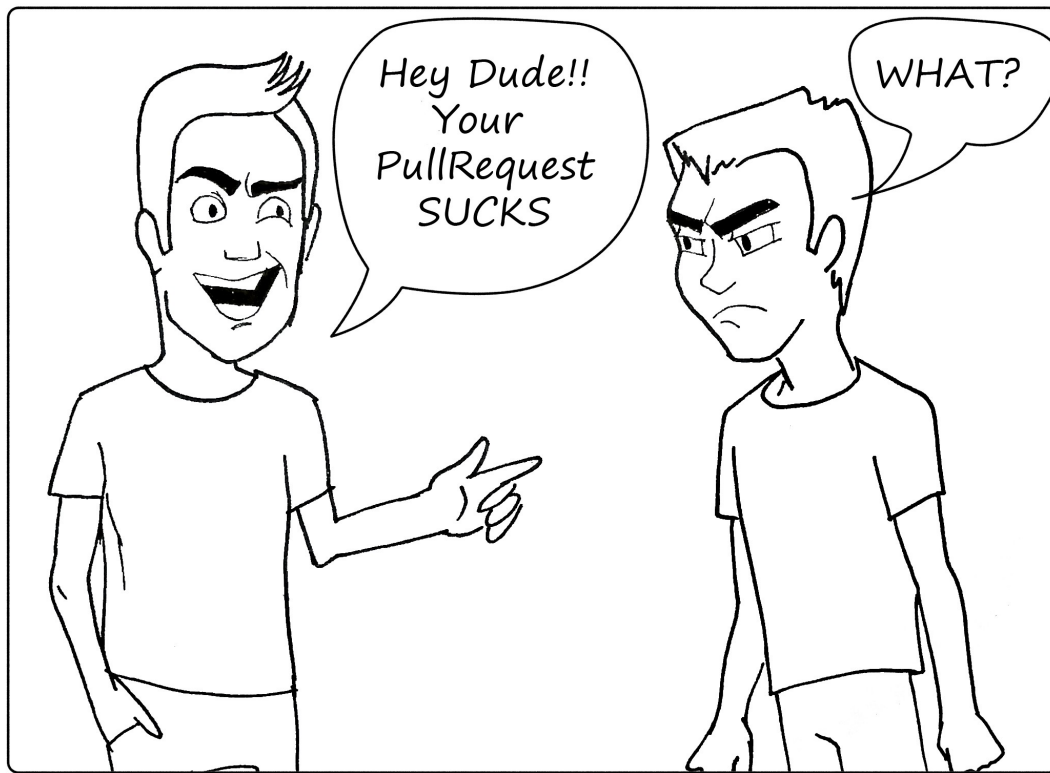




@MargaFerre
Symfony developer
Web Analytics enthusiast

Pythoness beginner





developers

Man

vs

Woman



To realize...

Analyse

- ✓ How to sell your code improvements better to non-developers or sceptic people.
- ✓ To monitor your code on an automated basis and extract the data to analyse it.



YOU

YOUR TEAM



3 steps of web Analysis

- Extract the metrics and store the data
- Analyse the data
- Take actions depending on the results

How to extract the metrics

- What do we want to achieve?
- What do we want to measure?
- How can we measure it?



What do we want to achieve?

- Enhance the **stability** of the system
- Improve the **performance** of the website
- Increase the **speed of development**

What do we want to measure?

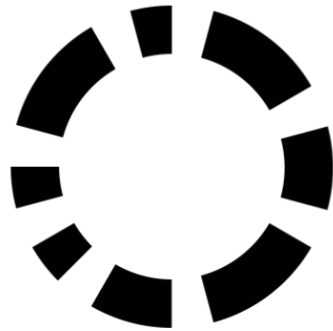
- System fails & website down time.
- Time response.
- Maintenance time, fixing time, and developing time.

How we can measure it?

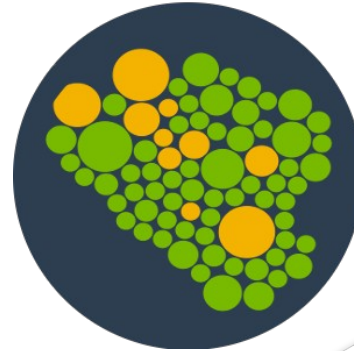
- Performance of the system  **New Relic®**
- Profiling the website  **blackfire**
- Time invest on maintenance and development



Other tools



C O D A C Y



To realize...

Analyse

Create a list of task and score them

- What can be improved easily?
- Which changes would have a bigger impact?
- Which improvements the business would appreciate the most?

SURPRISE!!!



The “good analyst” tricks

- ✓ Don't use the data only for create reports or charts.
- ✓ Use the date for learning and improve the system.
- ✓ Show the data in simple charts and graphs.

Conclusions

- Before start coding:
 - Extract the metrics you want to show the improvements, track and store them
- Analyse the data to take decisions about priorities
- Show the improvements achieved with charts and graphics
- Continue analysing the data periodically and learn from it.

SUPERHERO ME



Thanks

@MargaFerrez

