QBurst

Maximizing Data Insights with

Google Analytics for Firebase, GA4, and Data Studio Reporting

Project Overview

Our offering to the client was a robust analytics solution for their web and mobile (iOS and Android) apps. We utilized Google Analytics for Firebase to track app performance and user behavior in real-time, feeding data to a Google Analytics 4 account. To effectively visualize and understand the data, we set up Google Data Studio dashboards.

The users dashboard offered valuable insights into crucial user metrics and the video dashboard enabled the client to monitor performance of the training videos on the app. The client was able to make informed decisions based on the data and insights, leading to enhanced app performance and improved user experience.

Client Profile

The client is a global manufacturer of sports equipment, apparel, and accessories. With a legacy of innovation spanning several decades, they have established themselves as pioneers in the field and continue to lead with cutting-edge products.

Business Challenges

o Unavailability of reports to measure and optimize app performance
o Lack of insights into video performance and user preferences for video categories
o Limited tracking of key metrics such as video views, subscriptions, and robot usage
o Ineffective tracking of events and related parameters such as signups through various mediums

Business Requirement

o Audit analytics tracking and ensure all necessary data is being captured
o Optimize data tracking to ensure reliable data collection and analysis
o Create reports to monitor key metrics such as top performing coaches and most watched video lessons.

- Implement real-time reporting to gain immediate insights into user behavior and app performance
- Develop a video tracking strategy to capture important metrics such as average video watch time and video completion ratio

QBurst Solution

Google Analytics for Firebase was used to set up analytics for the web and mobile (iOS and Android) apps, in order to fulfill the client's requirements. The data collected through Google Analytics for Firebase was fed to the connected Google Analytics 4 account.

To provide detailed insights into video usage and performance, we integrated the video player with playback event tracking. In addition, standard video parameters such as video title, duration, category, and coach (author) were also tracked, providing a complete picture of video performance and user behavior.

Usage of the training robot is tracked when a user adds details about the robot to the app. The custom dimension that was implemented provided valuable insights into the usage of robots and enabled the client to understand the preferences of users better.

In addition to subscription tracking, pre-subscription actions such as checkout and click-to-subscribe are also tracked to gain a comprehensive view of the conversion funnel.

Reporting is done using Google Data Studio with Google Analytics 4 data as the data source. The reports are enhanced by adding date and data controls, which facilitates filtering and deeper analysis of data.

Annotations are added for key metrics such as video views, video watch time, and completed lessons so that they can be easily interpreted. In addition to custom dimensions and metrics passed from GA4, we also added calculated fields to compute values such as video duration and average watch percentage.

Impact

- Google Data Studio dashboards enabled the client to gain a comprehensive view of app performance and user behavior in real-time
- Performance dashboards significantly reduced time and effort for improved decision making
- Reporting on signups and subscriptions in the users dashboard helped the client to optimize app conversions
- Stickiness analysis helped the client to identify and revisit lessons with low user engagement
- By ranking top coaches and categories based on video views and watch time, the client was able to gain a deeper understanding of user preferences and interests

Key Reports

- The users dashboard provides a comprehensive view of user behavior and app engagement. It displays important metrics such as active users, new users, user engagement rates, engaged session trends, and user stickiness trends. The dashboard also tracks key conversions like signups, subscriptions, and signups by medium breakdown.

- The video dashboard provides insights into the performance of training videos on the app. It helps to measure important metrics such as top coaches, top categories, lessons completed, and video views. It also provides a breakdown of individual videos based on key metrics such as watch time, views, and duration.

Technologies Used

Google Data Studio

Google Analytics for Firebase

Google Analytics 4

Video Interactions

Video Views	Average Watch Time (minutes)	Lessons Completed	Average Lessons Completed	Watch Time (minutes)
143	4.56 ↓ 61.89%	154 ↑ 4.3%	4.24 ↑ 7.3%	304.5 ↓ 62.53%

- Video Views
- Watch Time (minutes)

Top Categories

- Singles — 39.6%
- Doubles — 29.6%
- Mixed Doubles — 18.7%
- Technique — 9.6%
- Service — 8.5%
- Warmup

Top Trainers

- Jeremy Long — 69.1%
- Mary Lou — 18.7%
- Ashley Karr
- Johnny Mahn — 6.7%
- Farris Ong
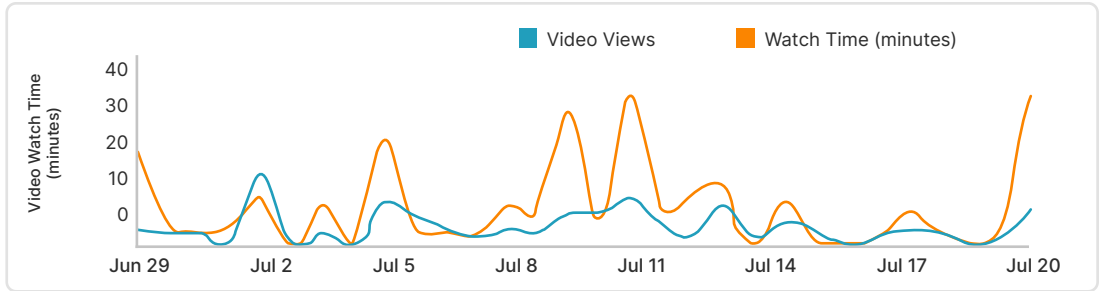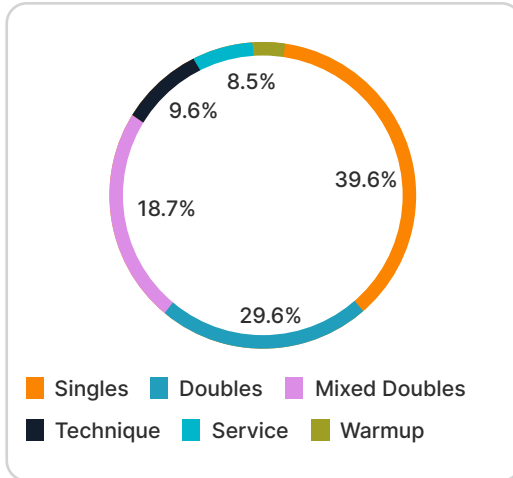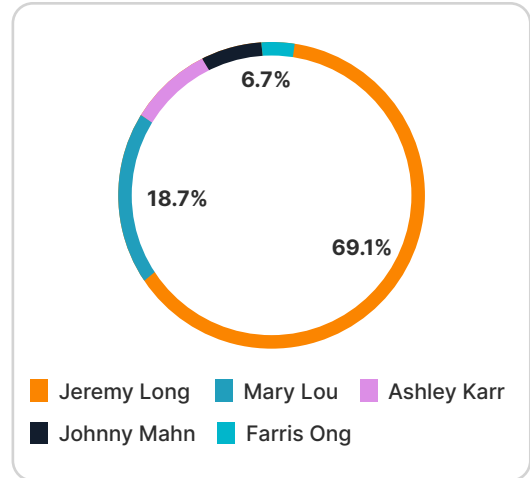
User Summary

Total users	Active Users	New Users	Engaged Sessions	Sign Ups	Subscriptions
825 ↑ 20%	717 ↑ 15.9%	323 ↑ 35.6%	1,515 ↑ 1.6%	256 ↑ 31.7%	4

Active User Trend

- Active Users
- Active Users (previous 30 days)

User Engagement Trend

- Engaged Sessions
- Engaged Sessions (previous 30 days)
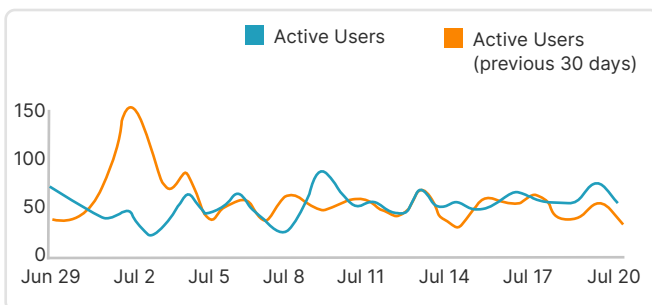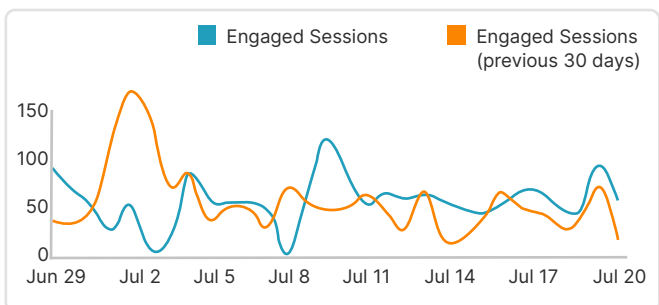
QBurst

qburst.com/digital-marketing