Project 1 Analytics Report [1]

Section 1: Google Analytics

The following steps shows the step by step analytics setup

- *Sign into the analytics account using the url: analytics.google.com*
- *Create an Admin*
- *Fill in the property details*
- *Choose the business information for web application*
- *Fill in the website name and for the website url- inserted our facebook application URL.*
- *After the setup, website tracking information can be seen in tracking code under admin, like tracking id and the piece of code should be added in all our .jsp pages. The tracking id is the one which links application to analytics account*
- *After connection, we will be able to see our application under an analytics account*

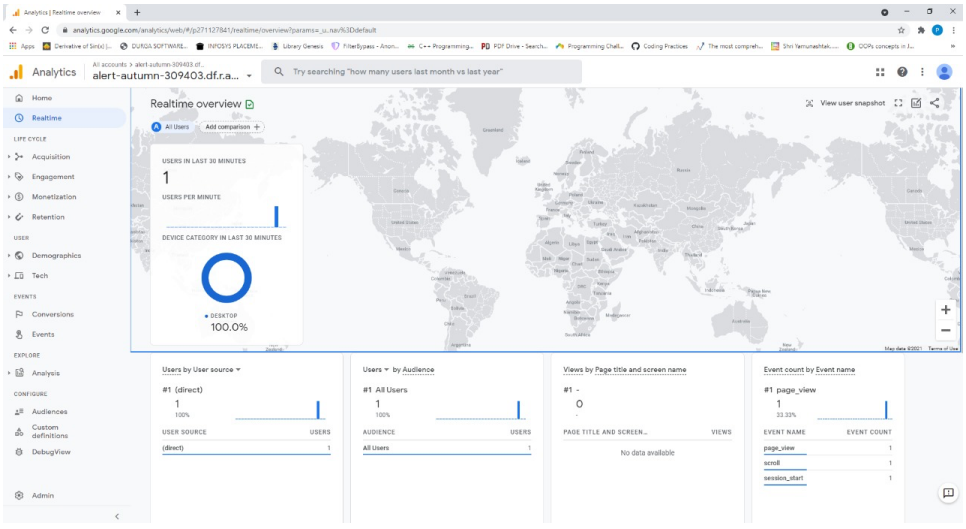
Client-side analytics collection :

Retrieved user traffic using google analytics by creating a property in the analytics website, adding the tracking code snippet into our website's jsp pages

Code for tracking traffic :

<script async src="https://www.googletagmanager.com/gtag/js?id=G-1V141NCJED"></script>

1.1.a: metric 1- provide a graphs/plots/visualizations:



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1.1.b. Interpret the metric 1's trends:

It shows users in last 30 minutes also shows used devices.

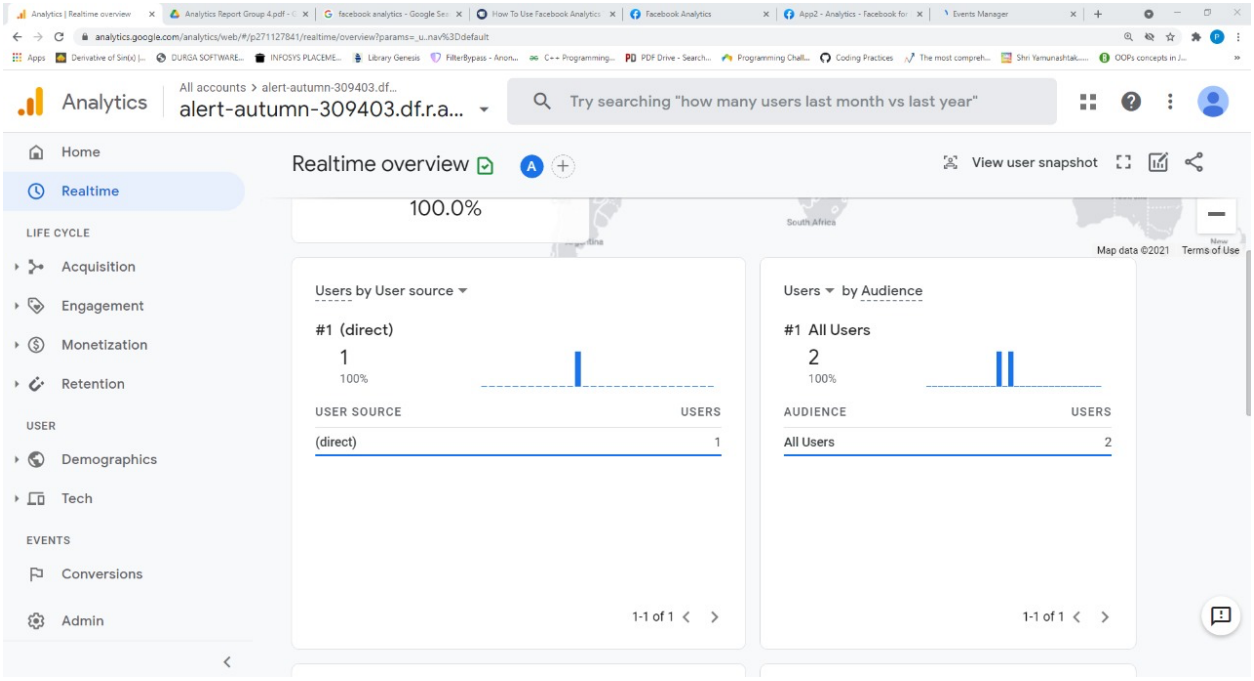
1.1.c. Limitation of Metric 1:

Google Analytics works by loading a snippet of javascript code on each page of a website.

When the page is loaded, the code sends a long string of data back to the Google servers to

be processed. Not all browsers allow javascript code to run.

1.2.a. metric 2- provide a graphs/plots/visualizations



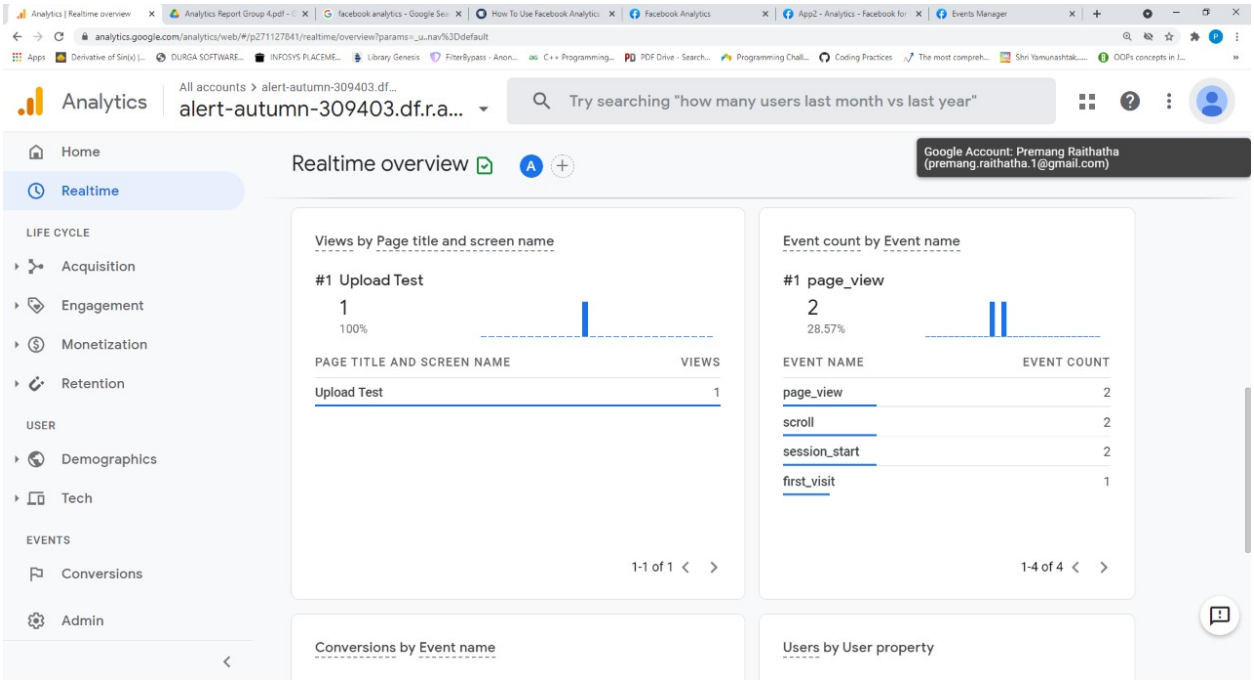
1.2.b. Interpret the metric 2's trends:

This metric shows the users by both user source and audience.

1.2.c. Limitation of metric 2:

It is not showing how much time user is spending on website

1.3.a. metric 3- provide a graphs/plots/visualizations



1.3.b. Interpret metric 3's trends:

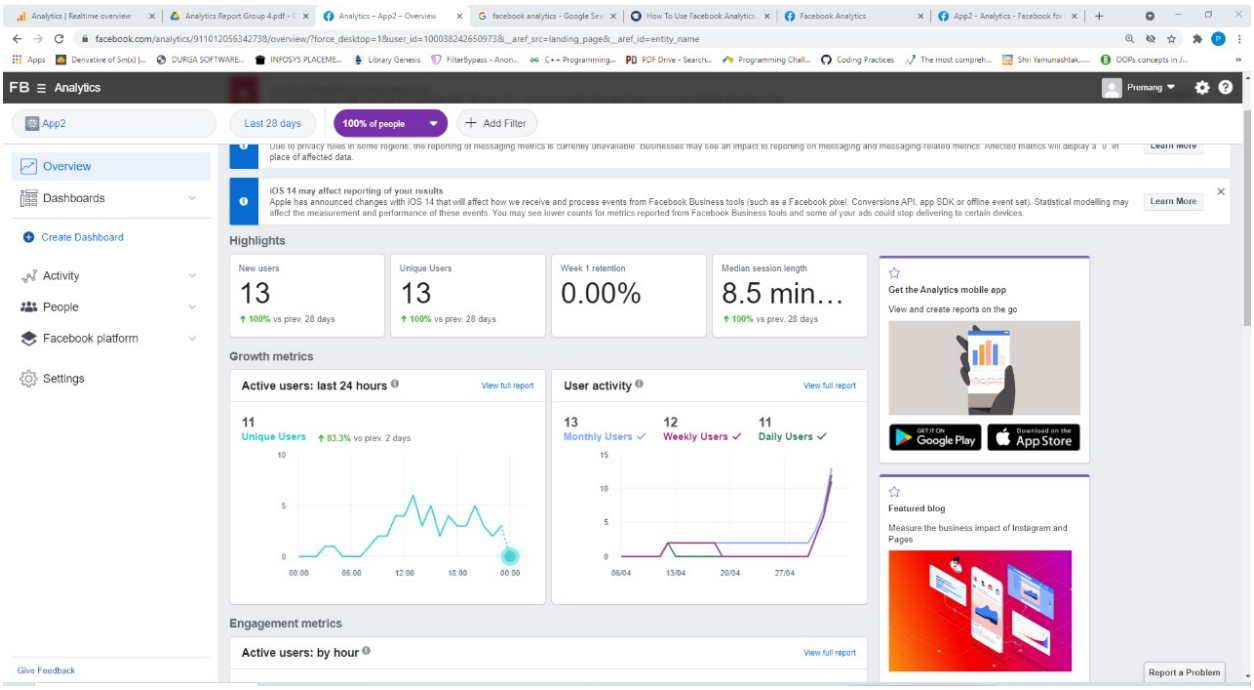
This metric displays the views by page title and screen name and event count by event name.

1.3.c. Limitation of metric 3:

The limitation of this metric is that not all the pages are shown visited by them.

Section 2: Facebook Analytics

2.1.a: (Metric 1) Growth Metric graph/plots/visualizations



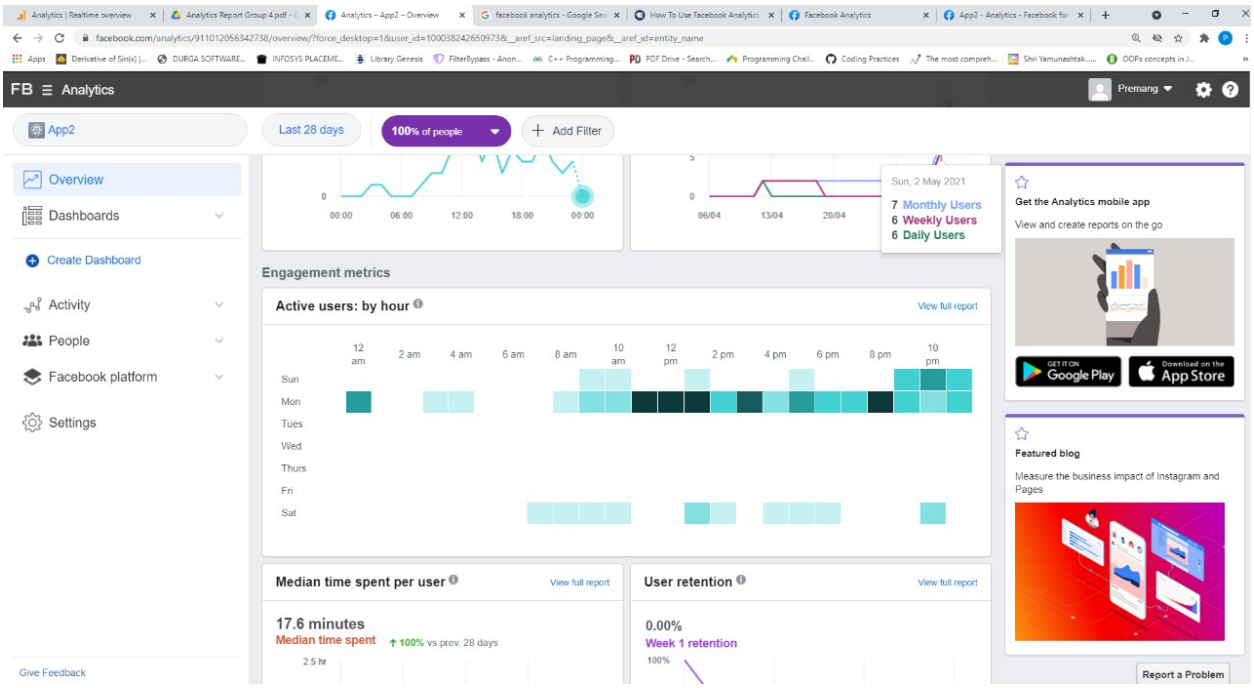
2.1.b: Interpret the metric 1's trends:

In the above diagram we can imagine the growth metric of our application. It relies upon different metrics for example user activity, active and unique users.

2.1.c: Limitations of metric 1:

Google has more customizable options, rather than that of Facebook analytics.

2.2.a: metric 2- provide a graphs/plots/visualizations: Engagement Metric



2.2.b: interpret the metric 2's trends:

In the above diagrams we can imagine the engagement metric of our application.

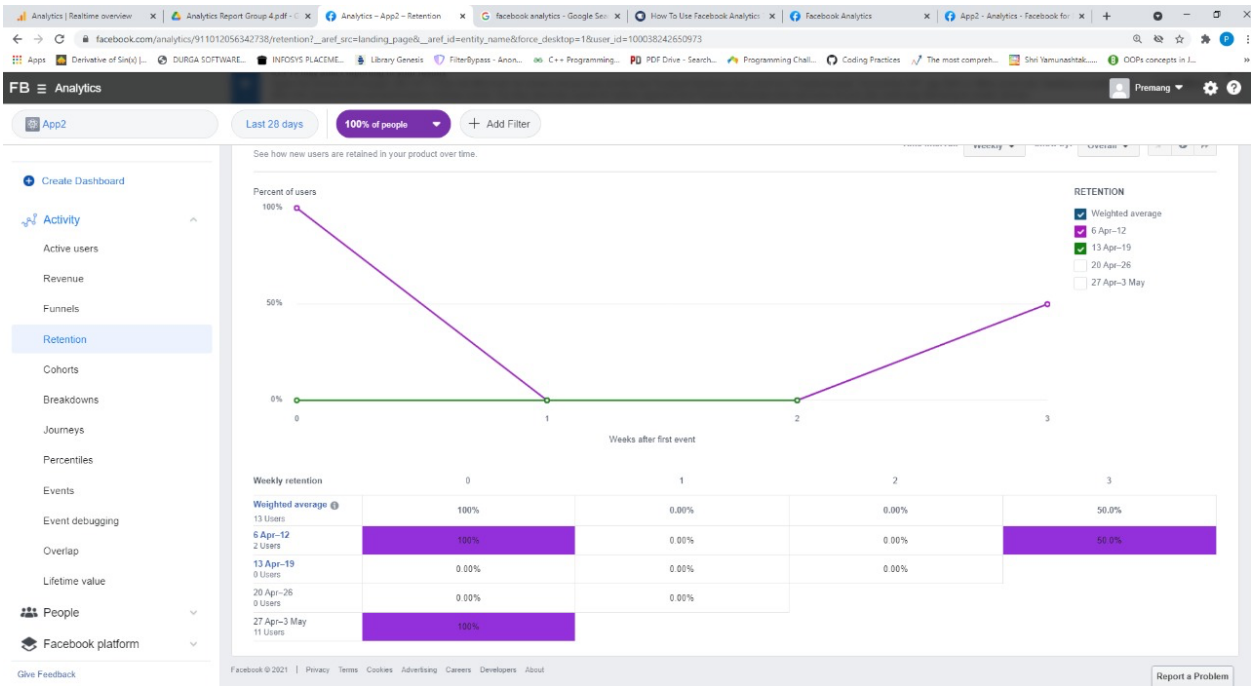
It relies upon different metrics such as number of active users by hour and

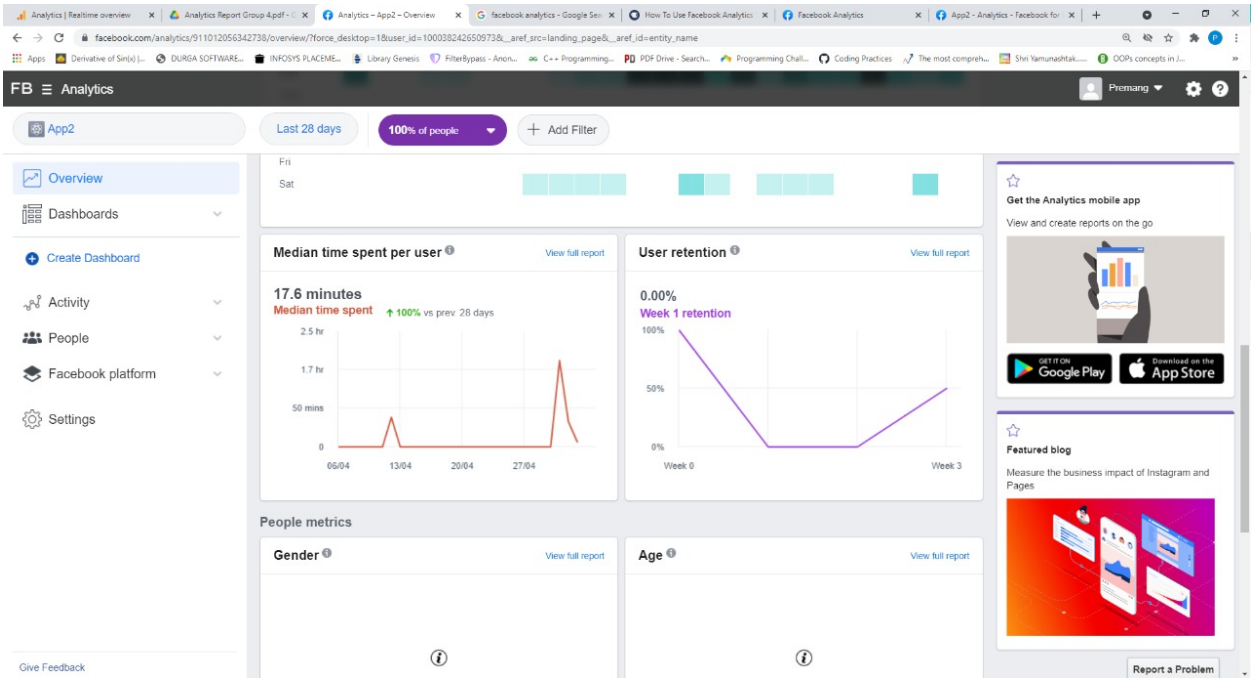
bounce rate.

2.2.c: limitations of metric 2:

It does not show activity per sessions.

2.3.a: metric 3- provide a graphs/plots/visualizations: User Retention





2.3.b: interpret the metric 3's trends:

The User Retention metric shows the percentage of people who return to our application after first interaction. Retention can be viewed in daily, week or monthly intervals.

• 2.3.c: limitations of metric 3

It is not good as google analytics.

Section 3: compare Google & Facebook analytics

• Google analytics focuses data coming from the cookies whereasFacebook

provides data for each user.

• Google analytics provides a much more customizable and robust systemthat can be

changed based on our personal business mode