ANALYTICS & TRACKING

CESAE Digital Online Courses

Team

Gonçalo Szabo Rio
Filipa Vale
Pedro Bento
Thiago Bührer

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Abstract

This report outlines a plan for integrating analytics tools to track user behavior and define key performance indicators (KPIs). Key areas of focus include identifying user behavior metrics, establishing relevant KPIs, and defining data collection methodologies.

Key Metrics

User Engagement

- Page Views & Session Duration
- Bounce Rate
- Click-Through Rate

Course Analytics

- Course Enrollment Rate
- Course Completion Rate
- Ratings & Reviews
- Popularity Trends
- Assignment Completion Rates

User Acquisition & Retention

- New vs Returning Users
- Traffic Sources
- Subscription & Purchase Conversions
- Churn Rate

Technical Performance

- Page Load Speed
- Error & Crash Reports
- Device & Browser Usage
- API & Server Response Time
- Database Size & Query Performance
- Traffic Load
- Authentication & Security Logs

Tools

User Behavior & Front-End Analytics

Most metrics can be tracked using Google Analytics. User ratings and reviews, however, will require custom logic and so will churn rate and conversions.

Technical Performance & Back-End Analytics

Like front-end, most metrics can be measured using Laravel Telescope with error & security logs requiring their own logic. Crash and error reports may also be collected directly from user via feedback/support form.