PROJECT DEVELOPMENT PHASE

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

FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

ASSESSING A WEB PAGE: You must first register for a Google Analytics account in order to measure a website. Next, every page on your website needs to have a little bit of JavaScript measuring code added to it. The tracking code will gather anonymous data on a user's interactions with a webpage each time they visit it.

The measuring code for the Google Store might display the proportion of customers that viewed a drinkware page as opposed to a houseware page. Alternatively, it might track whether users reached the purchase confirmation page to determine the number of people that purchased an Android doll, for example.

COMPILING AND SUBMITTING: The measurement code gathers data, packages it, and submits it to Google Analytics so that reports may be created from it. When Analytics processes data, it gathers and arranges the information according to specific standards, such as the type of browser a user is using or whether their device is desktop or mobile.

However, you may also adjust the configuration options to personalize the way that data is handled. To ensure that your data is free of developer or internal corporate traffic, for instance, you may wish to add a filter.

CODE-LAYOUT, READABILITY AND REUSABILITY

In this project, the code is used for website creation and it is used to access data and to improve code layout, readability, and reusability for websites, follow these best practices:

LAYOUT:

1. Indentation: Use consistent and clear indentation for better readability.
2. Whitespace: Use whitespace to separate code blocks, making it easier to follow.
3. Comments: Include descriptive comments for complex code sections.
4. Organize Files: Keep related files in separate folders and use a clear naming convention.

READABILITY:

1. Consistent Naming: Use clear and consistent variable and function names.
2. Modular Code: Break code into smaller, reusable functions or modules.
3. Avoid Deep Nesting: Limit nesting to maintain code clarity.
4. Consistent Coding Style: Follow a coding style guide (e.g., PEP 8 for Python) for uniformity.

REUSABILITY

1. Functions and Classes: Create reusable functions and classes for common tasks.
2. Avoid Hardcoding: Use constants or configuration files to avoid hardcoded values.
3. DRY (Don't Repeat Yourself): Eliminate redundant code by centralizing shared logic.
4. Version Control: Use version control systems like Git to track changes and collaborate effectively.

By adhering to these principles, you can create well-structured, readable, and reusable code for websites, making maintenance and collaboration more efficient.

UTILIZATION OF ALGORITHMS, DYNAMIC PROGRAMMING, OPTIMAL MEMORY UTILISATION

No algorithm is used in this project and the website performs dynamic programming and the website has good memory utilisation in the website which adds the google analytics.

DEBUGGING AND TRACEABILITY

1. Create a Google Analytics Account: Sign in to your Google account and go to the [Google Analytics] (https://analytics.google.com/) website. Click "Start for free" to create an account.
2. Set Up a property: Click "Admin" in the lower-left corner. In the "Account" column, select an existing account or create a new one. In the "Property" column, click "Create Property" and choose "Web." Enter your website name and URL.
3. Configure Tracking Settings: Choose your industry category and time zone. Enable "Enhanced Measurement" for additional tracking options. Click "Create" to get your tracking code.
4. Add Tracking Code to Your Website: Copy the tracking code provided. Paste the code into the `<head>` section of every page you want to track. Ensure it's on every page for comprehensive tracking.
5. Debugging and Traceability: After adding the tracking code, you can use Google Analytics debug tools and real-time reports to verify that data is being collected correctly. You can also set up custom events and goals to track specific user interactions on your website.
6. Test and Verify: Visit your website and interact with it to generate data. Access Google Analytics reports to ensure data is being recorded accurately.

EXCEPTION HANDLING

The project's code is exception handled well.