

Project Design Phase-I

Proposed solution

Date	02 November 2023
Team ID	NM2023TMID05823
Project Name	How to add google analytics to our website

S.NO	Parameter	Description
1.	Problem statement (problem to be solved)	The current state of our website project lacks a robust web analytics tool, which hinders our ability to gather essential insights into user behavior and website traffic. Without the integration of Google Analytics, we are unable to track crucial metrics like page views, user engagement, and conversion rates.
2.	Idea/Solution description	The proposed solution involves integrating Google Analytics into our website project. By implementing Google Analytics, we will be able to track key metrics such as page views, user engagement, and conversion rates. This data will empower us to make informed, data-driven decisions to optimize the user experience.
3.	Novelty/Uniqueness	The distinctiveness of this solution lies in its utilization of Google Analytics, a renowned web analytics tool, to gain

		comprehensive insights into user behavior and website traffic.
4.	Social impact/Customer satisfaction	The integration of Google Analytics into our website project has the potential for significant social impact and heightened customer satisfaction. By gaining valuable insights into user behavior and website traffic, we can tailor our content and user experience to better meet the needs and preferences of our audience. This leads to a more satisfying and engaging interaction for visitors.
5.	Business Model (Revenue model)	<ul style="list-style-type: none"> • Offer premium data analytics services, consulting, and training based on Google Analytics insights. • Provide subscription plans, custom dashboard development, integration services, and advisory support for optimizing digital strategies.
6.	Scalability of the solution	The proposed solution leveraging Google Analytics is highly scalable. It can accommodate an expanding user base and handle increased data volumes without significant infrastructure adjustments. As website traffic grows, the analytics platform can seamlessly adapt, ensuring consistent and reliable performance in tracking user behavior and providing valuable insights.