

Analytics and GA4 Reporting Training

Service Definition

1. Service overview

Analytics and GA4 Reporting Training is a structured training and knowledge transfer service designed to build capability in using analytics data and GA4 reports. It supports public sector organisations that need practical understanding of reporting, interpretation and use of analytics to inform decision-making and performance monitoring.

2. How the service works

The service is delivered through planned training sessions aligned to agreed objectives and team roles.

Typical delivery activities include:

- Onboarding to confirm training scope, objectives and attendees
- Review of current reporting needs and analytics maturity
- Design of role-appropriate training sessions
- Overview of GA4 concepts, interface and navigation
- Training on standard and custom GA4 reports
- Explanation of key metrics, dimensions and event data
- Guidance on conversion and outcome reporting
- Data interpretation and insight development techniques
- Reporting consistency, governance and good practice
- Practical exercises and examples using real scenarios
- Provision of supporting training materials

Training is typically delivered remotely and scheduled to suit buyer availability.

3. Skills and experience

The service is delivered by practitioners with experience in digital analytics, GA4 reporting and performance analysis.

Roles typically involved include:

- Delivery or training lead
- Digital Marketing specialist
- Analytics or measurement specialist

The team applies established training approaches suitable for public sector teams and operational environments.

4. Relevant experience

The supplier has the ability to deliver analytics and reporting training for public sector and regulated organisations.

Typical examples include:

- GA4 reporting training for communications and digital teams
- Analytics literacy training to support evidence-based decisions
- Reporting workshops to improve consistency and confidence

These engagements result in improved understanding and use of analytics data within internal teams.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm training objectives, scope, attendees and scheduling. The buyer provides information on team roles, reporting requirements and current analytics setup.

Offboarding

At completion, all training materials and agreed outputs are provided to the buyer. A close-out session may be held to review learning outcomes and confirm any follow-up actions.

6. Service constraints

The service provides training and knowledge transfer only and does not include analytics configuration, implementation or ongoing reporting support. Training effectiveness depends on attendee participation and existing knowledge levels. Sessions are time-boxed and typically delivered remotely. Content reflects current GA4 features and reporting approaches and may require updating as platforms or standards change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, scheduling and communication. Progress is reviewed during delivery to ensure training objectives are met. Ongoing support after training delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to collaboration tools for remote training and example reports or dashboards. No specialist buyer-provided technical infrastructure is required.

9. Hosting, data and security

The service does not include hosting or operation of systems. Any buyer-provided information is used solely for training purposes and handled in line with agreed confidentiality requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned materials and training outputs are returned. Any copies held for delivery purposes are deleted in line with agreed confidentiality

arrangements. No ongoing access or transition support is provided beyond close-out activities.



HM Government
G-Cloud
Supplier

SPINDOGS