

Realtime	
Realtime	→ Reports > Realtime
Audience	
Overview	→ Reports > Demographics > Overview
Active Users	→ Reports > Realtime
Lifetime Value	→ Reports > Acquisition > Overview Note: Not very accurate
Cohort Analysis	→ Explore > Explorations > Cohort Exploration Note: Will need to customize your own settings
Audiences	→ Admin > Audiences Note: Under "Property" column
User Explorer	→ Explore > Explorations > User Explorer Note: Under "Property" column
Demographics	→ Reports > Demographics > Overview
Interests	→ Reports > Demographics > Overview Note: Select "View interests"
Geo	→ Reports > Demographics > Overview Note: Select "View countries or cities"
Behavior	→ Explore > Explorations > User Explorer Note: Will need to customize your own settings
Technology	→ Reports > Tech > Overview
Mobile	→ Reports > Tech > Overview Note: Select "View platform device"

Cross device	→ Explore > Explorations > Segment Overlap Note: Will need to customize your own settings
Custom	→ Explore > Explorations > Blank Note: Will need to customize your own settings
Benchmarking	→ (x) No direct equivalent in GA4
Users Flow	→ Explore > Explorations > Path Exploration Note: Will need to customize your own settings
Acquisition	
Overview	→ Reports > Acquisition > Overview
All Traffic	→ Reports > Acquisition > Traffic Acquisition
Google Ads	→ (x) No direct equivalent in GA4 Note: Campaigns and Paid Search can be added as filters under Traffic Acquisition
Search Console	→ (x) No direct equivalent in GA4 Note: GSC data can be seen from the filter provided in Reports > Acquisition > Acquisition Overview > View Google organic search queries
Social	→ (x) No direct equivalent in GA4 Note: Campaigns can be added as filters under Traffic Acquisition
Campaigns	→ (x) No direct equivalent in GA4 Note: Campaigns can be seen from the filter provided in Reports > Acquisition > Acquisition Overview > View Google Ads Campaigns
Behavior	
Overview	→ Reports > Engagement > Overview

Behavior Flow	→ Explore > Explorations > Path Exploration Note: Will need to customize your own settings
Site Content	→ Reports > Engagement > Pages and Screens
Site Speed	→ (x) No direct equivalent in GA4
Site Search	→ (x) No direct equivalent in GA4 Note: A custom report can be created for this if the data stream is setup properly
Events	→ Reports > Engagement > Events
Publisher	→ (x) No direct equivalent in GA4
Experiments	→ (x) No direct equivalent in GA4 Note: A custom report can be created for this if needed
Conversions	
Goals	→ Reports > Conversions and/or events Note: Although goals aren't a part of GA4, this should cover what you're looking for
Ecommerce	→ Reports > Monetization > Ecommerce Purchases
Multi-channel Funnels	→ Explore > Explorations > Funnel Exploration Note: Will need to customize your own settings
Attribution	
Attribution	→ Advertising > Attribution > Conversion Paths
Discover	
Discover	→ (x) No direct equivalent in GA4