

LabW10 – App Analytics and Publishing

Objectives:

1. Understand how to use Google Analytics
2. Understand the basic steps to publish an Android app to Google Play

Tasks:

1. Use Google Analytics for Android
2. Publish app to Google Play

Task 1: Use Google Analytics for Android

The detailed analytics of your published app would enable further refinement of your software design and user experience. Google Analytics for Android library is part of the Google Play Services. It tracks many events and provides useful insight, including app opening, session duration, button clicking, in-app purchases, other types of user behaviours, etc.

1. Use Google Play Services as a library of your own project. You should have done this in LabW07 when using the Google Maps API. To recap, read through the “Set Up Google Play Services” article on this link: <https://developers.google.com/android/guides/setup>
2. Register for a Google Analytics account. You can use your Google/Gmail account to login - <https://analytics.google.com>
3. After logging in to Google Analytics, go to the *Admin* tab on the left-hand side, click + *Create Account* to create a new account, input an “Account name”, click Next, select *Apps*, click Next and enter a “Property name”. Change the “Reporting time zone” to Australia (GMT+10:00) Sydney Time, leave the other options as default, and click Create.
4. Accept the Google Analytics Terms of Service Agreement for your country / region by first selecting Australia as your country / region.
5. Set up a data stream to start collecting data from your Android App.
6. Follow the beginner’s tutorial “Add Analytics to Your Android App” found on this link: <https://developers.google.com/analytics/devguides/collection/android/v4/>. The guide shows how to add Google Analytics to your Android app and send a named screen view to Analytics to measure user activity, whenever the user opens or changes screens on your app.
7. If you just want to see how Google Analytics works, you can take a look at the [sample application](#) provided by the tutorial.
8. Explore the items on the left sidebar of the above tutorial for more advanced topics. There are other good alternatives besides Google Analytics for Android app.

Please check out the following alternative analytics tools (and Google search for more):

Flurry Analytics - <https://www.flurry.com/analytics.html>

App Annie - <https://www.appannie.com/en/product/intelligence/>

Different analytics tools can provide different insights, such as user behaviour, user acquisition, etc. Google Analytics is always the safest bet. Try the different tools and try using multiple of them at the same time. Now the analytics reporting page shows no exciting number. Let's publish it to the Google Play Store.

Task 2: Publish app to Google Play

Before you publish your app to [Google Play](#) and distribute them to prospective users, you need to get the app ready, test them, and prepare your promotional materials.

Please follow the launch checklist to test your app to get it ready for publishing: <https://developer.android.com/distribute/best-practices/launch/launch-checklist>. This checklist brings together the processes you should follow to ensure your app is launched successfully.

You are more than encouraged to publish your COMP5216 group project to Google Play. If you manage to publish your app before the group assignment submission deadline, please include the link in your report.