Analytics Report

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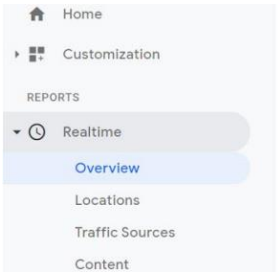
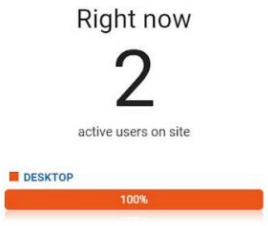
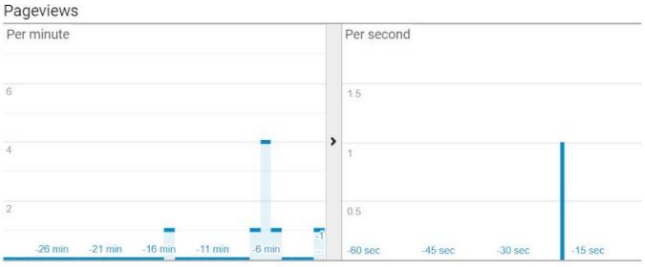
Section 1: Google Analytics

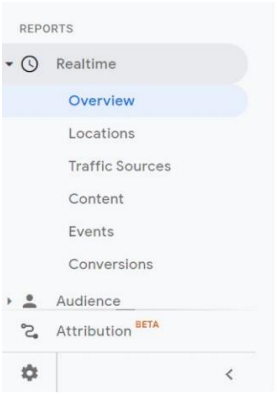
- 1.1.a: metric 1- **provision of graphs/plots/visualizations:**

Growth Metric









- 1.1.b Interpret the metric 1's trends:

  It shows the number of users accessing the URL we created. And depends on the number of active users using it and on what kind of devices they are accessing such as mobile phones or desktop.

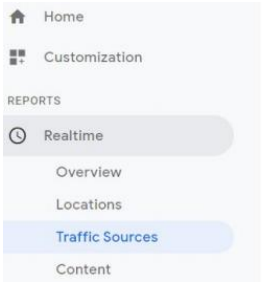
- 1.1.c Limitation of Metric 1:

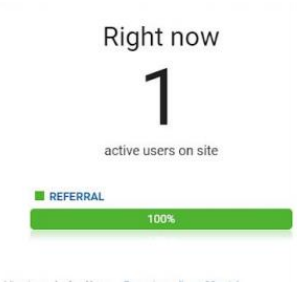
  Google Analytics works by loading a snippet of JavaScript code on each page of a website. When the page is loaded, the code sends a long string of data back to the Google servers to be processed. This is a disadvantage as not all browsers allow JavaScript code to run.

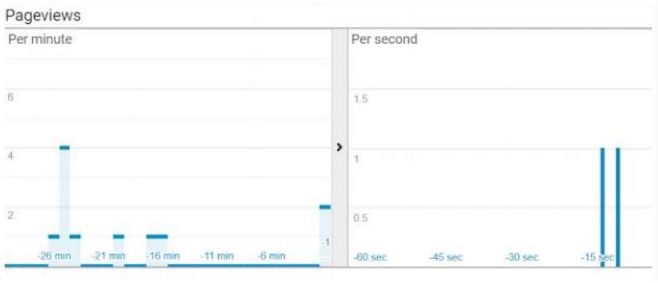
Moreover, Google Analytics uses cookies to track information from a user's browser. Cookies can be blocked by web browsers and ad blockers. Thus, with the limitations of JavaScript and cookies, not all users are tracked.

Page Views

- 1.2.a metric 2- provision of graphs/plots/visualizations







- 1.2.b Interpret the metric 2's trends:

  This metric shows the pageviews by each user and how much time he/she is spending on the page.
  It displays the plot with frequency of 'per minute' and 'second'.

- 1.2.c Limitation of metric 2:
The time it displays that the user is spending is not very accurate and can create problems for analysis for companies relying on google analytics.

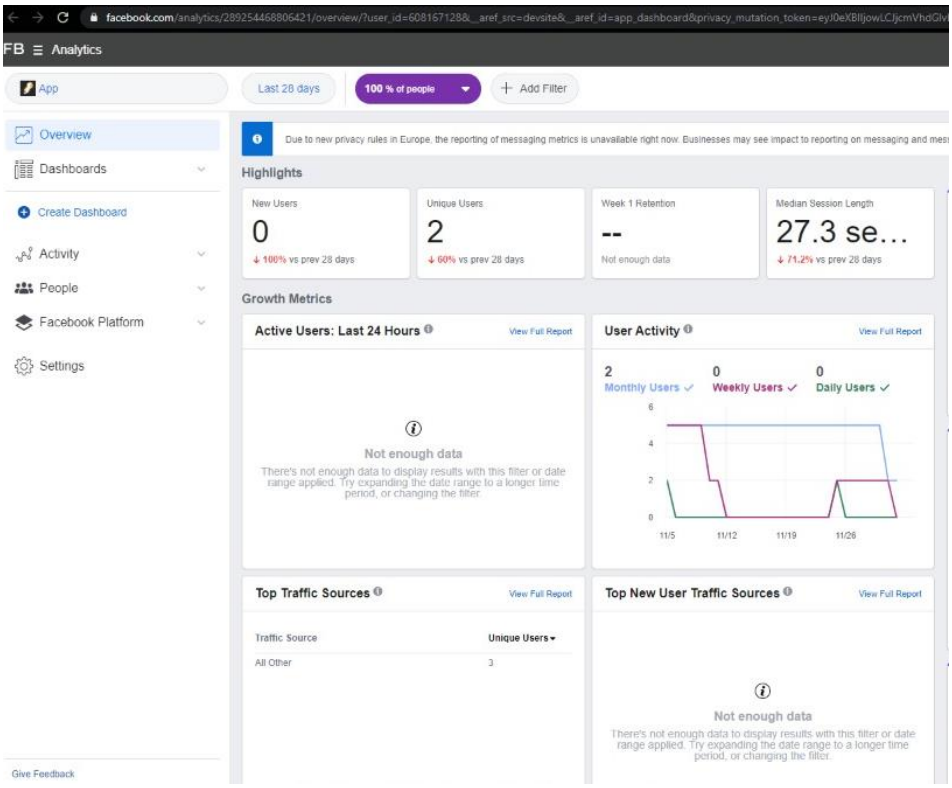
Top Active users:

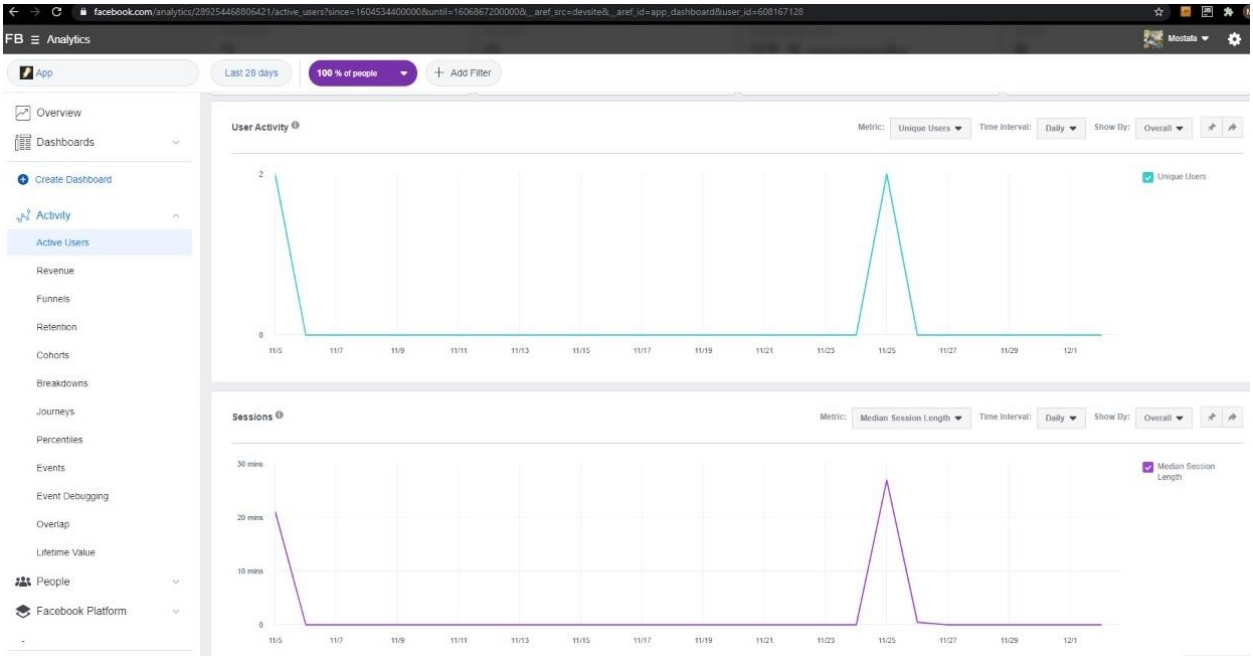
- 1.3.b Interpret metric 3's trends:
This metric displays the top pages being viewed or edited by a user for an application. It displays a detailed text depicting the JSP page being used.
- 1.3.c Limitation of metric 3:
The limitation of this metric is that for each user only one last accessed page is displayed rather than all the pages visited by them

Section 2: Facebook Analytics

- 2.1.a: metric 1- provision of a graphs/plots/visualizations

Growth Metric

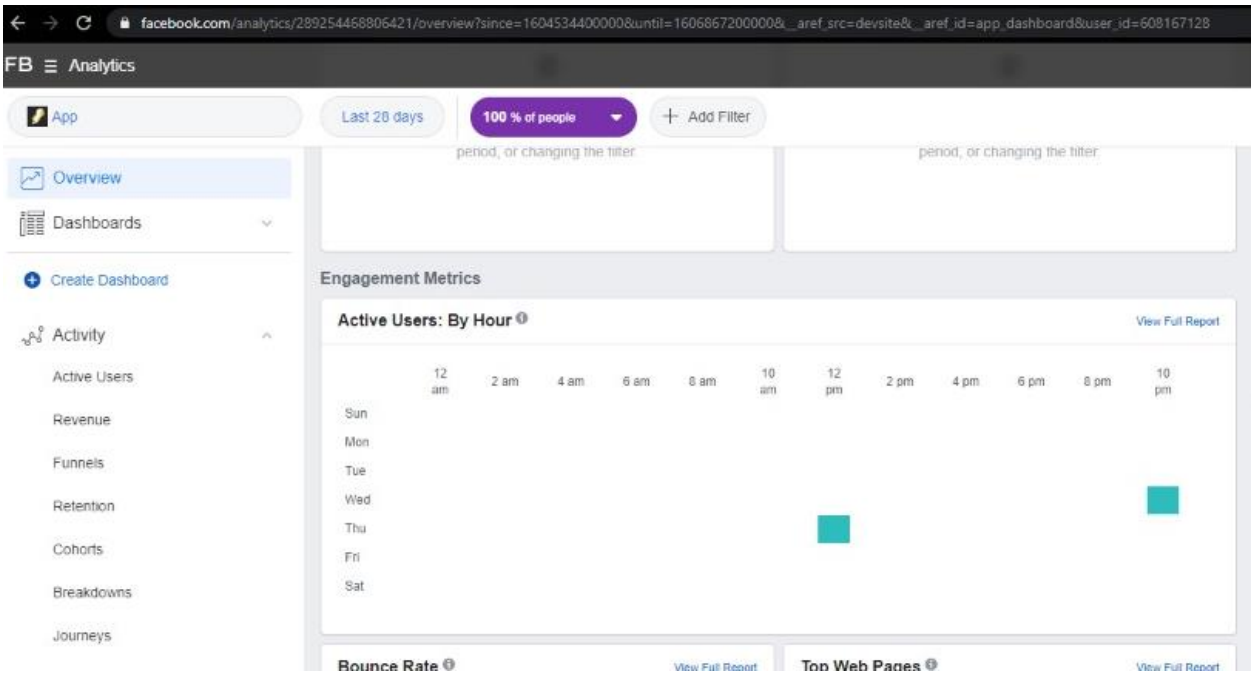




- 2.1.b: interpret the metric 1's trends:

In the above graphs we can visualize the growth metric of our application. It depends on various metrics such as user activity, new user's activity, total and average number of events, unique users and stickiness.

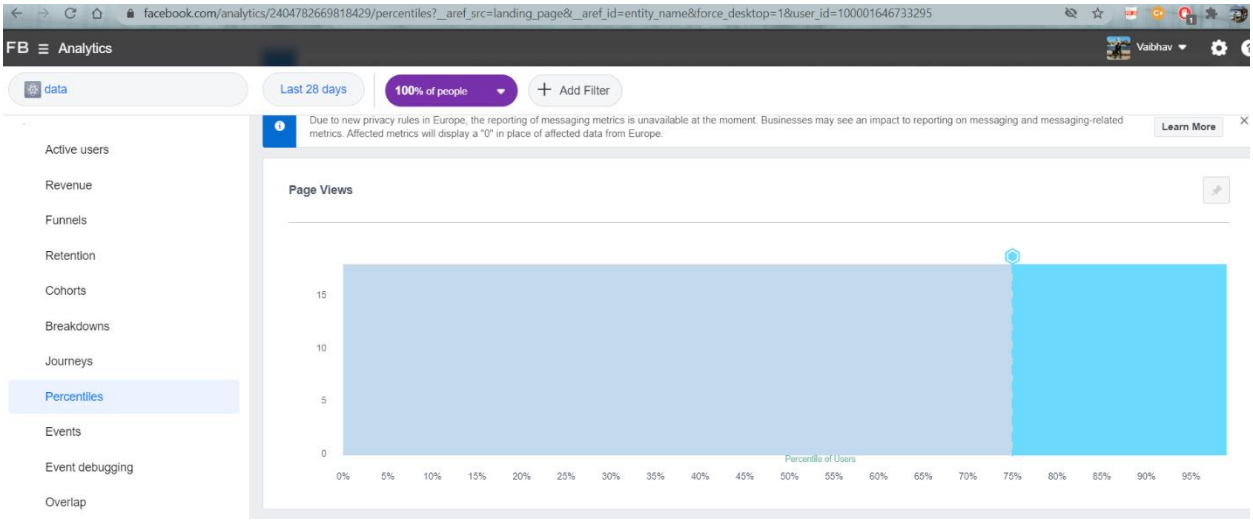
Engagement Metric



- 2.2.b: interpret the metric 2's trends:

In the above graphs we can visualize the engagement metric of our application. Engagement of an user depends on various other metrics such as number of events, unique user's and average event per user.

Page views

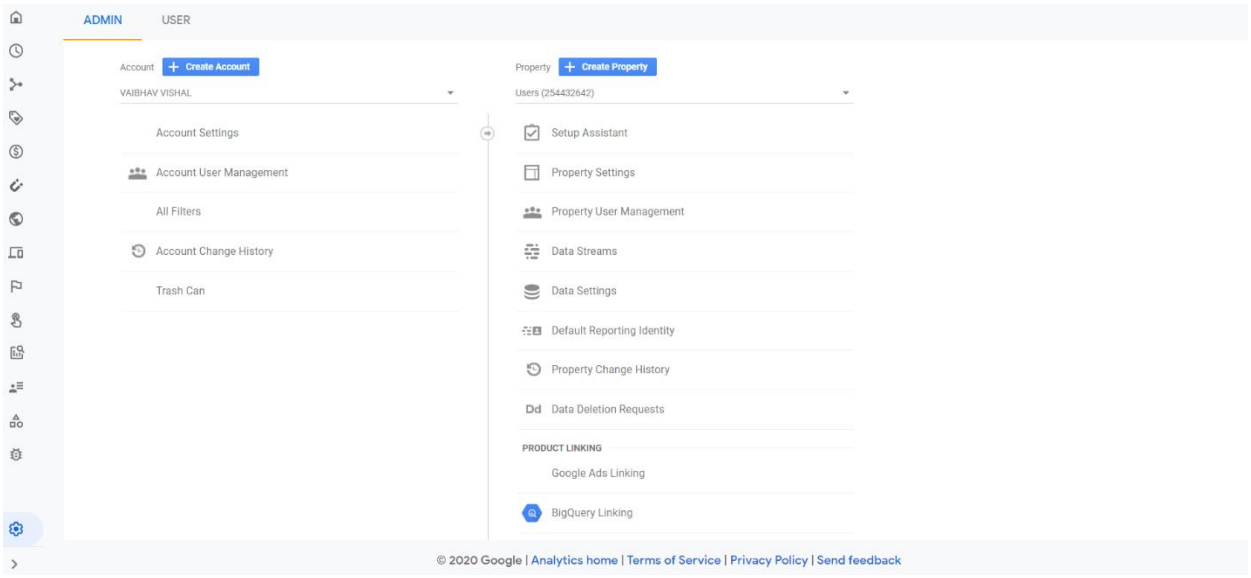


- 2.3a Interpret metric 3 trend

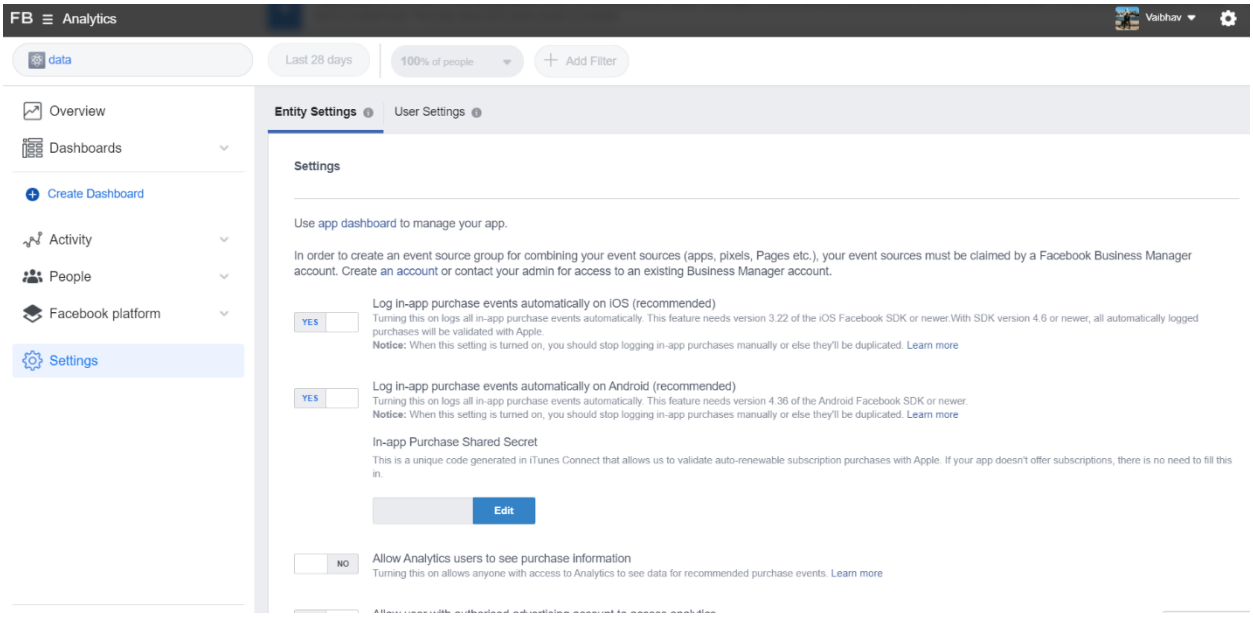
  Facebook Analytics provides customizable percentile options to view different types of metrics by the percentile of users. When customized to Page views, the shows the graph for page views by users in terms of their percentiles.
  Although one might argue that this is not a direct metric viewing for Page Views as in Google Analytics, but by providing the option of percentile in analytics and then including various other factors inside that customizable category makes it stand out. This quality is better in terms of usage, especially when considering large scale enterprises with heavy load of customers. It can help streamline many factors for increasing number of users.

Section 3: Comparing Google & Facebook analytics

- While both Google and Facebook analytics serve a similar purpose, their scope is entirely different, at least that is what Facebook claims.
- Google analytics focuses data coming from the cookies (sessions, page use), while Facebook provides data for each user. This gives Facebook a more detailed look into the user's activities than google.
- While google can’t differentiate between device switching and multiple clicks and sessions, Facebook analytics can detect and reflect these minute changes.
- However, Google analytics provides a much more customizable and Robust system that can be modified based on our personal business model.
- Google analytics has clean and fresh user interface making it easy for users to customize and find any setting according to their needs.

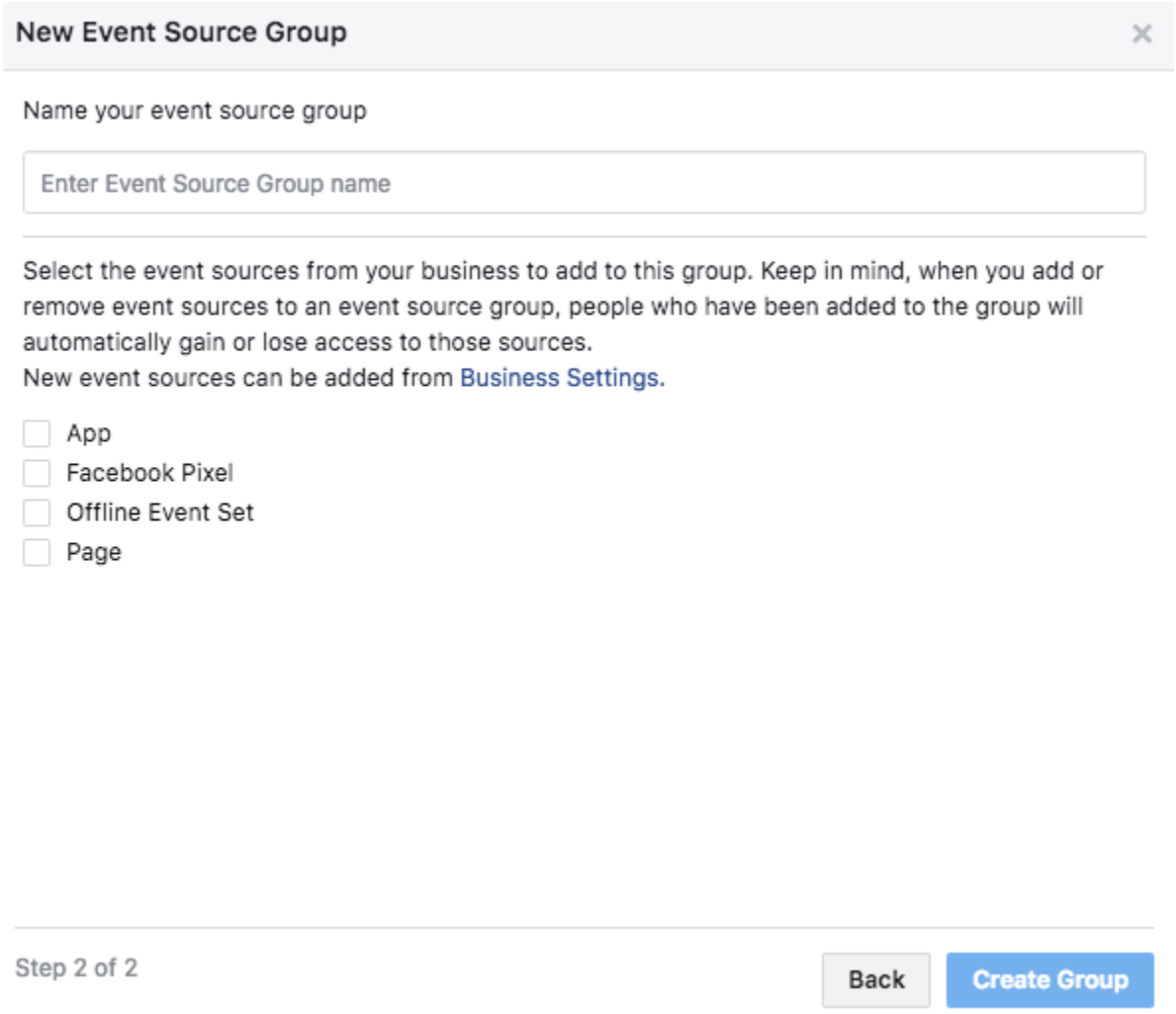


It does not seem as clear to find out all the setting options provided by Facebook Analytics as one provided by Google Analytics.



- Event Source Group

  This is one option provided by Facebook Analytics which seems to beat Google Analytics easily. It is the ability to unify our website, app, Page, Messenger and more into one global view. Two or more sources are grouped together and given a name. Again, this is a feature which is beneficial for big organizations and large scale enterprises.



- While some say Facebook Analytics is better while for some Google Analytics would be better. It all depends on scale of organization and number of targeted users. For our application here, Facebook Analytics seems to do the job well with all in one place metrics to view and analyze. While in Google Analytics, it seems a bit complex to find exactly what we are looking for quickly. Google provides much more customization options as compared to Facebook, in that terms Google Analytics is better. Facebook Analytics' user centric behavior suits our current needs better than google Analytics' cookie based analysis.