





OUR TEAM MEMBERS

BARANIKA S

DANIEL D

DHARANI S

DHARSINI A

We are from University College of Engineering BIT campus, Trichy Pursuing our Final year in ECE.





Introduction

Google Analytics is a web analytics service provided by Google that allows website and app owners to track and analyze user interactions on their platforms. It provides valuable insights into visitor behavior, traffic sources, and much more. Users can monitor metrics like page views, bounce rate, session duration, and conversion rates. Google Analytics helps businesses make data-driven decisions to improve their online presence and user experience. It's widely used for marketing, optimizing websites, and understanding audience demographics.

Abstract

Google Analytics is a robust web analytics tool offered by Google. It provides website and app owners with in-depth data on user interactions, helping them understand how visitors engage with their digital properties. This includes tracking metrics like pageviews, traffic sources, bounce rates, and conversion rates. Google Analytics plays a crucial role in informing data-driven decisions for marketing, website optimization, and audience insights, ultimately enhancing the online user experience. It's a valuable resource for businesses and individuals seeking to maximize the effectiveness of their online presence.

Uses of Google Analytics

Website Traffic Analysis: Monitor the number of visitors, pageviews, and user behavior on your website.

User Demographics: Understand your audience's age, gender, location, and interests.

Conversion Tracking: Track goals, such as form submissions or product purchases, to measure the effectiveness of your website.

E-commerce Tracking: Analyze sales data, including revenue, products sold, and transaction details.

Traffic Sources: Identify where your website visitors come from, including search engines, social media, and referral sites.

Content Analysis: Evaluate the performance of specific pages or content on your site.

Mobile Analytics: Monitor how users interact with your site on mobile devices.

Event Tracking: Track user interactions, like video views, downloads, or clicks on specific elements.

Real-time Data: View current site activity and user behavior as it happens.

Custom Reports: Create customized reports and dashboards to focus on specific metrics.

A/B Testing: Test different website elements to optimize user engagement and conversions.

SEO Performance: Assess keyword performance and how well your site ranks in search results.

Ad Campaign Analysis: Integrate with Google Ads to measure the effectiveness of your advertising campaigns.

User Flow Analysis: Visualize how users navigate through your website and identify drop-off points.

Audience Retention: Analyze user engagement over time and identify returning visitors.

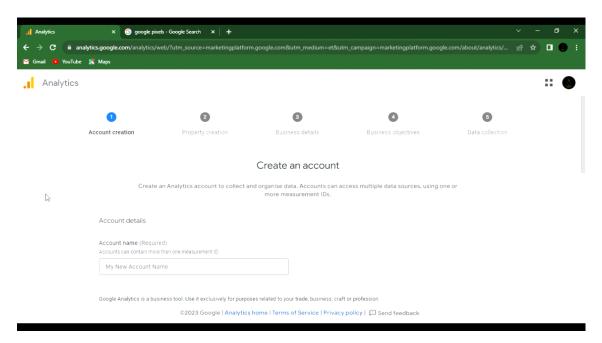
Site Speed Analysis: Evaluate website load times and identify areas for improvement.

Social Media Tracking: Measure the impact of your social media efforts on website traffic.

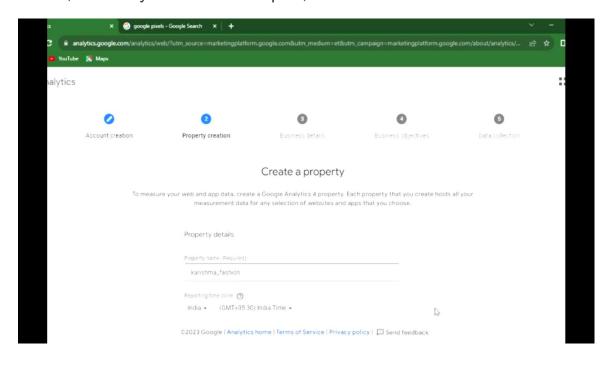
Custom Dimensions: Collect and analyze data specific to your business needs.

Steps to adding Google Analytics to website

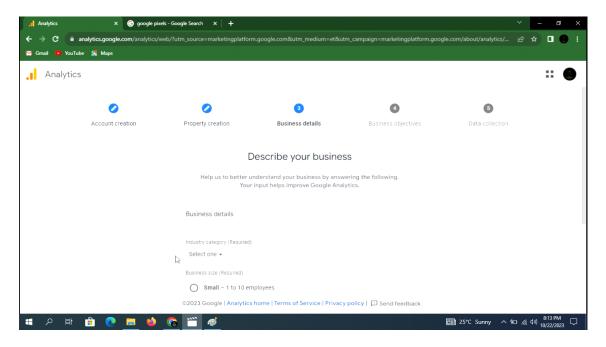
1. In account creation type, account name, then click next.



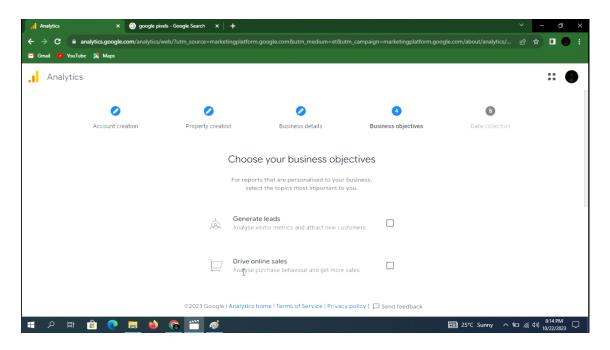
2. Type property name and select the Reporting zone as INDIA and select, currency as INDIAN Rupee, then click the next icon.

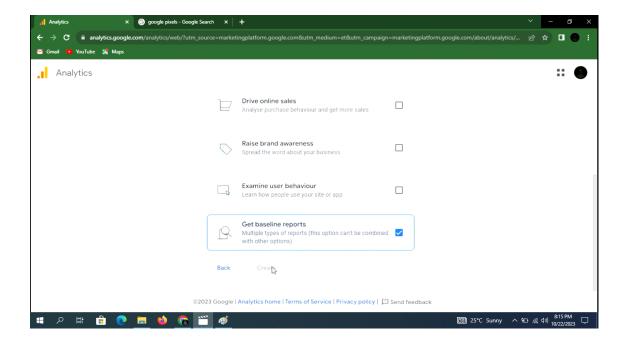


3. In business details, select industry as shopping and business size as small, then click next.

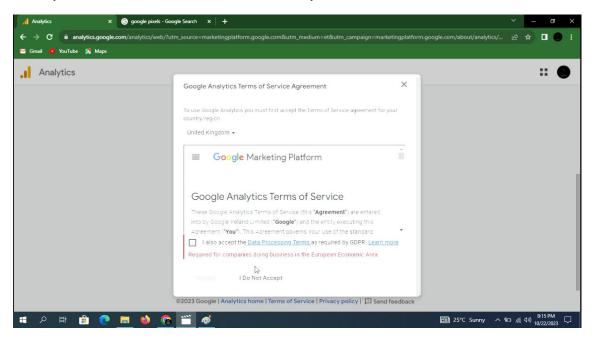


4. In business objectives. Select 'Get base line reports', then click create icon.

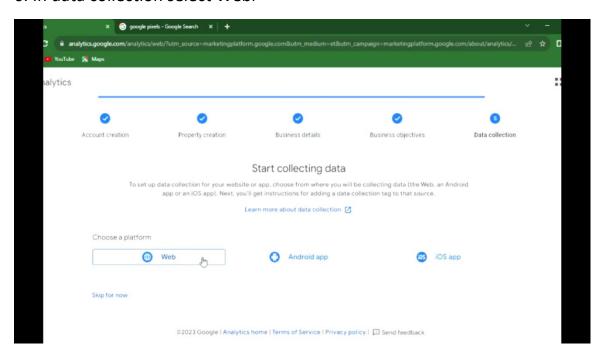




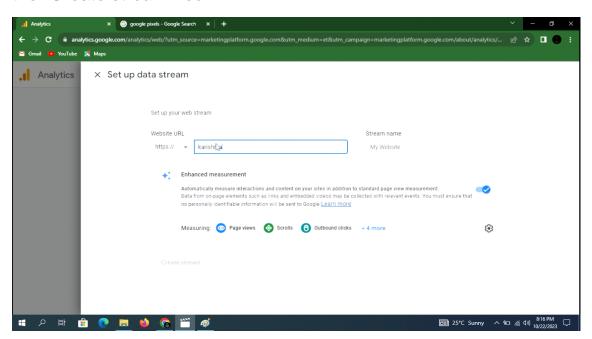
5. In Google Analytics terms and service, read that and select 'I also accept the data....' then click" I accept.



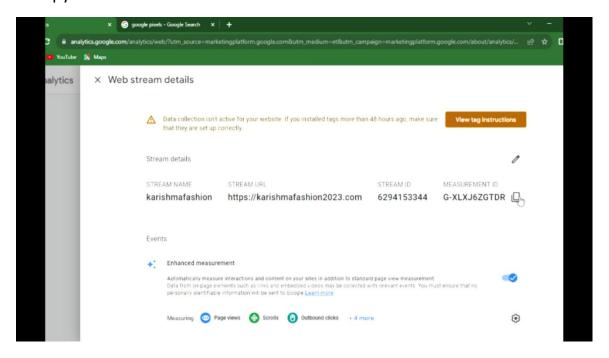
6. In data collection select Web.



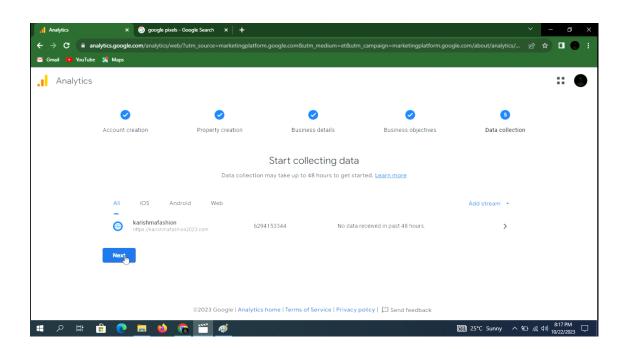
7. When set up the data stream type URL and stream name, then click the "Create stream" icon.



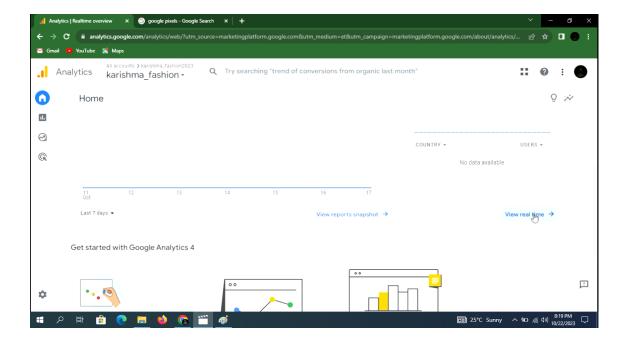
8. copy the measurement ID.



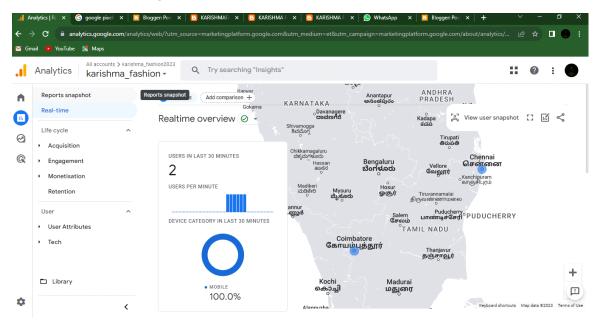
9. Then click next on the above figure.



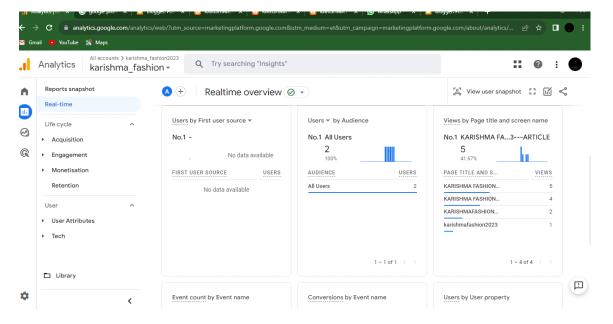
10. click View real time.



11. Then we track the location where our blogs are watched. By this, we measure the interest of people using the internet.



12. Select the real time overview option and we analyze the number of internet users who watched our blog who have gone through which blog.



FINAL REPORT

BLOG NAME : KARISHMA FASHION

EMAIL : karishmafashion656@gmail.com

BRAND NAME : KARISHMA FASHION

MEASUREMENT ID :G-XLXJ6ZGTDR

Recorded video of Blog creation was submitted as directed.
