86%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

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Certificate of Achievement

Mamatha Bhaskar Gaonkar

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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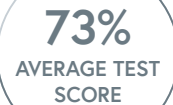
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Mamatha Bhaskar Gaonkar

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE



73%
AVERAGE TEST
SCORE

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Certificate of Achievement

Mamatha M Acharya

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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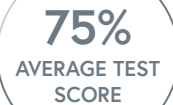
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A yellow staircase icon with three steps, pointing upwards and to the right.

Mamatha M Acharya

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "75% AVERAGE TEST SCORE".

75%
AVERAGE TEST
SCORE

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Certificate of Achievement

Rahul Jadhav

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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Rahul Jadhav

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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93%
AVERAGE TEST
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Certificate of Achievement

Ravikumar C

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



accenture

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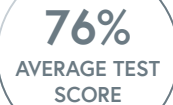
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A yellow staircase icon with three steps, pointing upwards and to the right.

Ravikumar C

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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76%
AVERAGE TEST
SCORE

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Certificate of Achievement

Triveni Cherukuri

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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Matthew O'Kane
Lead Educator
Accenture



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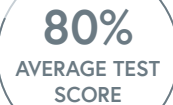
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A yellow staircase icon with three steps, pointing upwards and to the right.

Triveni Cherukuri

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "80% AVERAGE TEST SCORE".

80%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what analytics is
- Explain why analytics is important for business
- Identify the different types of analytics including descriptive, diagnostic and prescriptive
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- Describe the segmentation process and explain why it is a useful analytical technique
- Identify the challenges faced by businesses in getting the right data
- Describe what Google Analytics is and explain why it is a useful tool

SYLLABUS

Week 1 - Introductory analytics

- Explore different types of analytics and why they are important for business
- Review the processes, including measuring objectives and outcomes, to continually improve your product or business

Week 2 - Techniques

- Define segmentation and benchmarking

- Explore five steps to creating a measurement plan
- Learn to apply analytics by looking at some challenges for businesses
- Practise how to start using Google Analytics



Certificate of Achievement

Nagashree Umesh

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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Nagashree Umesh

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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80%
AVERAGE TEST
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STUDY REQUIREMENT

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TRANSCRIPT

>
accenture

Aakanksha BS

has completed the following course:

**DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE**

73%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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SYLLABUS

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Week 2 - Techniques

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- Practise how to start using Google Analytics



Certificate of Achievement

Arun Bhat

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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Arun Bhat

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "81% AVERAGE TEST SCORE".

81%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Chaitra Hiregowdara

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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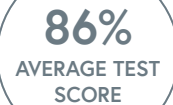
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A yellow staircase icon with three steps, pointing upwards and to the right.

Chaitra Hiregowdara

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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86%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Darshan Toolahalli

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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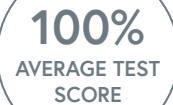
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Darshan Toolahalli

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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100%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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SYLLABUS

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Certificate of Achievement

Jaipal Reddy

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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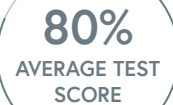
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A yellow staircase icon with three steps, pointing upwards and to the right.

Jaipal Reddy

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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80%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

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Certificate of Achievement

Kriti Shukla

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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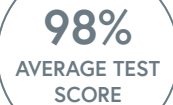
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A yellow staircase icon with three steps, pointing upwards and to the right.

Kriti Shukla

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "98% AVERAGE TEST SCORE".

98%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

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Certificate of Achievement

Namrata Kotur

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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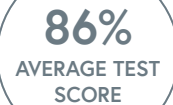
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Namrata Kotur

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE



86%
AVERAGE TEST
SCORE

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Certificate of Achievement

Abhishek Hatti

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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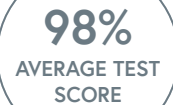
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A yellow staircase icon with three steps, pointing upwards and to the right.

Abhishek Hatti

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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98%
AVERAGE TEST
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Certificate of Achievement

Akash Rosario

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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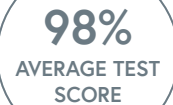
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Akash Rosario

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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98%
AVERAGE TEST
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Certificate of Achievement

Alok Hegde

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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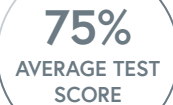
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A yellow staircase icon with three steps, pointing upwards and to the right.

Alok Hegde

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "75% AVERAGE TEST SCORE".

75%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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SYLLABUS

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Certificate of Achievement

Anant Bajpai

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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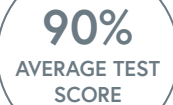
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Anant Bajpai

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE



90%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

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SYLLABUS

Week 1 - Introductory analytics

- Explore different types of analytics and why they are important for business
- Review the processes, including measuring objectives and outcomes, to continually improve your product or business

Week 2 - Techniques

- Define segmentation and benchmarking

- Explore five steps to creating a measurement plan
- Learn to apply analytics by looking at some challenges for businesses
- Practise how to start using Google Analytics



Certificate of Achievement

Balachandra Adiga

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

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A yellow staircase icon with three steps, pointing upwards and to the right.

Balachandra Adiga

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "91% AVERAGE TEST SCORE".

91%
AVERAGE TEST
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what analytics is
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Certificate of Achievement

Dileep Hegde

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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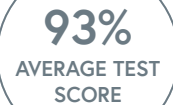
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Dileep Hegde

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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93%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Ganapati Bhat

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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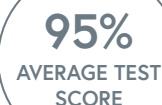
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A yellow staircase icon with three steps, pointing upwards and to the right.

Ganapati Bhat

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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95%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Kambham Harshitha

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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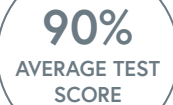
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Kambham Harshitha

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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90%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

K Krishnaprasad

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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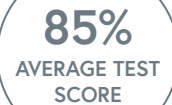
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A yellow staircase icon with three steps, pointing upwards and to the right.

K Krishnaprasad

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border containing the text "85% AVERAGE TEST SCORE".

85%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Meghana R T

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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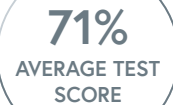
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A yellow staircase icon with three steps, pointing upwards and to the right.

Meghana R T

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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71%
AVERAGE TEST
SCORE

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STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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Certificate of Achievement

Prajna Shetty

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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Prajna Shetty

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

71%
AVERAGE TEST
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Certificate of Achievement

Rajath S

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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A yellow staircase icon with three steps, pointing upwards and to the right.

Rajath S

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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96%
AVERAGE TEST
SCORE

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Certificate of Achievement

Abhishek V L

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



accenture

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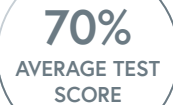
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A yellow staircase icon with three steps, pointing upwards and to the right.

Abhishek V L

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

A circular badge with a thin black border. Inside, the text "70%" is prominently displayed in a large, bold font, with "AVERAGE TEST SCORE" written in a smaller font below it.

70%
AVERAGE TEST
SCORE

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Certificate of Achievement

ATHRI D A

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
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Matthew O'Kane
Lead Educator
Accenture



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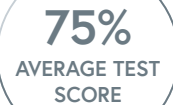
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A yellow staircase icon with three steps, pointing upwards and to the right.

ATHRI D A

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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75%
AVERAGE TEST
SCORE

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Certificate of Achievement

Deepak Desai

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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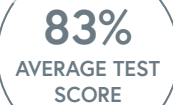
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Deepak Desai

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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83%
AVERAGE TEST
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Certificate of Achievement

Divya Mugadur

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

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2 weeks, 2 hours per week



Matthew O'Kane
Lead Educator
Accenture



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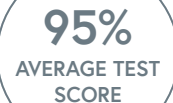
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A yellow staircase icon with three steps, pointing upwards and to the right.

Divya Mugadur

has completed the following course:

DIGITAL SKILLS: WEB ANALYTICS ACCENTURE

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95%
AVERAGE TEST
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