[tCril_02032023_Google Analytics Upgrade] GA4 feature description

Added support for GA4 to edX platform

New settings have been added to configure the GA4 Google Analytics ID for the `edx-platform`:

```
GOOGLE_ANALYTICS_4_ID = "G-TEST",
```

GA4 snippets have also been added to the following templates:

- main.html
- accomplishment-base.html (certificates)
- main_django.html (wiki)

edx-platform PR: <link>

Added support for GA4 to frontend-platform

The Google Analytics ID for the frontend-platform can be configured in the edx-platform using the following MFE_CONFIG:

```
MFE_CONFIG = {
    "GOOGLE_ANALYTICS_4_ID": "G-TEST"
}
```

or, the ID can be set in the frontend-platform .env file as:

```
GOOGLE_ANALYTICS_4_ID="G-TEST"
```

Created new component `GoogleAnalyticsService` based on the existing `SegmentAnalyticsService`

Added tests for new component.

PR: <link>