

# PROJECT DESIGN PHASE-I

## Proposed Solution Template

Date	25 October 2023
Team ID	NM2023TMID04508
Project Name	How to add a Google Analytics to a Website

### Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem we aim to solve is the absence of a reliable website analytics solution that provides valuable data and actionable insights for website owners.
2.	Idea / Solution description	Our proposed solution is to integrate Google Analytics into websites, enabling website owners to gather and analyze data about their users' interactions. Google Analytics is a powerful, free tool that provides in-depth insights into website traffic, user demographics, user behavior, and more
3.	Novelty / Uniqueness	Our solution stands out due to its focus on simplicity, accessibility, and personalized support.
4.	Social Impact / Customer Satisfaction	<p>Adding Google Analytics to websites can have a profound social impact.</p> <p>It helps businesses, non-profits, and individuals better understand their online audience, leading to improved user experiences, more targeted content, and enhanced digital engagement.</p>

		<p>This, in turn, can drive greater customer satisfaction and loyalty, ultimately leading to more successful online ventures.</p>
5.	Business Model (Revenue Model)	<p>Our revenue model is based on a combination of subscription-based and consulting services:</p> <ul style="list-style-type: none"> <li>• Basic Subscription</li> <li>• Consulting Services</li> <li>• Referral Partnerships</li> </ul>
6.	Scalability of the Solution	<p>Our solution is highly scalable as it primarily relies on digital tools and resources. It can accommodate an increasing number of websites without significant infrastructure changes.</p> <p>By automating certain aspects and offering self-service options for basic users, we can efficiently scale our operations to cater to a growing customer base.</p> <p>This project proposal outlines our plan to address the problem of website owners lacking access to comprehensive web analytics.</p> <p>By integrating Google Analytics and offering personalized support, we aim to improve customer satisfaction and provide valuable insights for more informed decision-making. This solution is not only unique in its approach but also has the potential for significant social impact and revenue generation.</p>