

Daily Analytics Email System - Deployment Guide

Overview

This system tracks pageviews and sends daily analytics reports via email to the ESG Pro team. The email includes:

- Total visits
- New leads
- Conversion rate
- Most visited pages
- Traffic sources

Prerequisites

1. **Supabase Database:** Running and configured with `SUPABASE_URL` and `SUPABASE_KEY`
2. **Resend Email Service:** Configured with `RESEND_API_KEY` and `RESEND_FROM_EMAIL`
3. **Vercel Deployment:** Application deployed on Vercel

Environment Variables Required

Add these to your Vercel project environment variables:

```
# Already configured (verify these exist)
SUPABASE_URL=your_supabase_project_url
SUPABASE_KEY=your_supabase_anon_key
RESEND_API_KEY=your_resend_api_key
RESEND_FROM_EMAIL=onboarding@resend.dev

# NEW - Required for Vercel Cron authentication
CRON_SECRET=your_random_secret_string
```

How to set CRON_SECRET:

1. Generate a random secret: `openssl rand -base64 32`
2. Add it to Vercel: Project Settings → Environment Variables → Add `CRON_SECRET`

Database Migration

Run the updated migration to create the `pageviews` table:

```
# Connect to your Supabase SQL Editor and run:
# Copy contents from migrations.sql (pageviews table section)
```

Or use Supabase CLI:

```
supabase db push
```

The migration adds:

- `pageviews` table with fields: page, referrer, user_agent, session_id, ip_address, country, city, timestamp
- Indexes for optimized queries



What Was Added

1. Database Layer

- `migrations.sql`: Added `pageviews` table with indexes

2. Frontend Tracking

- `lib/useAnalytics.js`: React hook for automatic pageview tracking
- `pages/_app.js`: Updated to use analytics hook

3. API Endpoints

- `pages/api/track.js`: Already existed, stores pageview data
- `pages/api/cron/daily-analytics-report.js`: Generates and sends daily email
- `pages/api/test-analytics-report.js`: Manual testing endpoint

4. Configuration

- `vercel.json`: Added cron job configuration (runs daily at 9:00 AM UTC)



Deployment Steps

Step 1: Deploy to Vercel

```
# Push changes to Git
git add .
git commit -m "Add daily analytics email system"
git push origin main

# Vercel will automatically deploy
```

Step 2: Run Database Migration

```
# In Supabase SQL Editor, run the pageviews table creation from migrations.sql
# Or use Supabase CLI: supabase db push
```

Step 3: Set Environment Variables

In Vercel Dashboard:

1. Go to Project Settings → Environment Variables
2. Add `CRON_SECRET` with a random value
3. Verify existing variables are set:

- `SUPABASE_URL`
- `SUPABASE_KEY`
- `RESEND_API_KEY`
- `RESEND_FROM_EMAIL`

Step 4: Enable Vercel Cron

The cron job is automatically enabled when you deploy with `vercel.json`. Verify in: Vercel Dashboard → Project → Settings → Cron Jobs

Step 5: Test the System

Test Pageview Tracking:

1. Visit your site: <https://esgpro.vercel.app>
2. Check Supabase `pageviews` table for new entries

Test Analytics Email (Manual):

```
# Visit this URL to manually trigger the report
https://esgpro.vercel.app/api/test-analytics-report

# Or use curl:
curl https://esgpro.vercel.app/api/test-analytics-report
```

Check your email (`christian@full-bin.com`, etc.) for the analytics report.

Email Recipients

The analytics report is sent to:

- `christian@full-bin.com`
- `hj@esgpro.co.uk`
- `nl@esgpro.co.uk`
- `laurence@twinfofm.com`

To change recipients, edit `pages/api/cron/daily-analytics-report.js` line 11-16.



Schedule

The cron job runs **daily at 9:00 AM UTC** (10:00 AM CET in winter, 11:00 AM CEST in summer).

To change the schedule, edit `vercel.json`:

```
"crons": [
  {
    "path": "/api/cron/daily-analytics-report",
    "schedule": "0 9 * * *" // Change this (cron format)
  }
]
```

Cron format: minute hour day month weekday

- Example: `0 9 * * *` = Every day at 9:00 AM UTC
- Example: `0 8 * * 1` = Every Monday at 8:00 AM UTC

Testing

Manual Test

```
# Test the analytics report
curl https://esgpro.vercel.app/api/test-analytics-report
```

Check Logs

1. Vercel Dashboard → Project → Deployments → Latest → Functions
2. Find `/api/cron/daily-analytics-report`
3. Check logs for execution details

Verify Email Delivery

1. Check Resend Dashboard: <https://resend.com/emails>
2. Look for emails sent from `onboarding@resend.dev`
3. Verify all recipients received the email

Troubleshooting

Email Not Sending

- Check `RESEND_API_KEY` is set in Vercel
- Verify Resend domain is verified
- Check Resend logs for errors

No Data in Email

- Verify pageviews are being tracked (check Supabase table)
- Check if leads table has entries
- Look at Vercel function logs for errors

Cron Not Running

- Verify `CRON_SECRET` is set
- Check Vercel cron jobs are enabled
- Look at Vercel function logs at scheduled time

Pageviews Not Tracking

- Check browser console for errors
- Verify `/api/track` endpoint is working
- Check Supabase connection

Data Privacy

The system is privacy-friendly:

- **No cookies:** Uses sessionStorage for session tracking
- **No personal data:** Only tracks page paths and referrers
- **Hashed IP:** IP addresses can be hashed for privacy (optional)
- **GDPR compliant:** No tracking of personal information

Security

- Cron endpoint requires `CRON_SECRET` for authentication
- Test endpoint can be removed in production (optional)
- All data stored in Supabase with RLS policies

Future Enhancements

Potential improvements:

- Add more detailed metrics (bounce rate, session duration)
- Export data to CSV
- Add weekly/monthly reports
- Add custom event tracking
- Integrate with Google Analytics for comparison
- Add dashboard UI for real-time analytics

Support

For issues or questions:

- Check Vercel function logs
- Check Supabase logs
- Review Resend email logs
- Contact: christian@full-bin.com

Deployment Checklist

- [] Database migration applied (pageviews table created)
- [] Environment variables set in Vercel (especially `CRON_SECRET`)
- [] Code pushed to Git and deployed to Vercel
- [] Cron job visible in Vercel dashboard
- [] Manual test successful (email received)
- [] Pageview tracking working (check Supabase)
- [] Team notified about new analytics system

Last Updated: January 8, 2026

Version: 1.0.0

Status: Ready for Production