URBAN ECHO

Analytics Implementation Plan

Modern E-commerce. Seamless Experience.

```
Analytics Strategy Overview: Urban Echo's analytics implementation plan establishes comprehensive tracking across
our e-commerce platform to measure user behavior, conversion patterns, and business performance. Through strategic tool
```

selection and methodical implementation, we will gain actionable insights to optimize our streetwear business for maximum growth. This plan details the specific analytics tools, implementation methodology, and measurement framework needed to track Urban

Echo's capstone project performance. Our approach focuses on actionable data collection that directly supports business decisions and user experience improvements.

Analytics Methodology

Executive Summary

What We Need to Measure

```
User Behavior Analytics
```

- Page Performance: Page views, bounce rates, time on page, exit rates
- User Journey: Navigation paths, click patterns, scroll depth, session duration • **Product Interaction:** Product views, add-to-cart rates, wishlist additions Search Behavior: Internal search queries, search result clicks, no-result searches
- Mobile vs Desktop: Device-specific behavior patterns and conversion differences
- **E-commerce Performance**
- Sales Metrics: Revenue, average order value, conversion rates, transactions
- Cart Analysis: Abandonment rates, checkout funnel drop-offs, payment method preferences
 - **Product Performance:** Best-selling items, category performance, inventory turnover • Customer Segmentation: New vs returning customers, customer lifetime value, purchase frequency

• Traffic Sources: Organic search, social media, direct traffic, referral performance

Technical Performance

- Site Speed: Core Web Vitals, page load times, server response times • Error Tracking: 404 errors, JavaScript errors, form submission failures
- SEO Performance: Organic keyword rankings, click-through rates from search • Accessibility: User experience across different devices and abilities
- **Security:** Failed login attempts, suspicious activity patterns
- **Tool Selection Rationale** After evaluating multiple analytics platforms, we selected four complementary tools that provide comprehensive coverage without

data overlap:

Tool Primary Purpose Why Selected Alternative Considered Google Analytics 4 Overall site analytics Free, comprehensive, integrates with Google tools Adobe Analytics (too expensive) Hotjar User behavior insights Visual heatmaps, session recordings, user feedback FullStory (limited free tier) Mailchimp Analytics Email marketing tracking Integrated with email campaigns, e-

commerce reporting Klaviyo (more expensive for startup) Meta Pixel Social media tracking Facebook/Instagram ad optimization, audience building TikTok Pixel (smaller audience initially) **Implementation Plan**

Phase 1: Google Analytics 4 Setup

Create Google Analytics Account & Property

```
• Set up GA4 property for urbanecho.com
• Configure data streams for web and mobile
• Enable Enhanced E-commerce tracking
• Set up conversion goals (purchases, newsletter signups, account creation)
     Install Tracking Code
Next.js Implementation:
```

```
// components/GoogleAnalytics.js
               import Script from 'next/script'
               export default function GoogleAnalytics() {
                return (
                <>
               src={`https://www.googletagmanager.com/gtag/js?id=${process.env.NEXT_PUBLIC_GA_ID}`}
                strategy="afterInteractive"
                />
                <Script id="google-analytics" strategy="afterInteractive">
               window.dataLayer = window.dataLayer || [];
               function gtag() {window.dataLayer.push(arguments);}
               gtag('js', new Date());
               gtag('config', '${process.env.NEXT_PUBLIC_GA_ID}');
               </Script>
                </>
  Configure E-commerce Events
```

```
Purchase Event Tracking:
  // Track purchase completion
                 gtag('event', 'purchase', {
                 transaction id: order.id,
                 value: order.total,
                 currency: 'USD',
                 items: order.items.map(item => ({
                 item_id: item.sku,
                  item_name: item.name,
                 category: item.category,
                 quantity: item.quantity,
                 price: item.price
                  })))
                  });
    Set Up Custom Dimensions
```

```
• Product Category: Streetwear category browsed
  • Traffic Source: Detailed source attribution
  • User Segment: Based on behavior patterns
Phase 2: Hotjar Implementation
       Account Setup & Tracking Code
  Installation in Next.js:
```

// Add to _app.js or layout component

• **Customer Type:** New vs Returning customer

```
useEffect(() => {
                  (function(h,o,t,j,a,r){
                 h.hj=h.hj||function(){(h.hj.q=h.hj.q||[]).push(arguments)};
                 h._hjSettings={hjid:process.env.NEXT_PUBLIC_HOTJAR_ID,hjsv:6};
                 a=o.getElementsByTagName('head')[0];
                 r=o.createElement('script');r.async=1;
                 r.src=t+h._hjSettings.hjid+j+h._hjSettings.hjsv;
                 a.appendChild(r);
                 }) (window, document, 'https://static.hotjar.com/c/hotjar-','.js?sv=');
                  }, []);
     Configure Heatmaps & Recordings
• Priority Pages: Homepage, product pages, checkout flow
```

```
• Feedback Polls: Exit intent, post-purchase, customer service
  • Conversion Funnels: Product view → Add to cart → Purchase
Phase 3: Email Analytics Setup
        Mailchimp Integration
  • Connect Mailchimp to website for newsletter signups
```

• Set up abandoned cart email automation with tracking • Configure segmentation based on purchase behavior

• Enable e-commerce tracking for purchase attribution

• Recording Triggers: Rage clicks, u-turns, extended sessions

```
Email Event Tracking
// Track email signup
               gtag('event', 'sign_up', {
               method: 'email',
               value: 1
               });
```

Meta Pixel Installation // Facebook Pixel for Next.js import { useEffect } from 'react';

});

Phase 4: Social Media Tracking

// Track email click-through

email_type: 'promotional'

gtag('event', 'email_click', { campaign_name: 'newsletter_01',

import { useRouter } from 'next/router';

export default function FacebookPixel() {

```
const router = useRouter();
                  useEffect(() => {
                  import('react-facebook-pixel')
                   .then((x) \Rightarrow x.default)
                   .then((ReactPixel) => {
                  ReactPixel.init(process.env.NEXT_PUBLIC_FACEBOOK_PIXEL_ID);
                  ReactPixel.pageView();
                  router.events.on('routeChangeComplete', () => {
                  ReactPixel.pageView();
                   });
                   });
                   }, [router.events]);
                  return null;
     Social Commerce Events
• ViewContent: Product page views from social traffic
• AddToCart: Cart additions attributed to social sources
• Purchase: Conversions from social media campaigns
• Lead: Newsletter signups from social traffic
```

this.tools = []; addTool(tool) { this.tools.push(tool);

track(event, properties = {}) {

this.tools.forEach(tool => {

// Custom analytics

orderId: order.id,

analytics.track('Purchase Completed', {

tool.track(event, properties);

class AnalyticsManager {

constructor() {

Technical Implementation Details

});

Next.js Analytics Architecture

1. Analytics Provider Component

// lib/analytics.js

```
identify(userId, traits = {}) {
                 this.tools.forEach(tool => {
                 tool.identify(userId, traits);
                  });
                  export const analytics = new AnalyticsManager();
2. E-commerce Event Tracking
  // utils/ecommerce-tracking.js
                 export const trackPurchase = (order) => {
                 // Google Analytics 4
                 gtag('event', 'purchase', {
                 transaction id: order.id,
                 value: order.total,
                 currency: 'USD',
                 items: order.items
                  });
                 // Facebook Pixel
                 fbq('track', 'Purchase', {
                 value: order.total,
                 currency: 'USD',
                 content_ids: order.items.map(item => item.id),
                 content_type: 'product'
                  });
```

```
revenue: order.total,
                  };
3. Performance Monitoring
   // hooks/usePerformanceTracking.js
                  import { useEffect } from 'react';
                  export const usePerformanceTracking = () => {
                  useEffect(() => {
                  // Core Web Vitals tracking
                  const observer = new PerformanceObserver((list) => {
                  for (const entry of list.getEntries()) {
                  gtag('event', 'web_vital', {
                  name: entry.name,
                  value: Math.round(entry.value),
                  event_category: 'Performance'
                  });
                  });
                  observer.observe({ entryTypes: ['measure', 'navigation'] });
                  return () => observer.disconnect();
                  }, []);
                  };
```

Data Privacy & Compliance 1 Privacy Considerations: All analytics implementations must comply with GDPR, CCPA, and other privacy regulations.

Users must provide consent before tracking begins.

```
Cookie Consent Implementation
  // components/CookieConsent.js
                  import { useState, useEffect } from 'react';
                 export default function CookieConsent() {
                  const [showConsent, setShowConsent] = useState(false);
```

```
useEffect(() => {
                    const consent = localStorage.getItem('cookie-consent');
                    if (!consent) {
                    setShowConsent(true);
                    } else if (consent === 'accepted') {
                    initializeAnalytics();
                    }, []);
                    const acceptCookies = () => {
                    localStorage.setItem('cookie-consent', 'accepted');
                    setShowConsent(false);
                    initializeAnalytics();
                    const initializeAnalytics = () => {
                    // Initialize all analytics tools here
                   gtag('config', process.env.NEXT PUBLIC GA ID);
                    fbq('init', process.env.NEXT_PUBLIC_FACEBOOK_PIXEL_ID);
                    // Render consent banner...
Success Metrics & Reporting
```

Analytics 4 **Engagement** Average Session Duration 3+ minutes Google Analytics 4 **Conversion** E-commerce Conversion Rate

2.5% + Google Analytics 4 **Revenue** Average Order Value \$75 + Google Analytics 4 **User Experience** Cart Abandonment Rate

Under 70% Hotjar + GA4 Email Marketing Email Open Rate 20% + Mailchimp Social Media Social Conversion Rate 1.5% +

Key Performance Indicators Metric Category Specific Metric Target Value Tracking Tool **Traffic** Monthly Unique Visitors 10,000+ within 6 months Google

Implementation Timeline

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Reporting Schedule
• Daily Monitoring: Revenue, traffic, conversion rates
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• Weekly Reports: Detailed performance analysis, user behavior insights • Monthly Reviews: Comprehensive analytics review, optimization recommendations • Quarterly Analysis: Strategic assessment, tool effectiveness evaluation

Meta Pixel **Performance** Core Web Vitals Score 90%+ "Good" Google Analytics 4

• Week 1: Google Analytics 4 setup and basic tracking implementation • Week 2: Hotjar installation and heatmap configuration • Week 3: Email analytics integration and social media pixel setup

• Week 4: Testing, validation, and reporting dashboard creation

- **Ongoing:** Monitoring, optimization, and reporting
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