**Project Design Phase-II**

**Solution Requirements (Functional & Non-functional)**

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| Date | 02/11/2022 |
| Team ID | | Janani:9581271CDEF099B86FA40A2C674977CC  Saradha:3F1DE97BA1D421DBD5E4DF562D1111AB  Veeralakshmi:B78ED521C15D3BFA516477A02E17D202  Sneha.c:6440FCD3A05375C98D04917F6D829A44 953720106029 | | --- | |
| Project Name | Google Analytics |
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**Functional Requirements:**

Following are the functional requirements of the proposed solution.

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| **FR No.** | **Functional Requirement (Epic)** | **Sub Requirement (Story / Sub-Task)** |
| FR-1 | Tracking website data | Google Analytics should track data about website visitors, including their geographic location, device type, |
| FR-2 | Pageview Tracking | It should record the number of pageviews for each page on the website. |
| FR-3 | Event Tracking | Ability to track user interactions, such as clicks on buttons, downloads, video views, and other custom events. |
| FR-4 | E commerce Tracking | If applicable, it should track e-commerce transactions, including product views, cart additions, and purchases |
| FR |  |  |
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**Non-functional Requirements:**

Following are the non-functional requirements of the proposed solution.

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| **FR No.** | **Non-Functional Requirement** | **Description** |
| NFR-1 | **Usability** | Data Collection: Google Analytics allows you to track various metrics, such as website traffic, user behavior, and conversions. It collects data through a tracking code that is added to your website. |
| NFR-2 | **Security** | Data Encryption: Google Analytics uses secure transmission protocols (HTTPS) to encrypt data sent between the user's website and Google's servers, helping to protect against data interception during transit. |
| NFR-3 | **Reliability** | Implementation Quality: The accuracy of Google Analytics data largely depends on how it is implemented on a website. Proper implementation of tracking codes and event tracking is crucial for reliable data collection. |
| NFR-4 | **Performance** | Website Traffic: The amount of website traffic can impact Google Analytics performance. Very high traffic websites may experience some delays in data processing and reporting, especially with the free version of Google Analytics. |
| NFR-5 | **Availability** | Uptime: Google strives to maintain high uptime for its services, including Google Analytics. While they aim for 99.9% or higher uptime, occasional disruptions or outages can occur due to various factors, including maintenance, technical issues, or distributed denial of service (DDoS) attacks |
| NFR-6 | **Scalability** | Data Collection: Google Analytics can handle a large volume of data points, including page views, events, e-commerce transactions, and more. It's built to collect data from millions of websites simultaneously. |