# Project #3- Data

By: Makayla. N, Emanuel. C, Desja. B, Nathan. W, Richardo. K, Zachary. C, India. C

# Introduction Why analytics is important

An analytic tool is always necessary for keeping up with a website. The analytic tool tells the owner of the website what link or the page that was most visited. It is useful for displaying important data that is crucial to companies

Data is important in business for it is the understanding of the context of the data. It helps to identify the problems facing a business and act upon them in the most informed decision possible. Data analysis serves to organize, make sense, and present data with context.

# Existing Data

- **Is there existing data? Where would you find it?**
  - If a tracking, or IP tracking management system is already implemented into the website, then yes there would be data.
  - However, being how bad the website was the system should be assumed to be not correct, and there could be corrupt and damaged data, so not all data would be there for previous or current visitors.

# What Is Data Analytics?

Data analytics is the process of examining datasets to draw conclusions about the information they have. Most data analytics techniques use special system software that put together machine learning algorithms and other automated capabilities. Data analysis can also help companies understand their customers, evaluate ad campaigns, personalize content, create content strategies and develop products.

4 examples of how brands are using data analytics:

- Using Big Data Analytics to Boost Customer Acquisition and Retention
-  Use of Big Data Analytics to Solve Advertisers Problem and Offer Marketing Insights
- Big Data Analytics for Risk Management
-  Big Data Analytics As a Driver of Innovations and Product Development

# Analytic tools

| Google Analytics | Clicky | Mint |
|---|---|---|
| **Pros** | **Pros** | **Pros** |
| - It's free!<br>- Good starter tool | - Has heatmaps<br>- On site analytics<br>- Uptime monitoring | - $30 a year<br>- Nice layout<br>- Easy to understand |
| **Cons** | **Cons** | **Cons** |
| - Not secure<br>- Delay<br>- It has a limited heat map | - It has occuring speed issues<br>- Limitations on file exporting | - Bad color design |

# Clicky, Why we chose this over everything else

- It has a very good heatmaps which will show accurate network traffic and as well as data in real time
- It also has real time monitoring which will tell you exactly when your website went down so you can react as so
- Has bot detection to block spam
- It has a ton of detail on every segment
- It also has goal tracking which could help server owners track their goal on a daily basis

# Clicky Plans

| | Free | Pro | Pro Plus | Pro Platinum | Custom |
|---|---|---|---|---|---|
| Trackable websites | 1 | 10 | 10 | 30 | < 1,000 |
| Daily pageviews | 3,000 | 30,000 | 30,000 | 100,000 | < 20 million |
| Monthly price | Free | $9.99 | $14.99 | $19.99 | Varies |
| Yearly price | Free | $79.99 | $119.99 | $159.99 | Varies |
| Includes Basics? | Yes | Yes | Yes | Yes | Yes |
| Includes Premiums features? | ✘ No | ✔ Yes | ✔ Yes | ✔ Yes | ✔ Yes |
| Heat maps | ✘ No | ✘ No | ✔ Yes | ✔ Yes | ✔ Yes |
| Uptime monitoring | ✘ No | ✘ No | ✔ Yes | ✔ Yes | ✔ Yes |

# Qlik Sense Cloud vs. Google Data Studio

## Google Data Studio (8.3/10)

Pros:

- Free
- It's a Google Product, so connection/integration with other Google Products is natural
- Unlimited data
- Access and Speed
- Top rated

Cons:

- Reports can only be read online.
- Supports single data source
- Limited Visualizations

## Qlik Sense Cloud (7.9/10)

Free for first month, $30-$70/user/month after

Pros:

- Easy to navigate within the table and graphs
- Data integration made easy (combinations of data with different sources) with the help of the associative model (a data model for database systems)
- Top rated
- Cons:
- Navigation Problems
- Slow loading data
- Some files are hard to find.

# Privacy Concerns

- Making sure that the employees and the customers are secure and that everybody's information is secure/ private.
- Make sure data can't be used to identify a person.
- Make sure all cookies are up to date and secure.
- Secure firewall.

# Conclusion

- What was our main Issue?
    - Our Main issue was the Maxx Power had no secure Data Analytic tool. This would allow us to track, share, and manage data within the company, the data sets, and the website.
- What was our Solution?
    - We ended up finding Clicky as a solution, being that for a small paid membership, we received all the perks that MaxxPower was looking for.
- Why is it important to have a Data Analytic tool?
    - To share, manage, and control data within a given place; Companies, Businesses, Websites, and Governments all have Data Analytic tools. Without a Analytic tool, corporations and businesses and such will fall apart.