

PROJECT DESIGN PHASE-II

Technology Stack (Architecture & Stack)

Date	01 November 2023
Team ID	NM2023TMID04508
Project Name	How to add a Google Analytics to a Website

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2



Table-1: Components & Technologies:

Component/Technology	Description
Google Analytics	Web analytics service provided by Google for tracking and reporting website traffic and user behaviour.
Tracking Code	A piece of JavaScript provided by Google Analytics that is embedded in web pages to collect data about user interactions and send it to the Google Analytics servers.
Google Analytics Account	An account created on the Google Analytics platform that allows users to manage and configure tracking for their websites.
Event Tracking	A feature that allows tracking user interactions, such as clicks, downloads, video views, and form submissions. Requires additional JavaScript coding.
E-commerce Tracking	Enables tracking of online sales and transaction data, including revenue, products sold, and purchase behavior. It requires additional setup and integration with an e-commerce platform.
Maintenance and Updates	Ongoing management of the Google Analytics tracking code to stay current with changes and updates from Google.
Notification and Alerts	Configuring notifications and alerts within Google Analytics to be informed of unusual website activity or performance issues.
Integration with Other Tools	The ability to integrate Google Analytics with other tools such as Google Tag Manager, CRM systems, or marketing automation platforms.
Backup and Data Retention Policies	Procedures for data backup and retention to ensure data is preserved and accessible as needed.

Table-2: Application Characteristics:

Characteristic	Description
Purpose	To track and analyze user behaviour and website performance for data-driven decision-making and optimization.
Compatibility	Compatible with various web development technologies and content management systems (CMS).
User Interface	Primarily managed through the Google Analytics web interface and reports.
Data Collection	Gathers data on user interactions, pageviews, referrals, and more, transmitting it to Google Analytics servers.
Data Privacy Compliance	Includes options for GDPR and CCPA compliance, such as IP anonymization and consent management.
Testing and Quality Assurance	Requires testing to ensure the accuracy of data collection and tracking.
Data Analysis and Reporting	Enables the analysis of collected data to gain insights and inform decisions.