

## GA4 Question Check

⌚ approx. 15 min

Module: GA4 as a Decision-Making Tool

Type: worksheet

**Task:** Write five precise GA4 questions about your shop that lead directly to a business decision. Avoid questions that only describe ('How many visitors?'). Look for questions that diagnose or forecast.

### Work areas

- ☐ Write five precise GA4 questions about your shop that lead directly to a business decision. Avoid questions that only describe ('How many visitors?'). Look for questions that diagnose or forecast.

1. Which GA4 question would immediately spark the biggest debate in my company?

2. Who on my team is the right person to go to for strategic GA4 questions?

3. What decision have I made in the last three months where I was missing GA4 data?

**How to use this worksheet:** Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.