

WSQ Google Analytics – Level 3

Course Duration	16 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		Full Fee: \$520	Please refer to page 2	Classroom
Certification	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore			
Pre-requisites	Basic computer and Digital Marketing knowledge are a must.			
Entry Requirement	- Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5 - Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate - A minimum of one year of employment experience (preferably in sales and marketing) - Internet and social media savvy (in personal use)			
Course Objective	This module WSQ Google Analytics – level 3 – is designed to train the learners on how to gather data through their website and analyse the data to gain insights of potential customers. Learners will learn how to dig into Google Analytics data to understand users and how users is interacting with the website contents.			
Learning Objectives	LO1: Create website sitemap and landing page that most align to an organisation's product and services. LO2: Select data analytics tools and install website tags to gather data on a website. LO3: Select data metrics based on organisation's measurement strategy and perform measurement efforts. LO4: Perform analytics activities (such as customer segmentation, predictive modelling, contextual targeting, churn analysis, income growth and cost optimization). LO5: Create dashboards and custom reports on customers activities and behaviours across digital platforms. LO6: Create and execute goals based on budgeted metrics and regularly review performance. LO7: Prepare reports and report on effectiveness of data-driven tools and technologies deployed, and key analytics findings, trends and consumer insights.			

Course Content:

In this course you will learn how to dig into Google Analytics data for your website to understand users and how they interact with your contents.

Section 1: Organisation Web Structure - Organisation Web Strategy, Content for Product and Services, Hypothesis Addressing Business Objectives

Section 2: Web Analytic Tools - Technology in Analytics Tools, Technology Trend in Google Analytics, Tracking Tag

Effective From: 11/08/2026

Section 3: Data and Reports - Data Analytics Measurement Strategy, Report Format, Dimensions and Metrics

Section 4: Segmentation and Tracking - System and Custom Segment, Analysing Growth and Churn, Linking Google Products

Section 5: Consumer Behaviour and Customization - Dashboard and Custom Reports, Review Consumer Behaviour Data, Analysis of Consumer Behavioural Activities Flow

Section 6: Conversion - Activity and Budget, Execute Goals and Funnel

Section 7: Insights and Action - Evaluating Effectiveness of Data Analytics Tools, Review Relevance of Report and Data, Action Points for Decision Making

Assessment:

Written Assessment – short answered question

Practical performance

Oral Interview

Subsidy

WSQ Google Analytics – level 3 TGS-2020504212			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$520.00	\$520.00	\$520.00
SkillsFuture Funding	\$260.00	\$364.00	\$364.00
Total Nett Fee	\$260.00	\$156.00	\$156.00
GST (9% x \$520)	\$46.80	\$46.80	\$46.80
Total Fee Payable to Genetic Computer School	\$306.80	\$202.80	\$202.80
Age Group	SC 21-39 years old and PR	SC 40 years old and above	Small Medium Enterprise

Eligible for Claim Period: 15 June 2020 – 14 June 2027

Please refer to the below link for the Refund Table for SkillsFuture Courses:

https://genetic.edu.sg/policies_procedures/refund-for-wsq-courses/

Participant need to pass the test to get subsidy

SSG Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding.

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance)

Reminder to all learners:-

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

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