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| Date: | 1/11/2023 |
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| Project: | Google Analytics |

Project design phase I

Proposed solution

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| Sno:1 | Parameter  Problem statement | inaccurate data tracking, missing data, slow loading times, data stream issues and especially in GA4… missing features |
| 2 | Idea/solution description | Make sure that you are not checking the wrong property on Google Analytics. See if Real-Time Reports are working. Troubleshoot your Google Analytics Tag with the Google Tag Assistant. |
| 3 | Novelty/uniqueness | A first-party cookie is stored on the user's browser. They trigger an engaged session event (stay on a web page for 10 seconds or more, visit another page, or trigger a conversion event). |
| 4 | Social impact/customer satisfaction | Google Analytics is a very important tool for website owners, as it provides valuable insights into how users are interacting with their digital assets and marketing campaigns. This information can be used to improve the user experience, increase website traffic, and ultimately drive more sales and revenue. |
| 5 | Business model(Revenue model | Google Analytics is an online web analytics service that allows website owners to track just about any type of web data imaginable. Google Analytics runs on the freemium business model, which means you can get plenty of great functionality completely for free and can upgrade to premium services as you see fit. |
| 6 | Scalability of the solution | the ability of data to expand and accommodate a growing influx of information without compromising its integrity or performance. Scalable data is the backbone of any succes jisful business operation today, allowing organizations to handle an ever-increasing amount of data easily and efficiently. |