Your boss should enroll you in the upcoming advanced Google Analytics live course. Customize this email template using the information gathered in your research.

Hi _____,

I am writing to request advanced training on Google Analytics. Our data is critical to every part of our online business. Taking this course will allow me to better manage, analyze and optimize our site with greater efficiency. It might sound ambitious, but I want to master Google Analytics to ensure we're making the smartest, most data-driven decisions.

I already found a credible training company with a course on this subject. Details below...

Company Name: CXL Institute, a leading training institution for conversion optimization.
Curriculum: It's a 4-week, 8-class live course that teaches everything from attribution and content performance to custom reporting and enhanced ecommerce.

Class 1: Audiences (Advanced Segments)
Class 2: Attribution & Remarketing
Class 3: Custom Dimensions, Metrics & More
Class 4: Content Performance
Class 5: Custom Reports & Data Studio
Class 6: Enhanced Ecommerce
Class 7: Audits, Data Quality and QA
Class 8: Mobile App & Cross-Device Analytics

Cost: $499 (one-time fee).
Training Schedule and Duration: Live online classes from Mar 27 to Apr 21. Twice per week, 90 minutes per session, 12 hours total.

There will be a test in the end and I will get a certificate of completion.

Bottom line, I think the company will get a strong ROI from this course. I can immediately put the new skills to use to bring more value out of our analytics and really drive decisions using accurate data.

Thank you,

_____