University of Westminster
School of Computer Science and Engineering

6MMCS002W Digital Marketing, Social Media and Web Analytics (2021/22)	
Module leader	Dr Vassiliki Bouki
Unit	Coursework 2 (individual)
Weighting:	50%
Qualifying mark	30%
Learning Outcomes Covered in this Assignment:	**LO4 Select and employ web analytics techniques and tools and be able to discuss effectively security and private issues in relation to the analytics tools they use;** **LO5 Critically interpret and discuss the results generated from SEO and analytics tools and provide recommendations for given scenarios.**
Handed Out:	**Week 7**
Due Date	**Wednesday 13 April 2022, 13:00pm (week 12)**
Expected deliverables	Single electronic file and web address
Method of Submission:	Electronic submission via Blackboard
Type of Feedback and Due Date:	• Verbal feedback during the tutorials • Online forum (via Blackboard) during week 12 for questions • Written feedback and marks 15 working days (3 weeks) after the deadline. **All marks will remain provisional until formally agreed by an Assessment Board.**

Assessment regulations

Refer to section 4 of the "How you study" guide for undergraduate students for a clarification of how you are assessed, penalties and late submissions, what constitutes plagiarism etc.

Penalty for Late Submission

If you submit your coursework late but within 24 hours or one working day of the specified deadline, **10 marks** will be deducted from the final mark, as a penalty for late submission, except for work which obtains a mark in the range 40 – 49%, in which case the mark will be capped at the pass mark (40%). If you submit your coursework more than 24 hours or more than one working day after the specified deadline you will be given a mark of zero for the work in question unless a claim of Mitigating Circumstances has been submitted and accepted as valid.

It is recognised that on occasion, illness or a personal crisis can mean that you fail to submit a piece of work on time. In such cases you must inform the Campus Office in writing on a mitigating

circumstances form, giving the reason for your late or non-submission. You must provide relevant documentary evidence with the form. This information will be reported to the relevant Assessment Board that will decide whether the mark of zero shall stand. For more detailed information regarding University Assessment Regulations, please refer to the following website: **http://www.westminster.ac.uk/study/current-students/resources/academic-regulations**

Introduction

This coursework is divided in part A and part B.

For part A you must use the personal website you created for coursework 1 and link it with Google Analytics. *If for any reason you did not submit coursework 1 you can still continue and do coursework 2. Read the instructions (tutorial 3 and coursework 1) on how to create your Google web site.*

For part B, you must use the Google Analytics demo account: "Google Merchandise Store" (web data). Instructions on how to access the demo account are provided in tutorial week 8. You could also consult the following page from Google Support: https://support.google.com/analytics/answer/6367342?hl=en#zippy=%2Cin-this-article Please notice that there are more than one Google Analytics demo accounts – you must use the: "Google Analytics 4 property: Google Merchandise Store (web data)"

The aim of the coursework is to give you the chance to demonstrate your knowledge and understanding on Google Analytics as well as on how to create a business plan based on the data provide by the Google Analytics demo account.

Part A: Analytics [65 marks]

For the needs of Part A, you must link your website with Google Analytics and perform the following tasks:

▪ **TASK 1:** Link your site with Google Analytics; "Universal-Analytics" and "Google Analytics 4" **[Total: 12 marks]**

   The last few years, Google Analytics uses the "Universal-Analytics" code to collect information. Recently, Google Analytics introduced the new "Google Analytics 4" property. Both ways are active today and they can be used in parallel. Link your personal web site you created for coursework 1 with Google Analytics, using "Google Analytics 4" code and write a brief report (no more than 350 word, in total) that explains how you did it as well as the differences between the two approaches (Universal Analytics and Google Analytics 4).

   In details, your report must provide the following information:
   a) How you linked your web site using "Google Analytics 4" code. Briefly, describe the steps you followed (***please do NOT include screenshots***) and include the **code** that was generated. *[2 marks].*
   b) Explain the main differences between the two approaches, "Universal-Analytics" and "Google Analytics 4", and the advantages of Google Analytics 4 *[10 marks].*
   The answer **(both parts a and b)** should be no more than 350 words.

▪ **TASK 2:** Collect data from your site; create Google Analytics (GA) reports; explain 'dimensions' and 'metrics' **[Total: 53 marks]**

   a) GA reports [45 marks]

   For this task, you must create some traffic to your site (you could ask friends, family and colleagues to visit your site and browse some of its pages). Monitor the site, **for any 5 consecutive days**, using your Google Analytics account and generate reports that provide information about the following aspects of your website usage:

1. User activity over time
2. Views by 'Page title and screen class'
3. Sessions by 'session default channel grouping'
4. New users by 'First user default channel grouping'
5. User Engagement (overview)
6. User Retention (overview)
7. Users by City
8. Returning users by device category
9. New users by browser

All reports must be generated for 5 consecutive days

<u>You must submit:</u> **For each one** of the above topics (1-9), you must submit:
a) a **diagram** generated by GA; you could include it in your file as a screenshot. (1 mark)
followed by
b) a **paragraph** that explains the purpose of the diagram and any findings (4 marks). In this paragraph, you must also clearly explain <u>all terms</u> used in the diagram. Each paragraph should be NO MORE than 250 words. PLEASE give a title to each section using the same numbers and titles as in the description of the coursework (e.g. 1. Overview activity in your website; 2. User activity over time, 3. Views etc.) **[5 marks for each diagram followed by explanation; in total: 45 marks]**

Please notice that full marks will be given ONLY if all the instructions are followed, e.g. you monitor the site for 5 days (no less or more). If you fail to follow the instructions half marks will be deduced.

b) Dimensions and metrics [8 marks]

Write a brief report (no more than 300 words) that explains what 'dimensions' and 'metrics' are in Google Analytics. Use examples to illustrate each definition (one example for each definition) [8 marks].

Part B: Analytics and Key Performance Indicators (KPIs) [35 marks]

For the needs of part B, you must use the the Google Analytics demo account: "**Google Merchandise Store (web data).**

The data in the Google Analytics demo account is from the **"Google Merchandise Store".** The Google "Merchandise Store" is an ecommerce site that sells Google-branded merchandise. Make sure you can access the demo account from your Google Analytics account (see 'Introduction' to the coursework, as well as tutorial week 8 or Google Support: https://support.google.com/analytics/answer/6367342?hl=en#zippy=%2Cin-this-article). Go through the data provided in the GA account – especially through the 'reports snapshots' that are provided by default when you access the account.

Identify three (3) areas where you would like to make some improvements. Examples: number of users and/or new users, channels users used to arrive to site, sessions, engagement time, retention etc. Define in details **three (3) KPIs**, one for each area you identified that can be improved.

You must submit a report that consists of the following:

a) One paragraph (no more than 300 words), that explains what a KPI is. In your answer, you must clearly state all the information we must provide in order to define a KPI. **[5 marks]**

b) Detailed presentation of three (3) KPIs. Each KPI must be related with a report or data from the Google Analytics demo account. Each KPI must be presented in one paragraph (no more than 250 words each) that clearly explains why you suggest this KPI and includes all the information required for a KPI. **[10 marks for each KPI – 30 marks in total]**

ATTENTION:

- If the paragraph / report you are asked to submit exceed the word limits, as set above, they will be marked only up to word limit.
- You MUST generate *some* traffic in your site. Results with zero traffic will get zero marks.
- You must upload on Blackboard **ONE file** that will include all the reports and the screenshots as described above.
- **Marking** will be based on the ***quality and completeness of the answers***.
- As a student of the University of Westminster, you can create public websites using Google Sites. You will need to access Google Sites via your Westminster account.
- Recommended Font: Arial- 12

- **Plagiarism** is considered cheating, as you have taken the words or ideas of other people and passed them off as your own. The University takes cases of plagiarism very seriously. If you are caught plagiarising you will face disciplinary procedures which could ultimately result in your expulsion. Please refer to the Student Handbook for a clarification of what constitutes plagiarism.

Detailed Marking Scheme (out of 100)

Maximum marks for each section will be as follows:

Criteria	Mark per component	Mark provided	Comments
PART A: Analytics	**65 marks**		
TASK 1: Link your site with Google Analytics; "Universal-Analytics" & "Google Analytics 4"	**12**		
a) How you linked your web site using "Google Analytics 4" code. Briefly, describe the steps you followed (please do NOT include screenshots) and include the code that was generated. [2 marks].	**2**		
b) Explain the main differences between the two approaches, "Universal-Analytics" and "Google Analytics 4", and the advantages of Google Analytics 4 [5 marks].	**10**		
TASK 2: Collect data from your site; create Google Analytics (GA) reports; explain 'dimensions' and 'metrics'	**53**		
a) Reports (9 reports; 5 marks each): 1. Overview activity in your website during User activity over time 2. Views by 'Page title and screen class' 3. Sessions by 'session default channel grouping' 4. New users by 'First user default channel grouping' 5. User Engagement (overview) 6. User Retention (overview) 7. Users by City 8. Returning users by device category 9. New users by browser You must submit: For each one of the above topics (1-9), you must submit: a) a diagram (1 mark) followed by b) an explanation paragraph (4 marks)	**45**		
b) Report on dimensions and metrics. 2 marks for each definition; 2 marks for each example.	**8**		
PART B	**35 marks**		
What is KPI	**5**		

Three (3) KPIs; 10 marks each KPI. For each KPI: explain why you selected this KPI – relate it with the data from the site (4 marks); Define the KPI in details (6 marks)	30		
TOTAL	**100**		