Analytic report

Section 1: Google Analytic Report

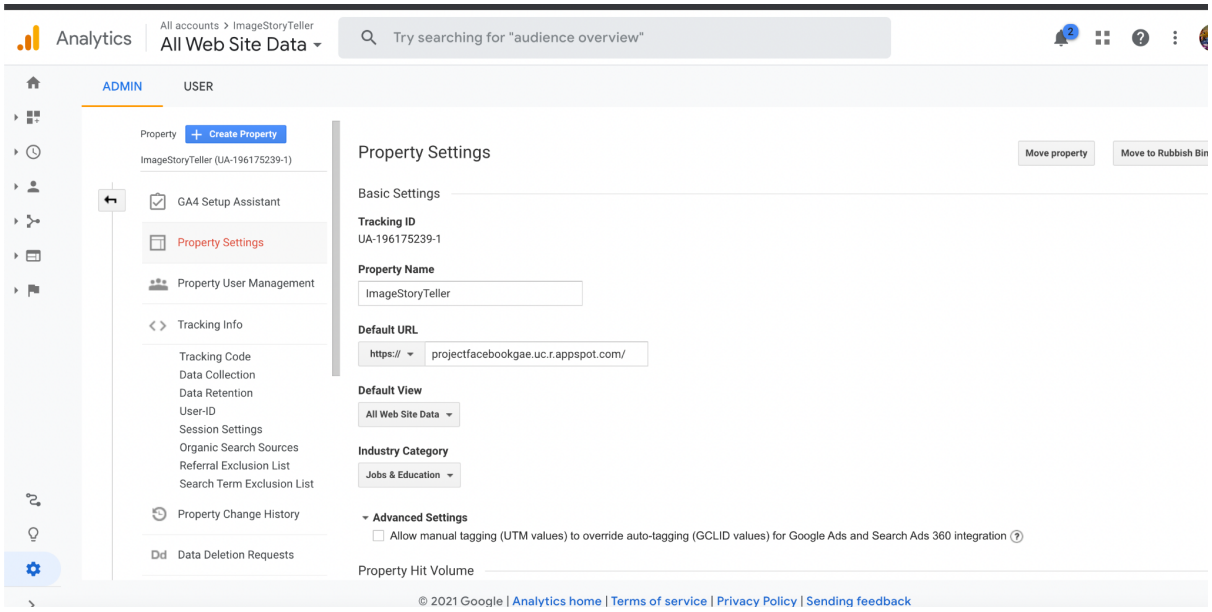
A summary of implementation of both client and server side analytic options: There are two different kinds of setup we have done to set up client and server side analytics. Client side we have to set up an admin account and integrate our app, whereas for the server side the standard code we have to add in our code.

Client-side implementation

The following steps shows the step by step client side analytics setup:

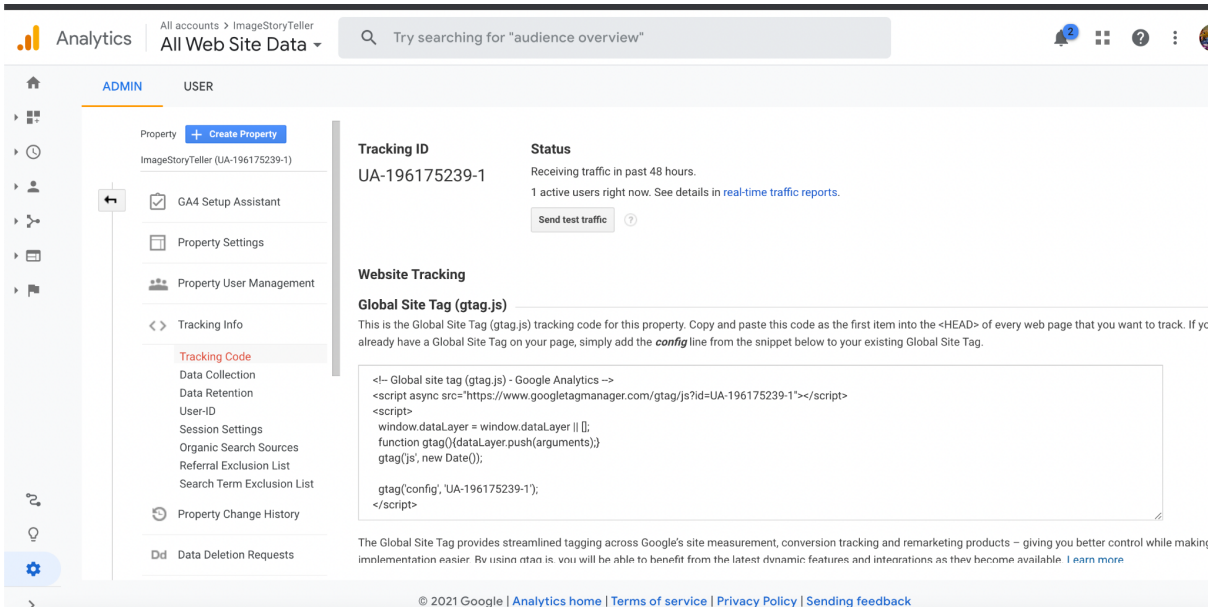
Step1: Sign into the account using the url:analytics.google.com
Step 2: Being an admin, create an account.
Step 3: Fill the account details setup
Step 4: Choose analytics for web application
Step 5: Fill in the website name and for the website url, inserted our facebook application url

Screenshot of the setup

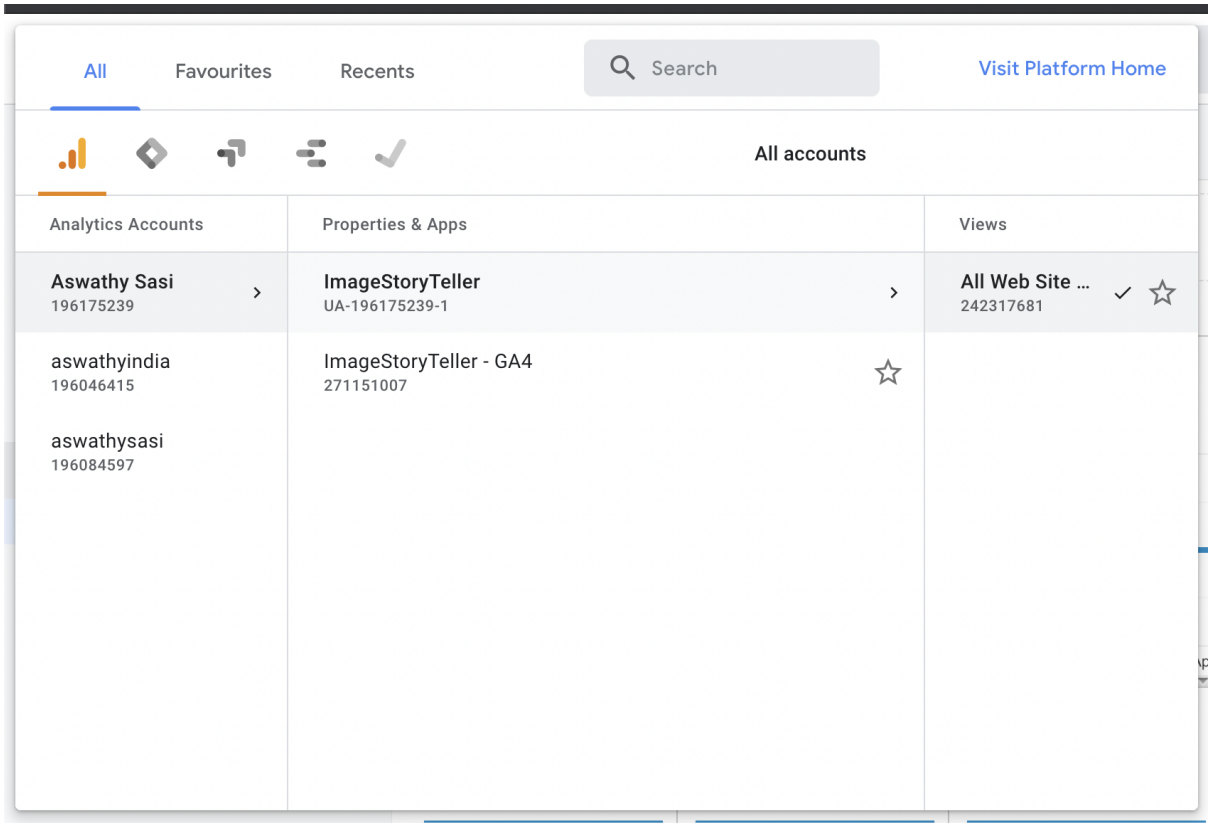


Step 6: After the setup website tracking information can be seen in tracking code under admin, like tracking id and the piece of code should be added in all our .jsp pages. The tracking ID is

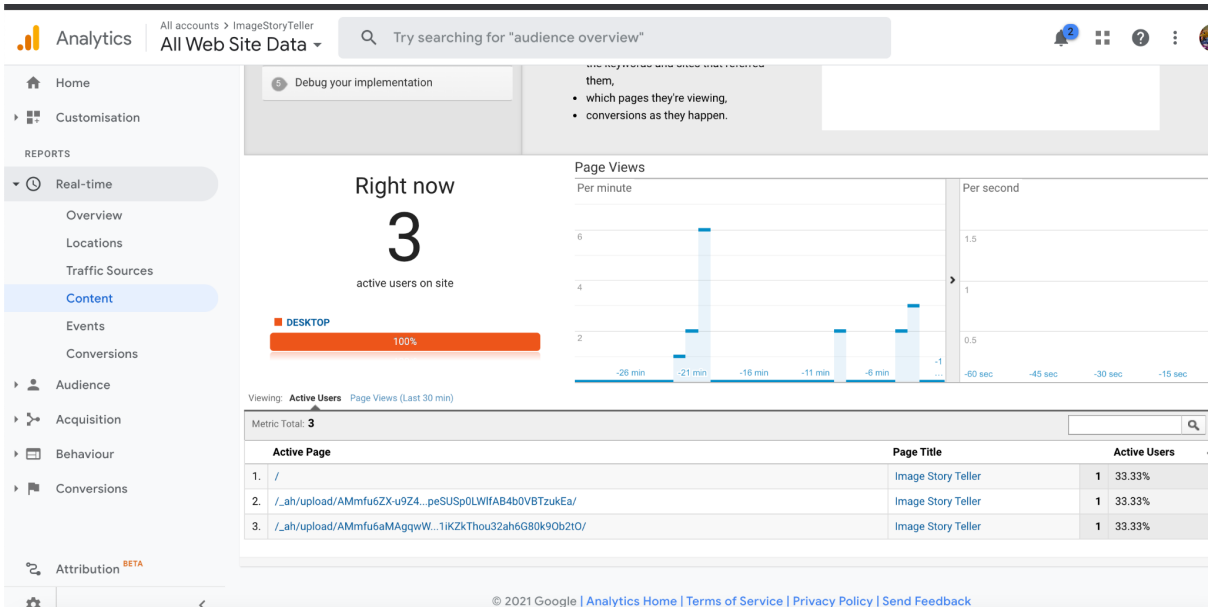
the one which links application to analytics account.



Step 7 : After connection, we will be able to see our application under an analytics account.



1.1a provide graphs/plots/visuals



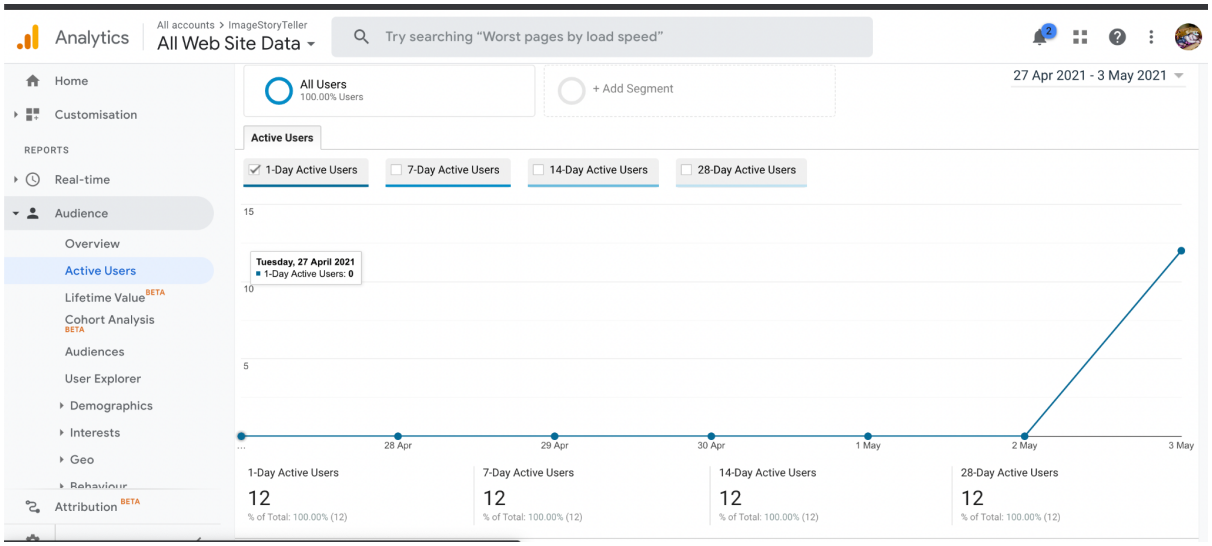
- **1.1a interpret trends**

  This metric provides the below information:
  - Number of active users at the point of time - in our case, there were 3 active users.
  - Number of page views per minute in the form of bar chart- when multiple users using it shows at that minute how many pages have been viewed.
  - Name of the active pages with page title and count of page views for each page at the point of time - In our case one person is viewing the home page and 2 users are uploaded the images.
  - Name of the active pages with their page title with number of page views for each page.

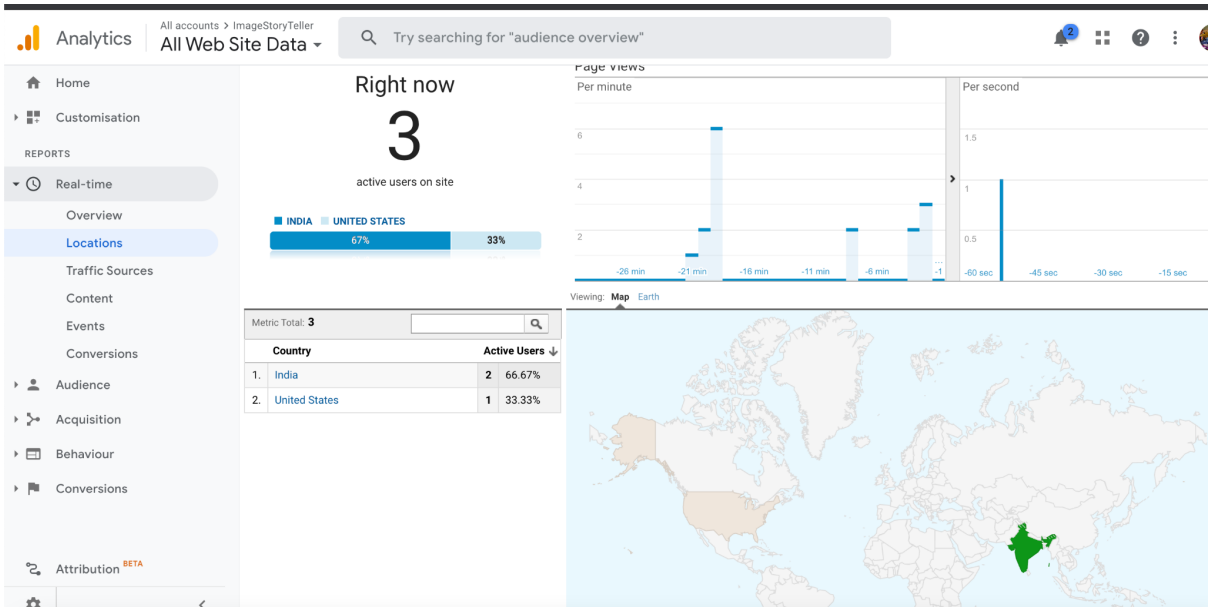
The above information provides a number of active users using our application along with a number of hits. It also provides information on active pages on our app with it's page titles and number of hits per each page. All this information is useful for a developer to understand what are the pages that are being viewed most at what time.

- **1.1a limitations**
  - When there are many active users and hitting multiple [pages tracking information is hard as it keeps on updating. Real time is limited to only page view options

- **1.1b graphs/plots/visuals**



- **1.1b interpret trends**
  - It reports on how often visitors come back to your website over a certain time period. It will show 1-Day Active users, 7-Day Active Users, 14-Day Active Users and 28-Day Active Users.
- **1.1b limitations**
  - This only shows the number of active users. Doesn't give any information about the amount of time each user spent or what time they were active.
- **2.1c graphs/plots/visuals**



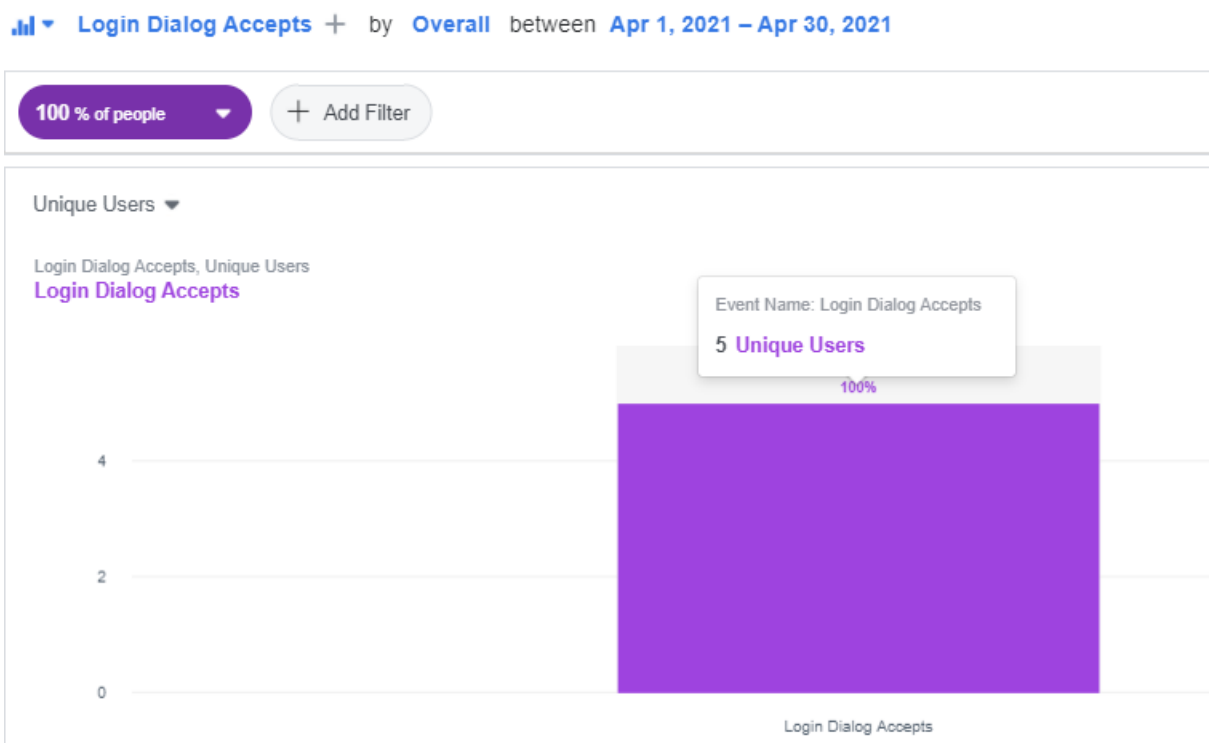
- **1.1c interpret trends**
  - Real-time location shows the locations that had the most visits and those that didn't have any. In our case 3 users are from India and 1 user is from the United States.
- **1.1c limitations**

- Google Analytics tracks a user's location based on their IP address. That means users are tracked based on where their internet connection is, not necessarily where they are.

Section 2 - Facebook Analytics:

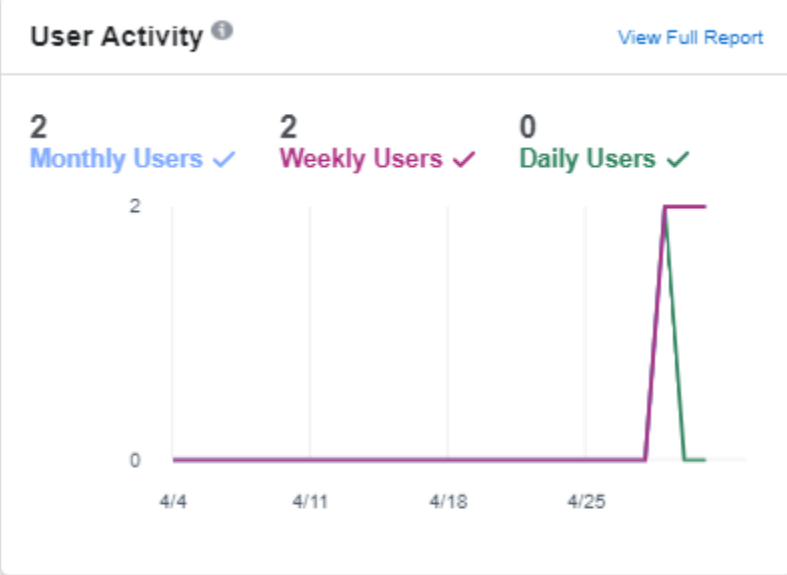
We didn't really have to do anything to set up for Facebook Analytics, it was already implemented when I created the Facebook app. All I had to do was go intofacebook.com/analytics and create a new dashboard from our project. From there, we could look at many different options/metrics that were ready to be viewed.

- **2.1a provide graphs/plots/visuals**



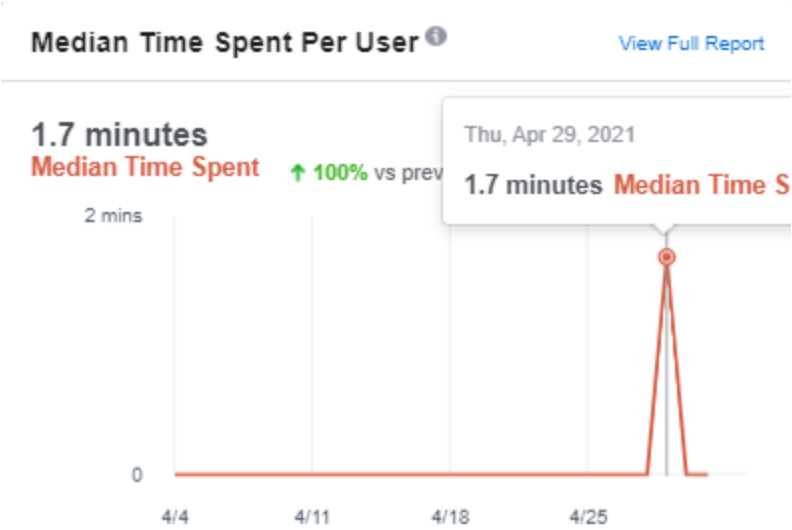
- **2.1a interpret trends**
  - This is a good representation of how many unique users have visited our website, 5 people. Those 5 people include each of the 4 members of our team and 1 other tester from our class. It shows how many people overall came to our website, because it shows unique viewers, it doesn't show any repeat logins/page visits.
- **2.1a limitations**
  - This is a fairly simple bar graph, it's basically just giving us a number and there's virtually no need for the bar at all. It doesn't show a breakdown of when those unique users logged in, only that they did so in the past month.

- **2.1b graphs/plots/visuals**



- **2.1b interpret trends**
  - This is a breakdown of the users who went to our website on a weekly/monthly basis. Its fairly similar to the last one except it actually shows the breakdown of dates on when those occurred.
- **2.1b limitations**
  - The number in the previous graph in 2.1a is at odds with this graph. I don't see how I could have 5 unique users, but only show 2 in this graph. Obviously something is wrong with the data gathering, but there's no real way for me to troubleshoot that.

- **2.1c graphs/plots/visuals**

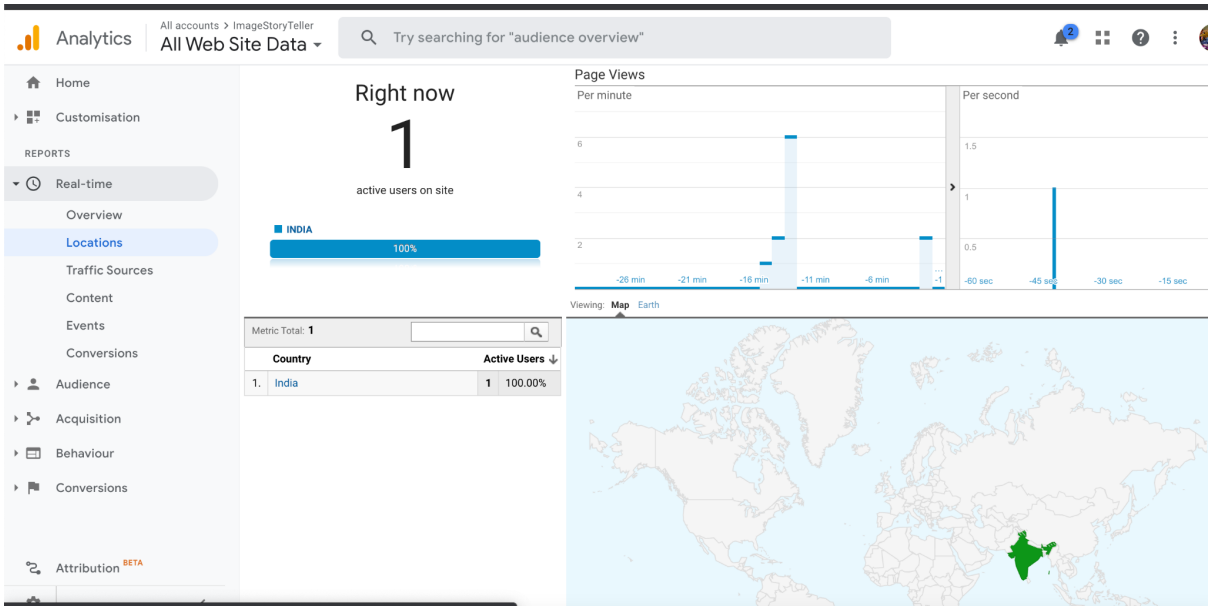


- **2.1c interpret trends**
  - The average user spent less than 2 minutes on our site, which makes perfect sense. The user only goes onto the site, logs in and chooses a photo to be analyzed by computer vision. There is no real incentive for the user to remain on the site for any amount of time after receiving the results analysis. In a larger site with more options, content could be geared to increase user engagement and have users stick around for longer.
- **2.1c limitations**
  - Again like the last graph in 1.1b, it appears to be contradictory to the graph in 2.1a. I'm not sure how Facebook's data metrics calculate this but sometimes the data doesn't quite match up.

Compare Google and Facebook Analytics

Noticed that overall, sometimes Facebook's analytics were inaccurate and slow to update. I'm using the same Facebook app for the Facebook SaaS exercise as for this project. The SaaS exercise was due on April 13, and I was working on it right up until the due date. However if you look at the graphs, there is no data/logins/etc shown on the graph before the end of April. I've also pointed out in section 2 that at some points, the data doesn't quite match up.
We think Google Analytics has a much broader spectrum of customizations with full-flavoured metrics. For enhanced checking, we were able to customize the graph with our own conditions. Google analytics allows custom models.
I think that Google's Analytics were clearer and more accurate than Facebook's.

My favorite metric from Google analytics was the real time locations. This metric gives the location of users, derived from IP addresses. Additionally, we can also know the users Geo location based on the countries of website users, the region of users and latitude and longitude.



My favorite metric from Facebook analytics was the unique number of users, it helped to see exactly how many people visited our site.