MELINIA ACADEMY

ANALYTICS, TRACKING & REPORTING

ASSIGNMENT / PRACTICAL PROJECT

Rules:

- No copy-paste theory or tool definitions
- Use real websites, demo accounts, or sample data
- Screenshots, tables, or dashboards are encouraged
- Focus on insights, decisions, and improvement actions

TASK 1: WHY ANALYTICS MATTERS IN DIGITAL MARKETING

Strategic Understanding Task:

Choose **one business type**:

- Local service business
- E-commerce brand
- Coach or consultant
- Content or media website

Explain:

- Why analytics is critical for this business
- What decisions cannot be taken without data
- Difference between assumptions and data-backed decisions
- How analytics impacts ROI, growth, and scaling

Explain analytics as a **decision-support system**, not just numbers.

TASK 2: UNDERSTANDING THE MARKETING FUNNEL THROUGH DATA

Funnel Analysis Task:

Explain the marketing funnel stages using data:

- Awareness
- Engagement
- Conversion
- Retention

Practical Activity:

Choose **one funnel** (lead generation or sales).

For each stage, define:

- Key metrics to track
- What success looks like
- What poor performance indicates

Explain how data shows where customers drop off.

TASK 3: INTRODUCTION TO GOOGLE ANALYTICS (GA4)

Tool Familiarization Task:

Explain:

- What GA4 is and why Google shifted from Universal Analytics
- Event-based tracking concept
- Difference between users, sessions, and events

Practical Exploration:

Using a demo account or real website, identify:

- Traffic sources
- Top pages
- Basic user engagement metrics

Explain what these metrics reveal about user intent.

TASK 4: CONVERSION TRACKING BASICS

Conceptual + Practical Task:

Explain:

- What a conversion is
- Difference between micro and macro conversions
- Why conversion tracking is more important than traffic

Practical Activity:

For a chosen business, define:

- Primary conversion
- Secondary conversions
- What user actions should be tracked

Explain how missing conversion tracking leads to wrong decisions.

TASK 5: ANALYTICS FOR PAID ADS (META & GOOGLE)

Performance Analysis Task:

Explain how analytics is used for:

- Facebook and Instagram Ads
- Google Ads

Cover:

- Key metrics (CTR, CPC, CPA, ROAS)
- Difference between platform data and analytics data
- Why clicks do not equal conversions

Explain how analytics connects ad spend with real business results.

TASK 6: USER BEHAVIOUR ANALYSIS

Behaviour Study Task:

Choose **one website or landing page**.

Analyze:

- Entry pages
- Time spent on page
- Scroll behavior (assumed or tool-based)
- Exit points
- Navigation flow

Explain:

- What users are trying to do
- Where they get confused
- Why they leave without converting

Focus on psychology reflected through behavior data.

TASK 7: REPORTING & DATA VISUALIZATION

Reporting Task:

Create a **basic marketing report** (weekly or monthly).

Include:

- Traffic overview
- Conversion data
- Channel performance
- Key insights
- Action points

Explain:

- Why reports should focus on insights, not data overload
- Difference between reporting for clients vs internal teams

Use charts or tables where possible.

TASK 8: TOOLS OVERVIEW (Analytics & Tracking)

Tool Familiarization Task:

Explain the role of **any five tools**:

- Google Analytics (GA4)
- Google Tag Manager
- Google Search Console
- Meta Ads Manager
- Google Ads
- Looker Studio
- Hotjar or heatmap tools

Explain:

- What each tool tracks
- When marketers should use them
- How tools work together in a tracking system

TASK 9: COMMON ANALYTICS & TRACKING MISTAKES

Critical Thinking Task:

Identify and explain **at least 10 common mistakes**, such as:

- Tracking traffic but not conversions
- Incorrect event setup
- Duplicate tracking
- Ignoring funnel drop-offs
- Relying on vanity metrics
- Not filtering internal traffic
- No documentation of tracking setup
- Poor reporting structure
- Misinterpreting data
- Making decisions without enough data

Explain the business impact of each mistake.

TASK 10: FINAL REFLECTION – DATA-DRIVEN MARKETER MINDSET

Reflection Writing (Minimum 300 words):

Answer:

- How analytics changes the way marketers think
- Why data is more powerful than opinions
- How analytics connects marketing with business outcomes
- How you will use data to improve campaigns, websites, and funnels
- What habits a good data-driven marketer must build

This task evaluates whether you think like a **strategic analyst** or just a tool operator.

Submission Guidelines

- Format: PDF, DOC, or PPT

- Clear task-wise headings

- Screenshots, tables, or dashboards encouraged

- Original analysis and insights required