**Google Analytics**

**Advantages**

1. We don’t need to generate reports; we only need to care how to customize the tracking code.
2. Reduce the pressure of our server.
3. We can record any specific behavior of the site, like specific event on the site. (maybe not required)

**Disadvantages**

1. We have to modify the current code, and make a build to the production server.
2. We need to rely on the third-party Google Analytics.
3. We have to login google account to see the reports.

**Crystal Report**

**Advantages**

1. We might not need to modify the code and make a build for generating the reports.
2. We can embed reports to our web page.

**Disadvantages**

1. There is a data restriction for generating reports. The data the site tracked is fixed. So we cannot specify the tracking content. We only can generate the reports by the data structure which we have (We can add other data to track, but it means we need to implement similar GA code.).

**Which one should we use?**

**It depends on what kind of type of user want to see this report.**

**If the users want to see this report for all sites, I recommend use Google Analytics. We can add the snippet to all master pages. GA will help us to distinguish which VROOT the visitors are visiting (count hits by unique URL). And there is the filer for searching different sites.**

**If these reports for the user under each web site and our tracking data can meet the requirement, I recommend use native SharePoint Analytics plus Crystal Report. Since you have to login google analytics to see the reports, it is difficult to manage many google accounts for different users. And if there is a new user want to see the reports, we have to create a new google account and import the past data.**