DevOpsSchool

Course curriculum · November 2026

LEVEL 01 OF 04 · FOUNDATION

Google Analytics Foundation Training

Set up a Google Analytics 4 property, install the Google tag and read the core reports with confidence.

LIVE ONLINE **Max 8-10 hours**	CORPORATE (DAY-WISE) **1 day · Day 1**	SELF-PACED VIDEO **1-year LMS access**
BATCH SIZE **Max 10 learners**	NEXT BATCHES **1st of every month · weekends: first Saturday**	CERTIFICATE **Verifiable certificate of completion**

Foundation 1 day · This curriculum	**Essential** 2 days · Next step	**Intermediate** 3 days · Later	**Advanced** 5 days · Later

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	12 topics · Foundation
Hands-on labs	1 lab
Formats and fees	Live, 1:1, self-paced, corporate
Trainer and reviews	Rajesh Kumar
Enrolment	Batches, payment, contacts

WHY DEVOPSSCHOOL

- Rated 4.6 on Google
- 1,500+ verifiable certificates issued in the public registry
- Trainer Rajesh Kumar: 20 years in industry
- Small batches: max 10 learners, every session recorded

Course page: www.devopsschool.com/courses/googleanalytics/google-analytics-foundation-training.html
Talk to us: WhatsApp +91 99057 40781 · +1 (469) 756-6329 · contact@DevOpsSchool.com · reply within 1 hour

OUTCOMES

What you will achieve

By the end of the Google Analytics course path, you will be able to:

1

Implement GA4 correctly

Set up properties, data streams, the Google tag, events and key events that produce trustworthy data.

2

Measure campaigns and conversions

Tag campaigns, track ecommerce and journey milestones, and connect Google Ads and Search Console.

3

Turn data into decisions

Use explorations, segments, imported data and BigQuery to answer business questions and share insights.

WHAT THE FOUNDATION LEVEL ADDS

GA4 concepts, setup, interface and basic reports

Hands-on: Set up GA4 on a website. Create a GA4 property and web data stream, install the Google tag, filter internal traffic and verify live data in Realtime and the basic reports.

WHO SHOULD ATTEND

- Beginners and working professionals who are new to Google Analytics and want a solid, hands-on start.
- Engineers, analysts, testers and students preparing to use Google Analytics on real work.
- Leads and managers who want first-hand familiarity with Google Analytics.

BEFORE YOU START

- No prior Google Analytics experience is needed.
- Basic computer skills and a laptop with a stable internet connection for the live sessions and labs.
- This curriculum includes every earlier level, so it is complete on its own.

AGENDA · FOUNDATION

Google Analytics Foundation Training agenda

12 topics. Each level builds on the one before it, so this curriculum lists every earlier level in full. Days are for corporate (day-wise) delivery; live online batches cover the same agenda in max 8-10 hours.

DAY 1 — Foundation: GA4 concepts, setup, interface and basic reports

New at this level

1. Introduction and why digital analytics: measuring websites and apps to answer real business questions
2. How Google Analytics works: the GA4 event-based data model, Google tag, data streams and processing
3. Features of Google Analytics: reports, Explorations, audiences, key events, BigQuery export and the Universal Analytics sunset
4. Google Analytics setup: creating an account, property and web data stream and installing the Google tag
5. Organize your Analytics account: account, property and data stream structure and user access roles
6. Data filters (the GA4 replacement for views with filters): excluding internal and developer traffic
7. The Google Analytics interface: navigating Home, Reports, Explore, Advertising and Admin
8. Understanding overview reports and full reports: summary cards, detail tables and date comparisons
9. Dimensions and metrics: users, sessions, engaged sessions, engagement rate, event count and key events
10. Basic reports: Realtime, acquisition reports, engagement (behavior) reports and user (audience) reports
11. How to share reports and set up dashboards and shortcuts: share links, downloads and report collections
12. Data collection and processing: enhanced measurement, data retention settings and processing latency

PRACTICE

Hands-on labs

You build these yourself during the course, guided by the trainer.

FOUNDATION

Set up GA4 on a website

Create a GA4 property and web data stream, install the Google tag, filter internal traffic and verify live data in Realtime and the basic reports.

HOW YOU CAN LEARN

Formats and fees

The same agenda in four formats. Fees are in Indian rupees as of November 2026; the course page shows them in your currency.

FORMAT	DURATION	WHAT YOU GET	FEE
Live & interactive (online)	Max 8-10 hours	Instructor-led public batch of max 10 learners with demos, labs, Q&A and assignment review. Weekday batches start on the 1st of every month, weekend batches on the first Saturday of every month.	**INR 34,999**
1:1 live training (online)	Max 8-10 hours, one-to-one	The same agenda, taught one-to-one by the trainer. Starts immediately, without waiting for the next batch; sessions planned around your working hours, at your pace.	**INR 99,999**
Self-paced video	1-year LMS access	All four Google Analytics levels, plus 20+ more courses and 50+ tools, at your own pace.	**INR 833/month** billed yearly at INR 9,996
Corporate (day-wise)	1 day for this level	A private batch for your team, on demand. Foundation 1 day, Essential 2, Intermediate 3, Advanced 5 (cumulative).	**Quote on request**

ASSESSMENT AND CERTIFICATE

Your progress is checked through hands-on labs and assignments at every level. On completion you receive a DevOpsSchool certificate of completion with a unique credential ID that anyone can verify at devopsschool.com/certificates.

INCLUDED WITH EVERY LIVE BATCH

- Every live session is recorded and stays in your LMS for a year.
- Can't attend your batch? Move to next month's batch.
- Free demo class before you pay.
- Free 10-15 minute call with an advisor or the trainer to check the course fits you.

YOUR TRAINER

Learn from Rajesh Kumar

Principal Architect, trainer and mentor in DevOps, SRE, DevSecOps and platform engineering, with 20 years across 8+ software MNCs, including Staff DevOps/SRE Engineer for a leading Japanese mobile-payment platform and Principal DevOps Architect and Manager in Europe.

Profile: www.rajeshkumar.xyz · Videos: youtube.com/@TheDevOpsSchool

20 years in industry	**200+** corporate trainings
10,000+ engineers mentored	**70+** organisations coached

REVIEWS

What learners say

Rated 4.6 on Google · more reviews at devopsschool.com/testimonials and in our video testimonials.

> “Rajesh is very good trainer. Rajesh was able to resolve our queries and question effectively. We really liked the hands-on examples covered during this training program.”
>
> Indrayani, India

> “The training was very useful and interactive. Rajesh helped develop the confidence of all.”
>
> Abhinav Gupta, Pune

START YOUR GOOGLE ANALYTICS TRAINING

Join the next batch

Weekday batches start on the 1st of every month and weekend batches on the first Saturday of every month, with max 10 learners each. 1:1 training can start immediately; corporate batches run on demand. We reply within 1 hour.

Pay by UPI, credit and debit cards, net banking or PayPal. Before you pay, read our refund policy. All levels of this course: www.devopsschool.com/courses/googleanalytics/

ENROL OR RESERVE A SEAT
Google Analytics Foundation Training

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Next step after this level: Google Analytics Essential Training - Configure events, custom dimensions and key events, tag campaigns properly and connect Search Console and Google Ads.