

# Project Design Phase-II

## Technical Architecture

Date	02 November 2023
Project Name	How to add google analytics to our website

Google Analytics is a web analytics service provided by Google that tracks and reports website traffic. Its technical architecture involves several components:

### Tracking Code (JavaScript):

- A small piece of JavaScript code that is added to the website's HTML pages.
- This code collects information about user interactions on the site.

### Web Browser:

- When a user visits the website, their browser loads the page and executes the Google Analytics tracking code.

### Google Analytics Servers:

- The tracking code sends data to Google's servers.
- This data includes information about the user's visit, such as the page they visited, the time spent on the page, and the actions they took.

### Data Processing and Aggregation:

- Google Analytics processes and aggregates the raw data.
- It performs tasks like filtering out spam traffic, removing bot visits, and calculating metrics like pageviews, sessions, bounce rate, etc.

### Data Storage:

- Processed data is stored in Google's databases.
- Google offers different data retention options based on user preferences and subscription plans.

## Technical Architecture diagram:

