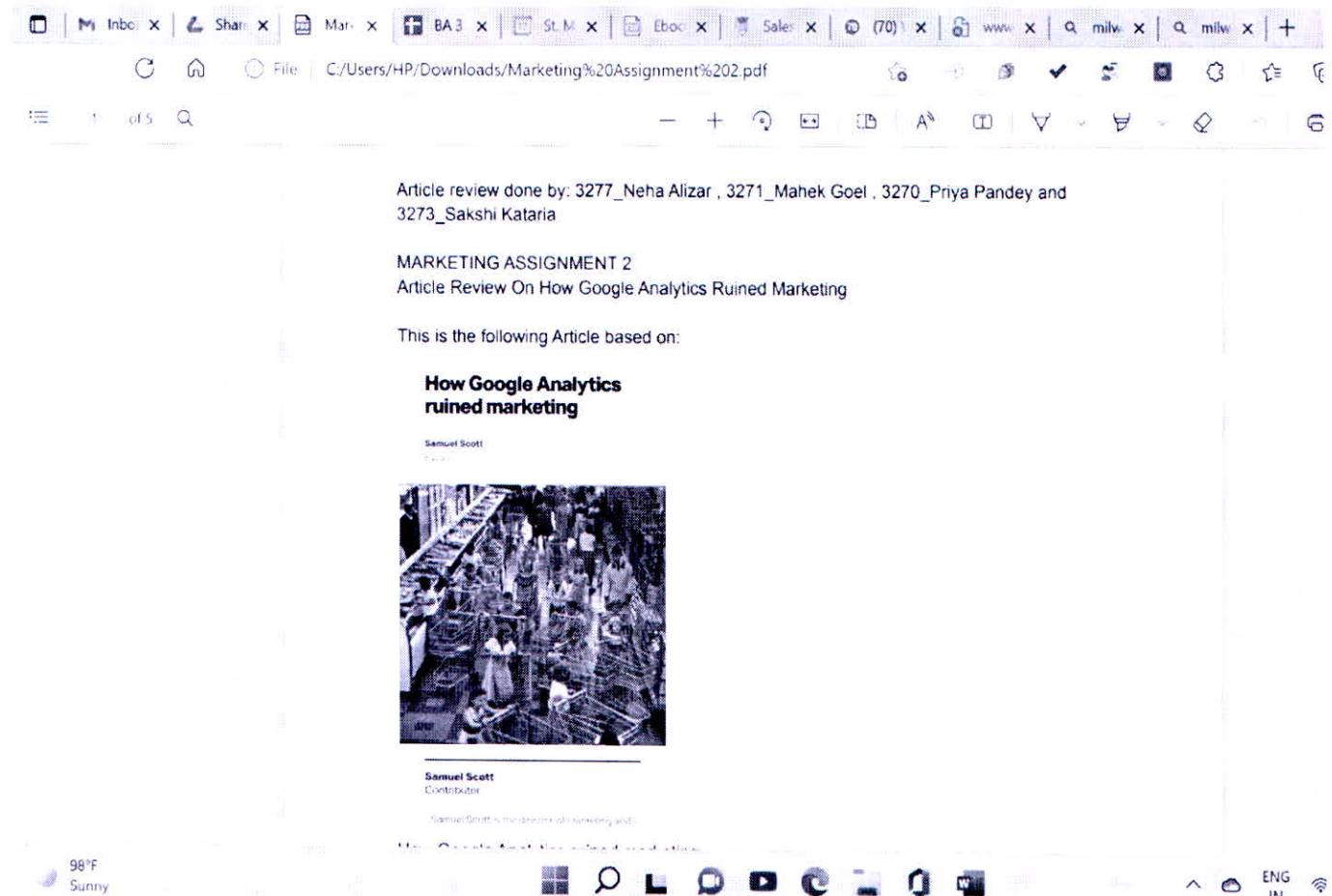


**St. Mira's College for Girls,
(Autonomous-Affiliated to Savitribai Phule Pune University)**
Class: FYBCOM
Subject: MARKETING & SALESMANSHIP
Subject Code: :C12005
SEM I
(2021- 22)

Unit1, 2, 3, 4

Skill Development - Functional Skills Analytical, Critical Thinking



Article review done by: 3277_Neha Alizar , 3271_Mahesh Goel , 3270_Priya Pandey and 3273_Sakshi Kataria

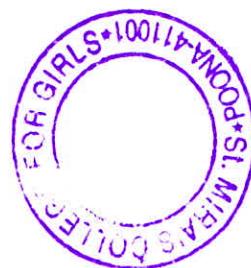
MARKETING ASSIGNMENT 2
Article Review On How Google Analytics Ruined Marketing

This is the following Article based on:

How Google Analytics ruined marketing

Samuel Scott
Contributor

Samuel Scott is a marketing and advertising professional.




Principal In Charge
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Asst. Prof. Rajni Singh
SUBJECT TEACHER