

Resources —

Understanding Your Customer Journey with Google Analytics 4

Thanks for watching the session! Here are a few resources that are particularly relevant to what we covered:

- [Slides \(including set-up instructions\)](#)
- [Final Dashboard Example](#)
- [Demo Site](#)
- [GA4 Demo Account - More Information](#)
- [\[TUTORIAL\] How To Collect 100% of Google Analytics Events on Your Website](#)
- [\[COURSE\] Marketing Analytics in Google Sheets](#)
- [\[COURSE\] Data Analysis in Google Sheets](#)
- [\[COURSE\] Data Visualization in Google Sheets](#)
- [\[BLOG\] Best Practices for Designing Dashboards](#)

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