

PROJECT DESIGN PHASE PART 2

REQUIREMENT ANALYSIS (FLOW CHART)

TEAM ID	NM2023TMID03740
PROJECT NAME	How to add a website to google analytics

Requirements analysis is a crucial process for setting up and using Google Analytics effectively.

It involves defining objectives and goals, identifying key performance indicators (KPIs), setting up conversion goals, understanding user segmentation, data collection and tracking, user behaviour analysis, e-commerce tracking, site search tracking, custom dimensions and metrics, data retention policies, data privacy and compliance, access and permissions, data integration, reporting and dashboards, and testing and quality assurance.

By defining objectives and goals, identifying KPIs, setting up conversion goals, understanding user segmentation, defining data collection and tracking, addressing user behaviour analysis, defining e-commerce tracking, defining site search tracking, defining custom dimensions and metrics, implementing data retention policies, addressing data privacy and compliance, defining access and permissions, integrating Google Analytics with other tools, determining specific reporting and dashboards, and planning for testing and quality assurance.

This ongoing process ensures that data is accurately collected and reports meet your organization's goals and objectives.

FLOW CHART

