Project Development Phase

**No. Of Functional Features Included In The Solution**

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| TEAM LEAD | R.Musica |
| NM ID | 76860632B2D43EFBE814FEC16F13E5E4 |
| PROJECT NAME | How To Add Google Analytics To A Website |

Certainly, here is a table summarizing the functional features included in How To Add Google Analytics To A Website:

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| **S.NO.** | **FEATURE** | **DESCRIPTION** |
| 1 | Traffic Analysis | Track the number of visitors, pageviews, and user demographics. |
| 2 | Conversion Tracking | Monitor goals, e-commerce transactions, and conversion rates. |
| 3 | Real-Time Analytics | See live data on user activity, traffic sources, and more. |
| 4 | Event Tracking | Measure interactions like clicks, downloads, video views, and more. |
| 5 | Custom Reports | Create custom dashboards and reports tailored to your needs. |
| 6 | Audience Segmentation | Divide your audience into segments for in-depth analysis. |
| 7 | E-commerce Tracking | Track product sales, revenue, and user behavior in an online store. |
| 8 | Content Analytics | Analyze how users engage with your content, including time on page and bounce rate. |
| 9 | Acquisition Analytics | Understand where your website traffic is coming from (e.g., search engines, social media, referrals). |
| 10 | Mobile Analytics | Analyze how users interact with your site on mobile devices. |
| 11 | User Flow Analysis | Visualize the paths users take through your site. |
| 12 | Custom Dimensions and Metrics | Define custom data points to track specific information. |
| 13 | Annotations | Add notes to your analytics data to mark important events or changes.. |
| 14 | Google Tag Manager Integration | Simplify the process of adding tracking codes to your website. |
| 15 | Data Export | Export data to other tools or create automated reports. |