Restaurant Analysis

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Subject: Digital Footprint

Introduction

This project integrates **Google Analytics**, **Looker Studio**, and a **WordPress-hosted website** to create a powerful platform for tracking, analyzing, and visualizing website performance. The WordPress site serves as the front end, where user interactions are monitored using Google Analytics, providing insights into traffic, user behavior, and engagement. These insights are visualized through Looker Studio, offering dynamic, interactive reports and dashboards that assist in real-time decision-making. The combination of these tools helps optimize the website's user experience, improve content strategies, and support data-driven growth

Key Components:

1. **Google Analytics Integration**
   Google Analytics is the backbone for collecting and analyzing web traffic data in this project. Its features include:
   - **User Behavior Tracking:** Analytics collects and reports on how users interact with the website, such as which pages they visit, how long they stay, and how they navigate through the site. It helps to identify the most engaging content.
   - **Demographic and Interest Data:** This data provides insights into user demographics (age, gender, location) and interest categories, helping tailor the content to the target audience.
   - **Traffic Sources:** Google Analytics distinguishes between traffic sources—whether users come from organic search, direct visits, social media, or referral links. This allows marketers to adjust their strategies for better targeting.
   - **Real-Time Monitoring:** It enables real-time tracking of website visitors, showing active users, their locations, and the pages they are viewing. This feature is valuable for live campaigns or content releases.
2. **Looker Studio Reports**
   Looker Studio is utilized for advanced data reporting and visualization. Its capabilities include:
   - **Dynamic Data Visualization:** Looker Studio transforms raw data from Google Analytics into interactive reports featuring charts, graphs, and tables. This makes complex data easy to interpret and share with stakeholders.
   - **Custom Dashboards:** Customizable dashboards display key metrics, such as total sessions, user engagement, conversion rates, and user acquisition trends, allowing a detailed view of website performance.

- **Real-Time Reporting:** By connecting to Google Analytics, Looker Studio ensures that reports are updated in real time, reducing manual report generation efforts.
- **Sharing and Collaboration:** Reports can be easily shared with team members or stakeholders, allowing for collaborative decision-making based on data insights.

3. **WordPress-Hosted Website**
   The project's front-end is built using **WordPress**, a popular content management system (CMS) known for its flexibility, ease of use, and scalability. WordPress was selected to host the website for several reasons:
   - **Customizable Design and Layout:** WordPress offers a wide range of themes and plugins that allow for quick customization of the site's appearance and functionality, ensuring a user-friendly experience.
   - **SEO Optimization:** WordPress is SEO-friendly, which helps improve search engine rankings and drives more organic traffic to the website. Integrating SEO plugins helps optimize content and site structure.
   - **Plugin Ecosystem:** WordPress's extensive plugin ecosystem allows seamless integration of third-party tools, including Google Analytics and Looker Studio, enabling efficient data collection and analysis without needing to write custom code.
   - **Responsive and Mobile-Friendly Design:** The website is designed to be fully responsive, ensuring that it performs well across all devices, including desktops, tablets, and smartphones.
   - **Content Management and Updates:** WordPress provides an intuitive interface for managing and updating content without requiring in-depth coding knowledge. This makes it easy to manage blog posts, media, and other content types.

Objectives:

The main objectives of this project include:

- **Website Performance Tracking**: Use Google Analytics to monitor and analyze traffic, bounce rates, session duration, and conversion metrics to understand website performance.
- **Data-Driven Insights**: Utilize Looker Studio to create detailed reports that present key performance indicators (KPIs) such as user flow, conversions, and demographic analysis.

- **Improvement of User Experience**: Use the insights generated to improve user engagement, enhance navigation, and optimize content to better serve the website's target audience.

Technologies Used

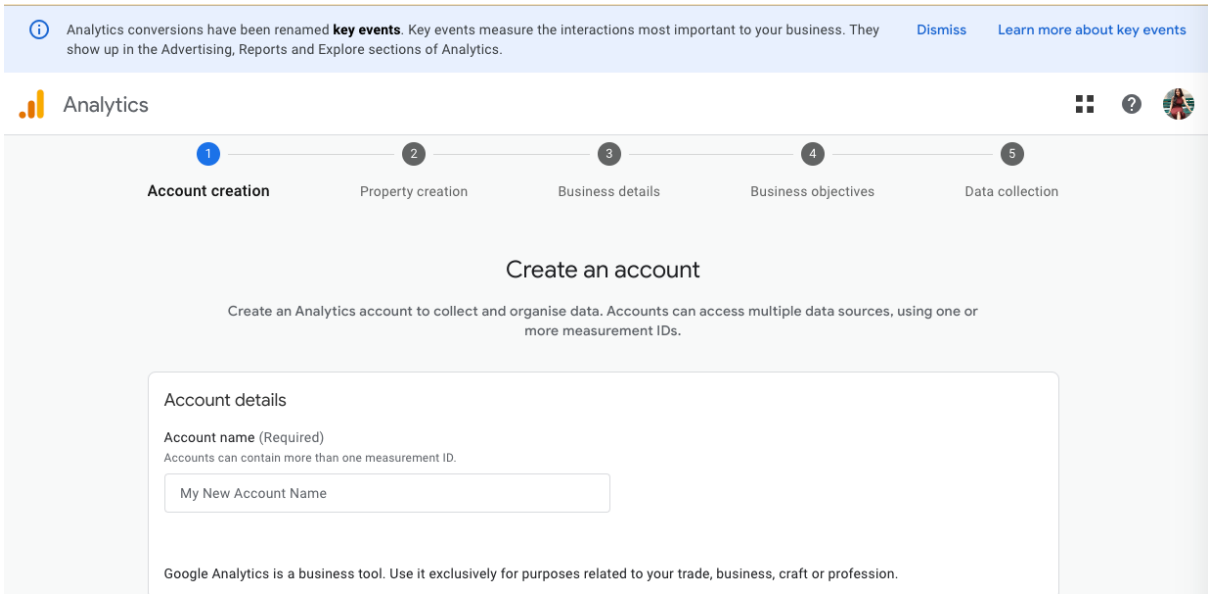
- **Google Analytics**: For tracking web traffic and user behavior data.
- **Looker Studio**: For visualizing data and generating reports from Google Analytics.
- **WordPress**: For website creation, hosting, and content management.
- **HTML, CSS, JavaScript**: For customizing the appearance and functionality of the WordPress site.
- **WordPress Plugins**: To extend the functionality of the site, such as integrating Google Analytics and improving SEO performance.

Technical Workflow

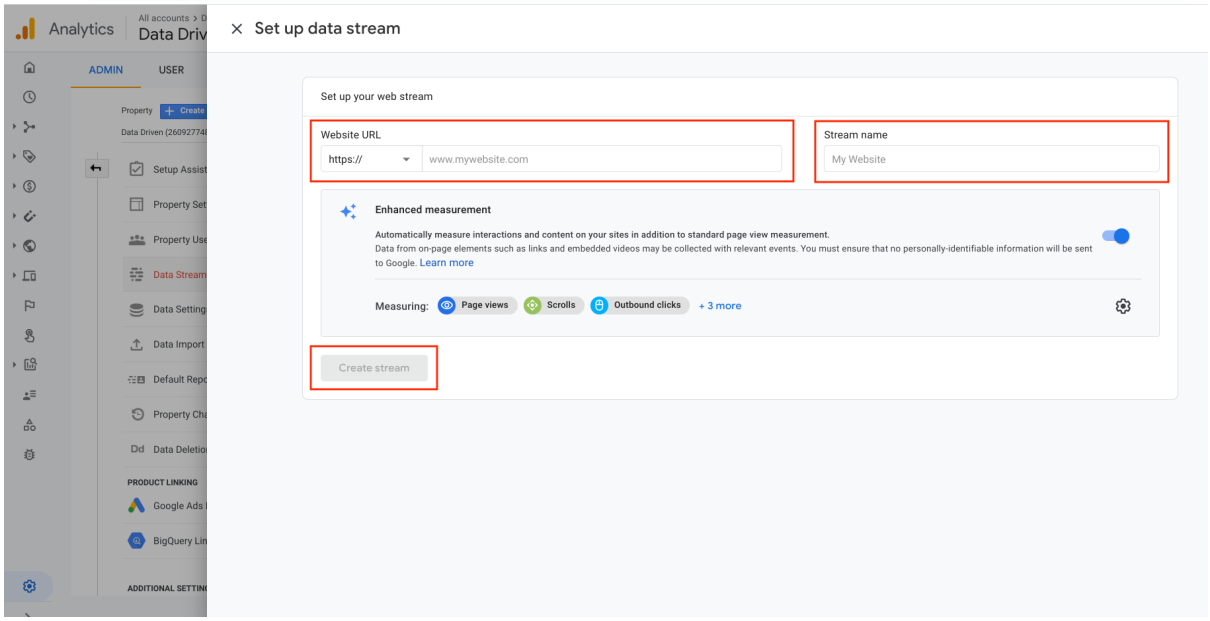
- **WordPress Website Setup**: The website was created and hosted using WordPress, providing a flexible content management system. A responsive theme was selected and customized using HTML, CSS, and JavaScript to ensure optimal user experience across all devices.
- **Google Analytics Setup**: Google Analytics tracking code was embedded into the WordPress site, allowing for data collection on user activity, traffic sources, and session metrics. Custom goals were defined to track specific user actions such as form submissions or product purchases.
- **Looker Studio Integration**: Using the data gathered from Google Analytics, dynamic dashboards and reports were built in Looker Studio. These dashboards provide visual insights into key metrics like user flow, bounce rates, conversion rates, and geographic distribution of visitors. The reports can be customized and shared with stakeholders for real-time decision-making.
- **Report Automation**: The connection between Google Analytics and Looker Studio ensures that reports update automatically, providing the most current data at all times.

Output

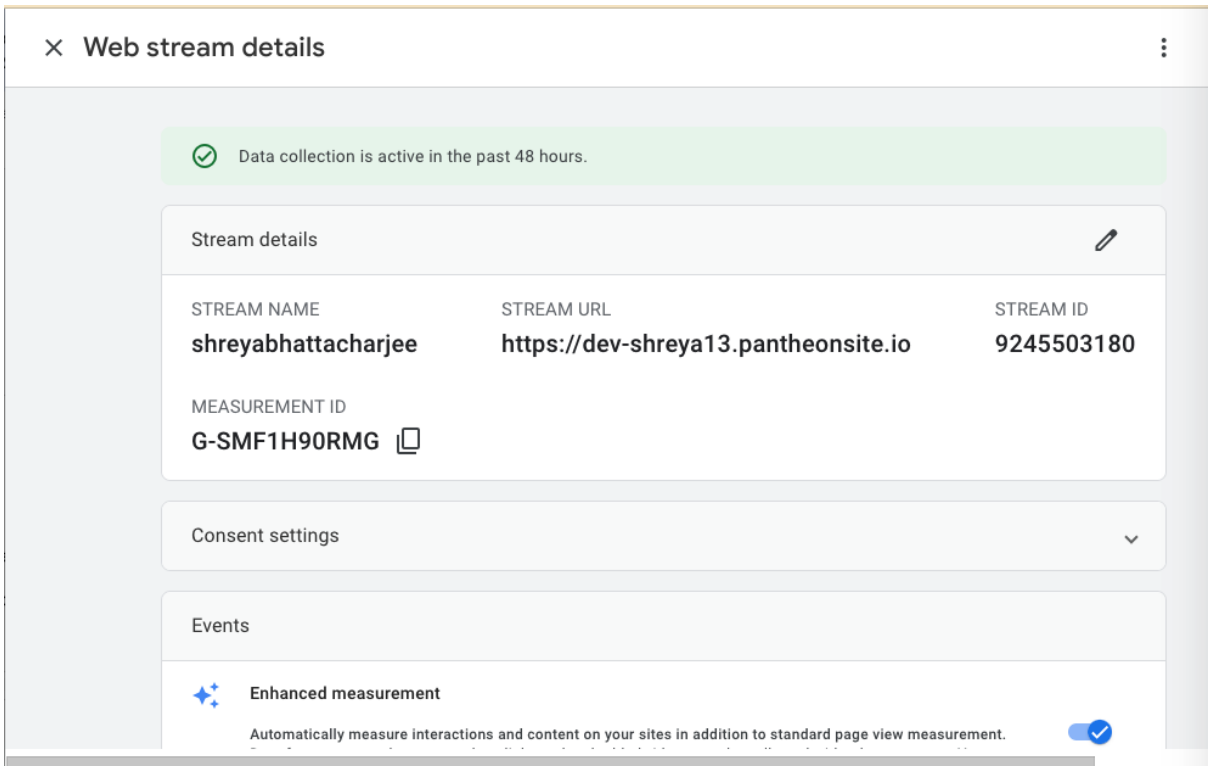
Steps 1: Create account at google Analytics



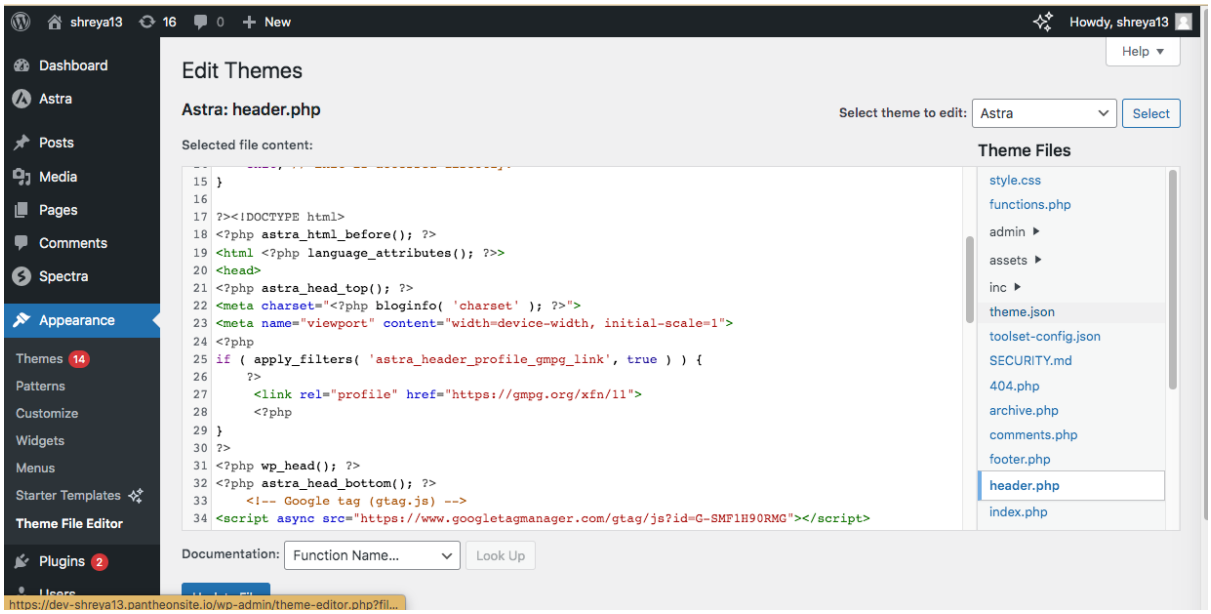
Step 2: Paste your Website Link and Stream Name



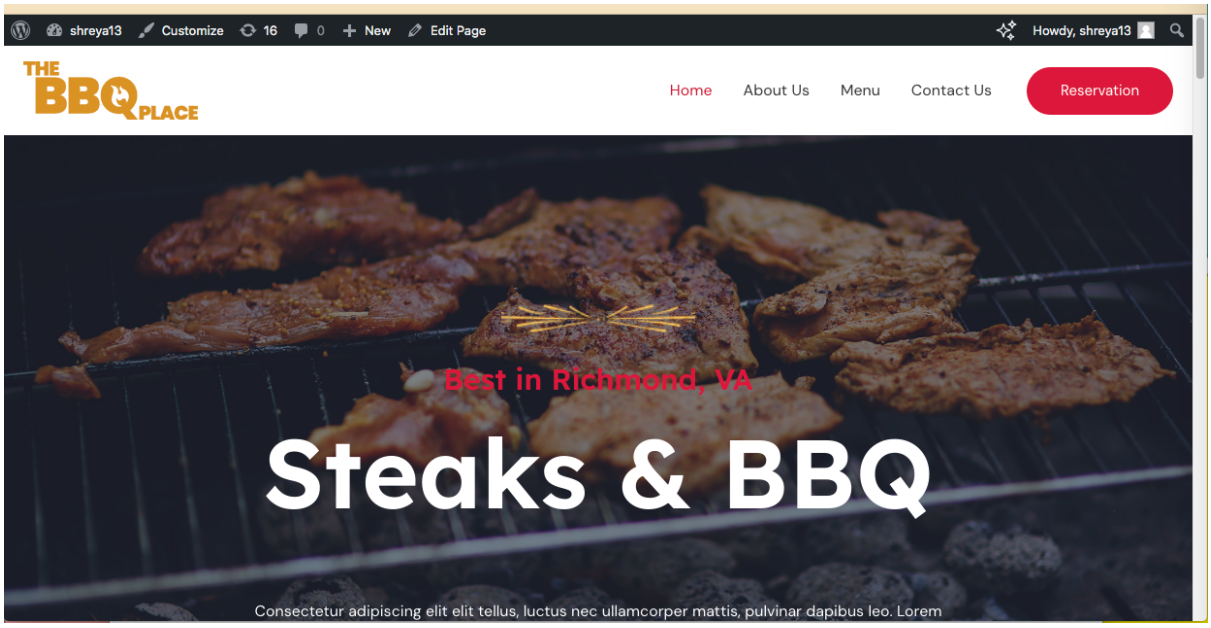
Step 3: Google Analytics will Generate Stream ID and Measurement ID

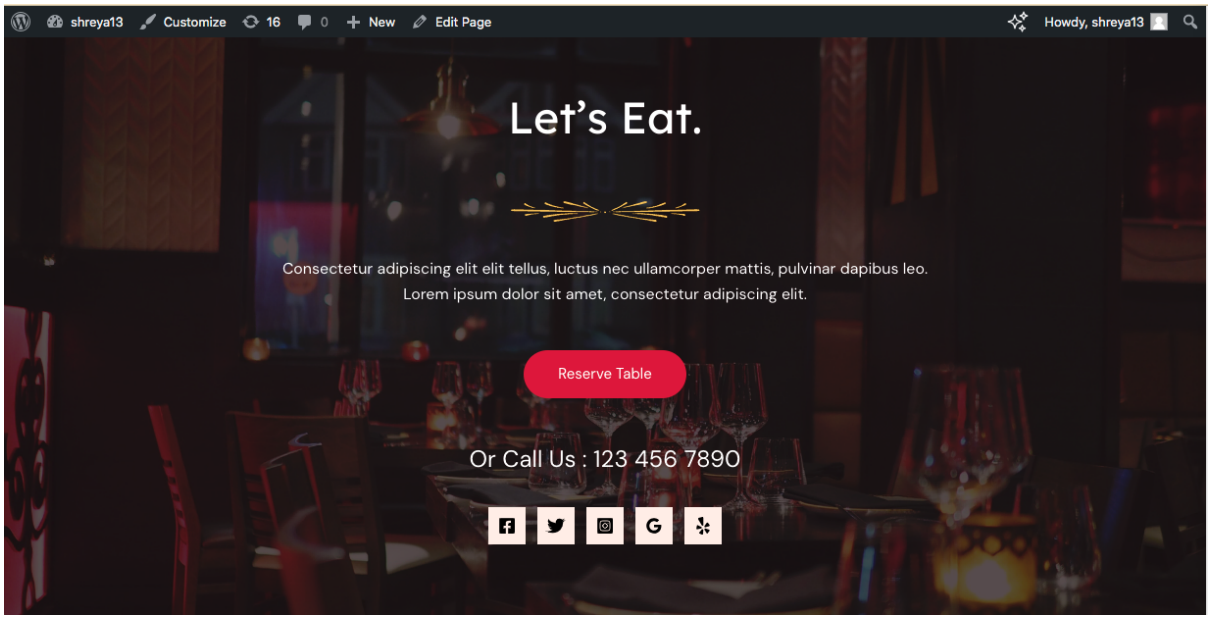


Step 4: Code will Generated paste that code on your website backend (I have use wordpress to create website)

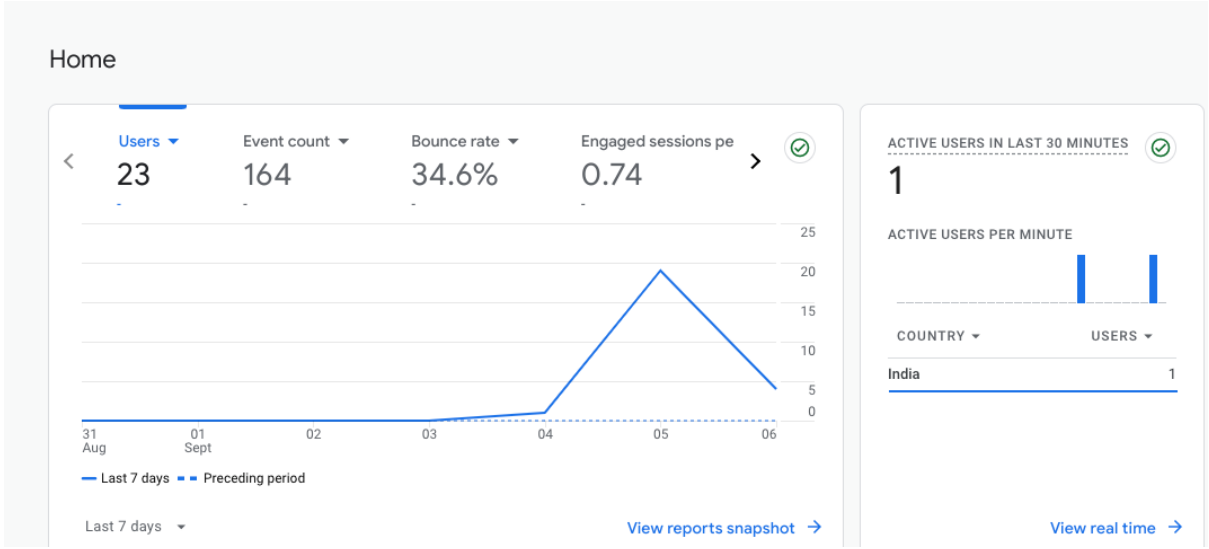


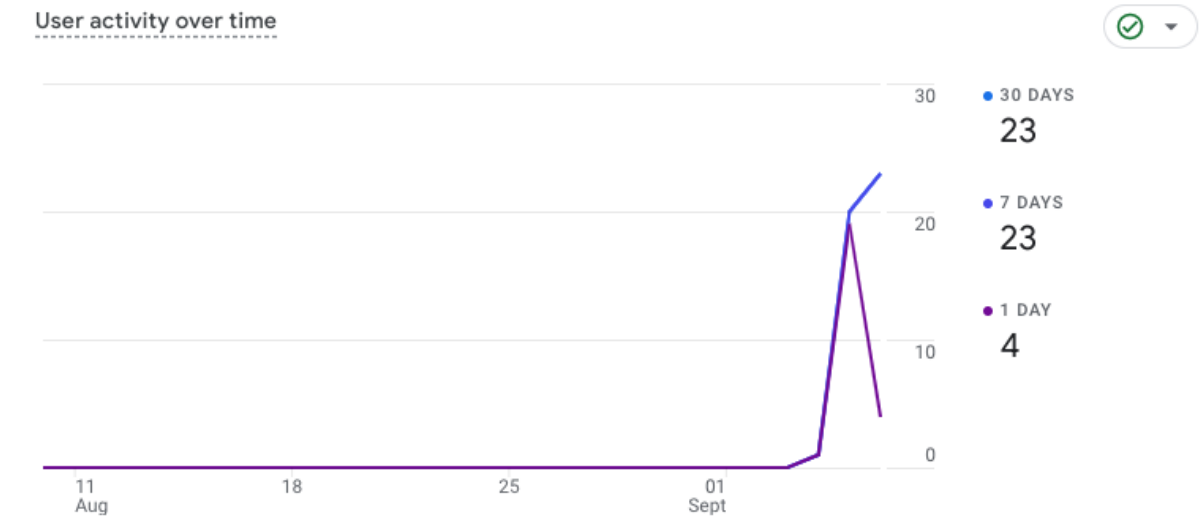
Step 5: check website





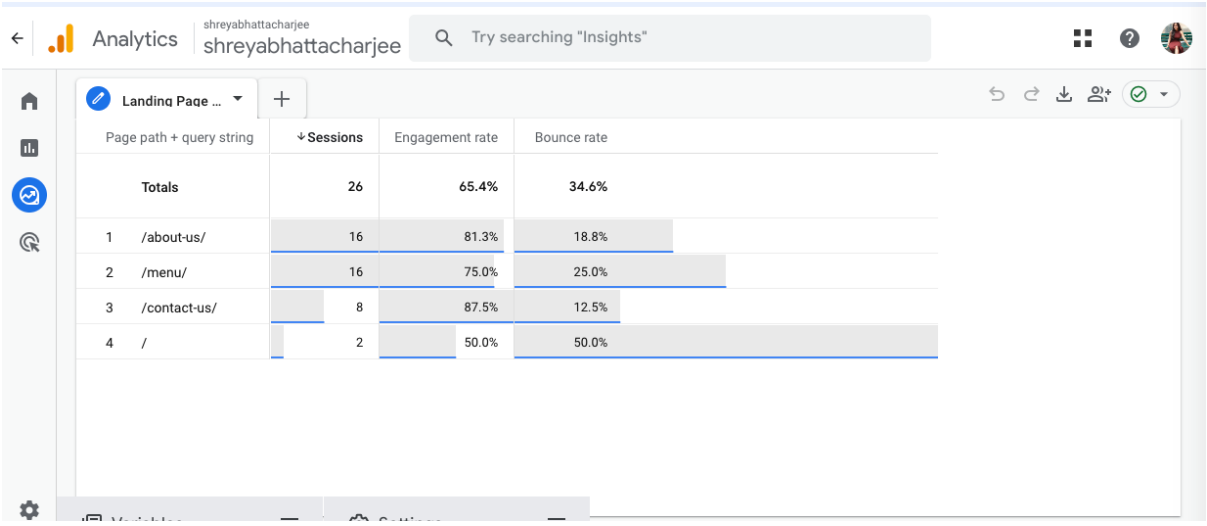
Step 6: Now you can see your website is link with Google Analytics https://analytics.google.com/analytics/web/?authuser=0#/p457173085/reports/intelligenthome



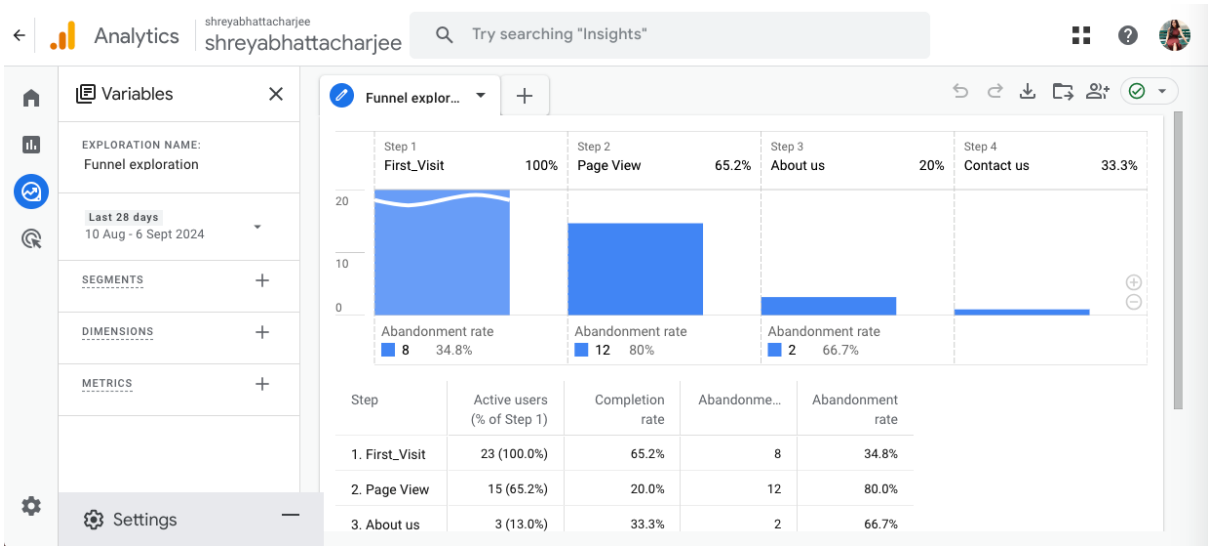


Step 7: Explore I have done Landing Page Report , Funnel exploration and Path exploration

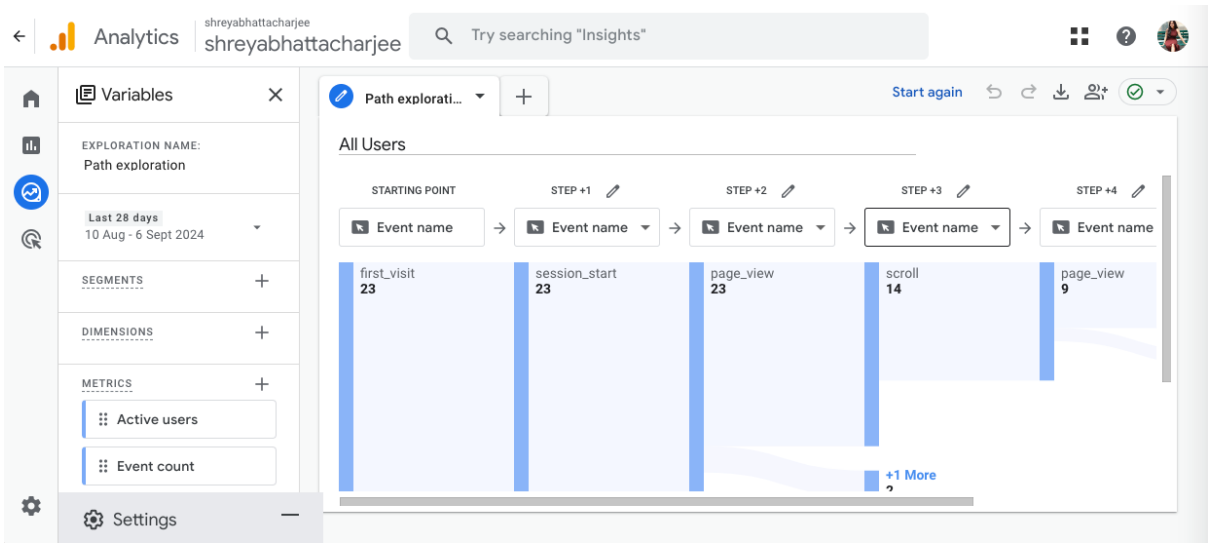
a) Landing Page Report



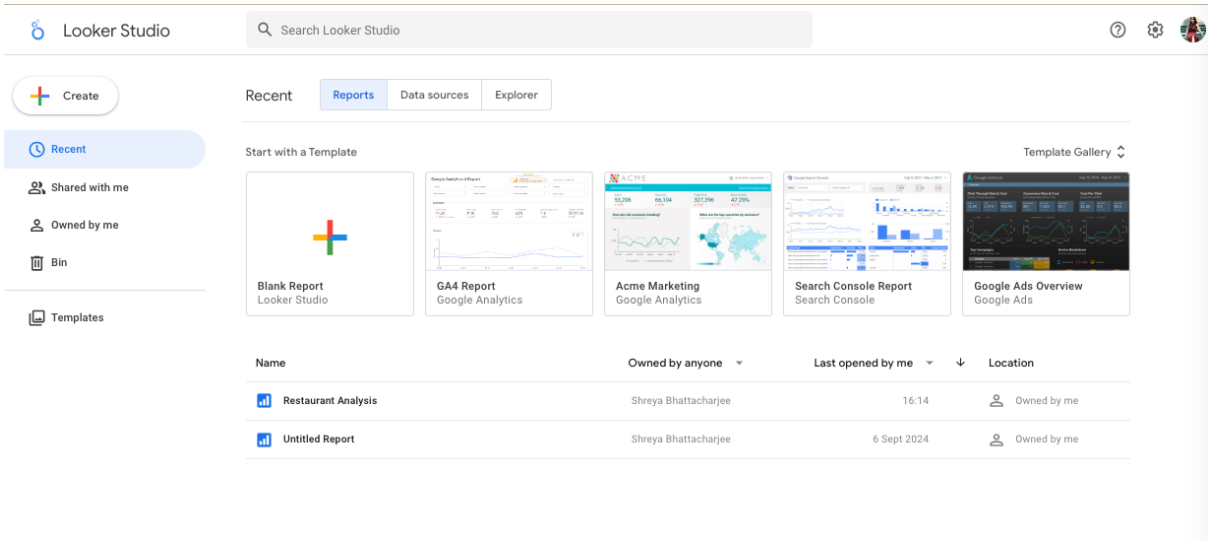
b) Funnel exploration



c) Path exploration



Step 8: Now in Looker Studio I have linked my website with Google Analytics


Looker Studio
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Google Analytics
Acme Marketing
Google Analytics
Search Console Report
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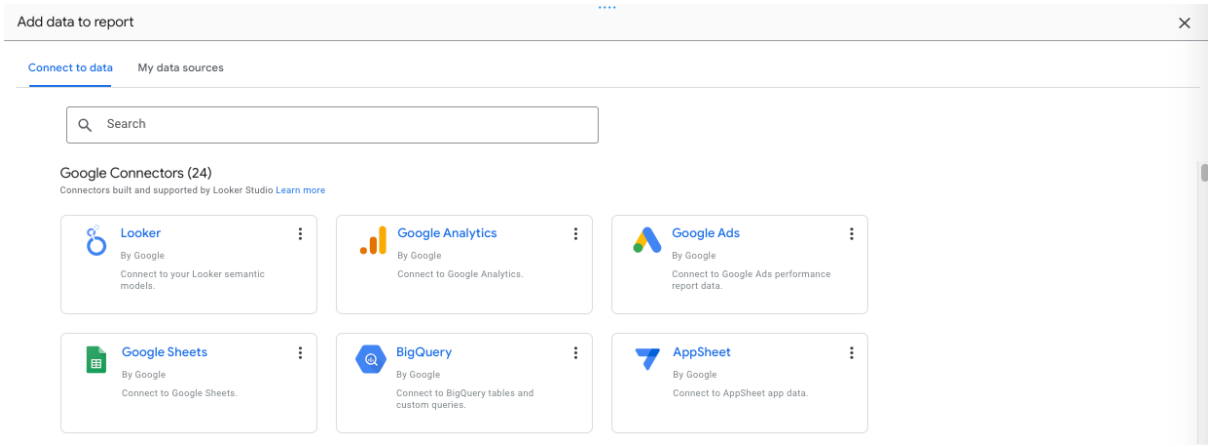
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Connectors built and supported by Looker Studio Learn more
Looker
By Google
Connect to your Looker semantic models.
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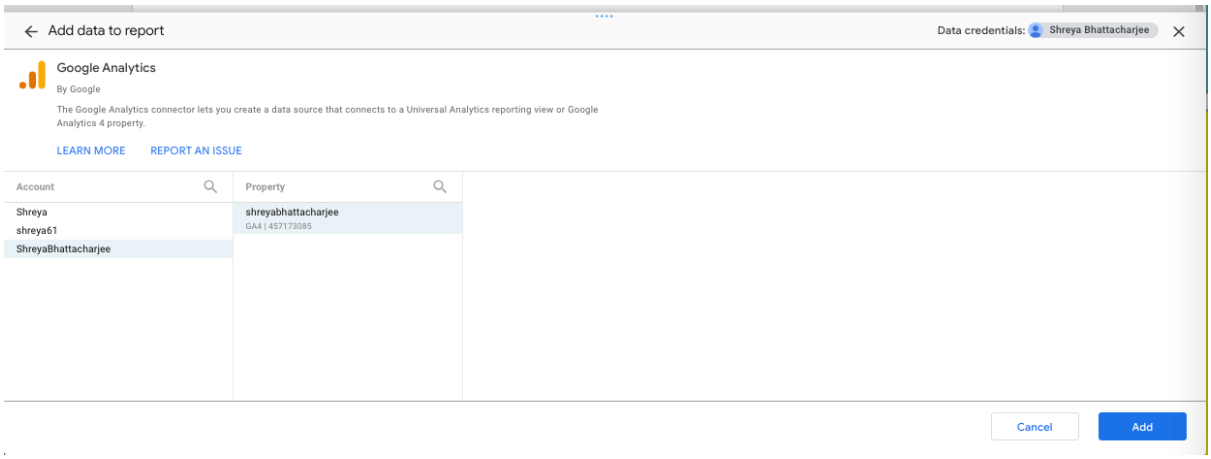
Add data to report
Data credentials: Shreya Bhattacharjee
Google Analytics
By Google
The Google Analytics connector lets you create a data source that connects to a Universal Analytics reporting view or Google Analytics 4 property.
LEARN MORE
REPORT AN ISSUE
Account
Property
Shreya
shreya61
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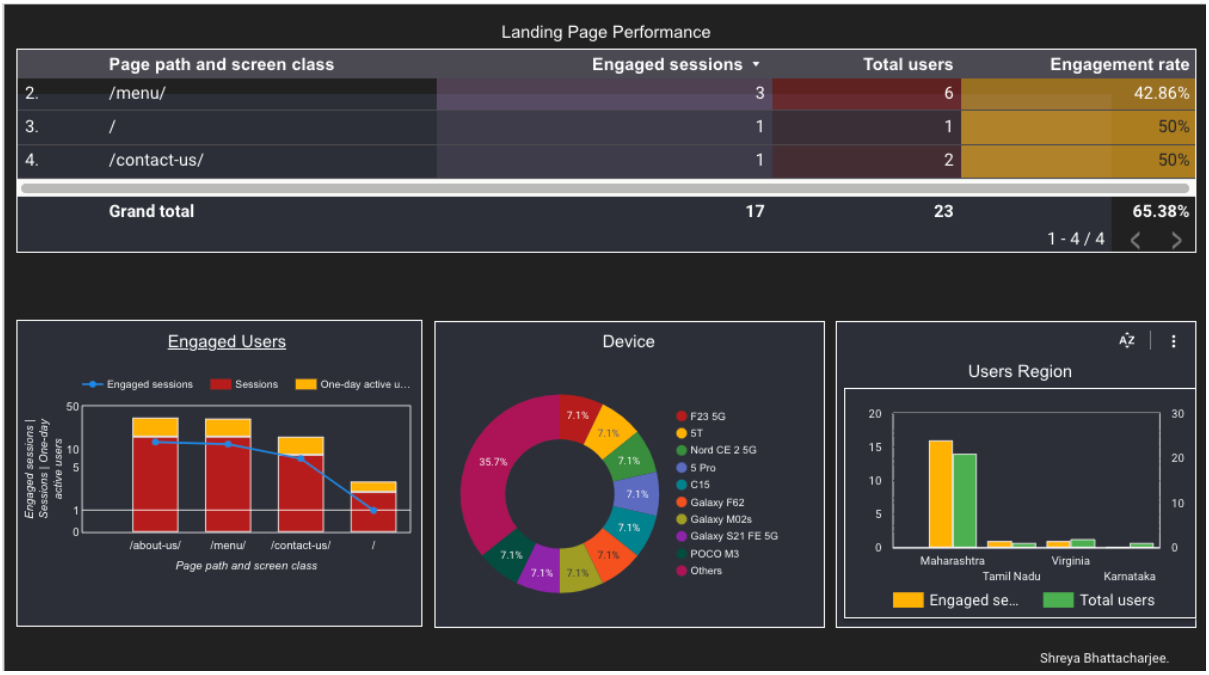
Step 9: Create Dashboard https://lookerstudio.google.com/s/jwOtUfkqZro



Use Cases:

- **Website Owners**: To monitor traffic and user engagement, and optimize content and marketing strategies.
- **Data Analysts**: To create in-depth reports and analyze user behavior and website performance trends.
- **Marketers**: To track campaign effectiveness by analyzing traffic sources, user flow, and conversion rates.
- **Developers and Designers**: To optimize the site structure and layout based on real-time data and improve overall user experience.

Conclusion:

This project successfully demonstrates the integration of **Google Analytics**, **Looker Studio**, and **WordPress** to create a comprehensive web performance analytics platform. The use of WordPress as a flexible content management system, combined with Google Analytics and Looker Studio for data tracking and visualization, provides a powerful tool for website owners and stakeholders to make data-driven decisions that enhance user experience and business outcomes.