# TPS-STAR — Weekly Analytics Report
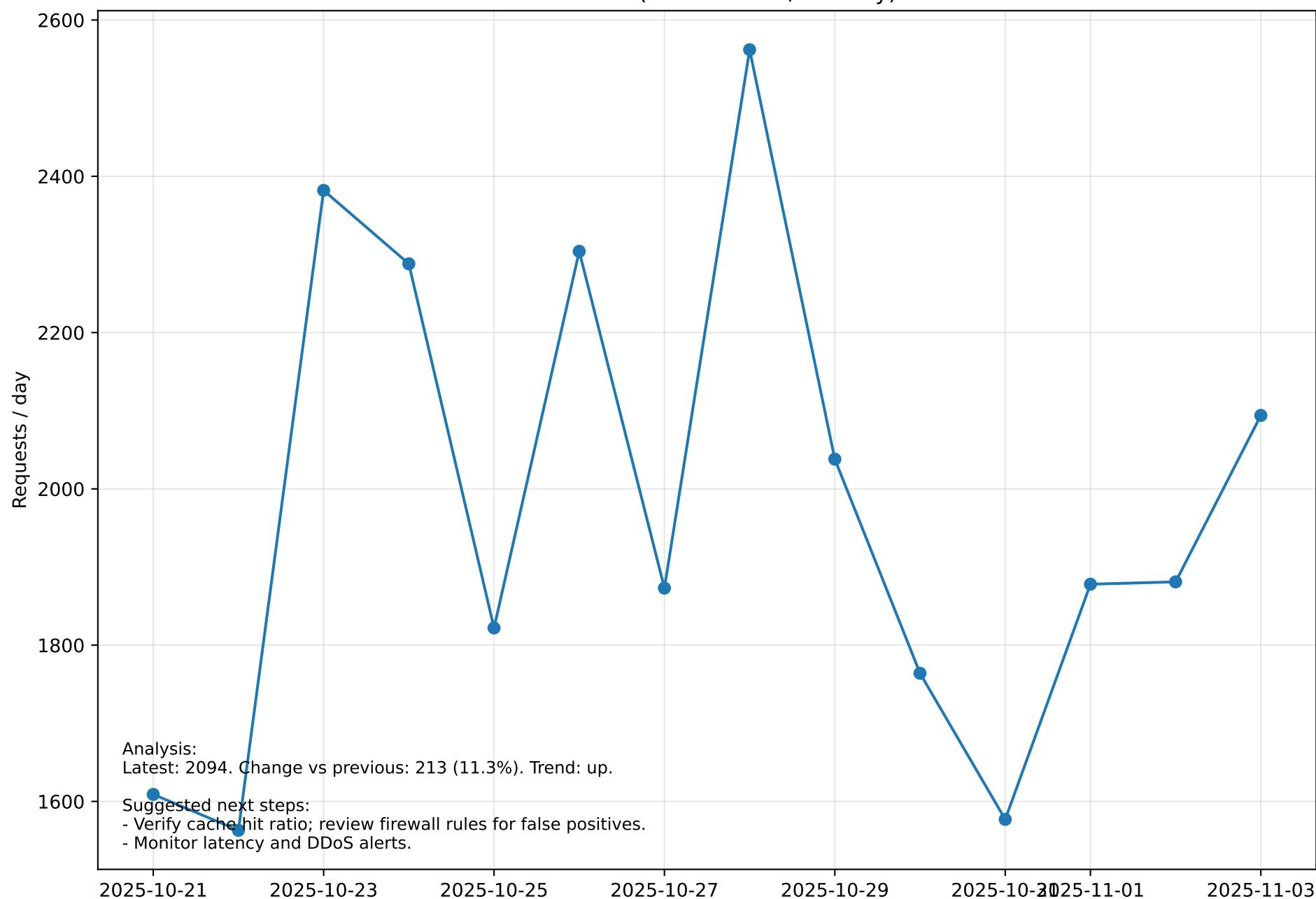
Generated: 2025-11-03 UTC

Summary: weekly snapshot of trackers and suggested next steps.

Sentry (Error Tracking)

Analysis:
Latest: 20. Change vs previous: -13 (-39.4%). Trend: down.

Suggested next steps:
- Investigate recent error spikes, attach stack traces, assign to owner.
- Add rate-limiting or retry logic where appropriate.
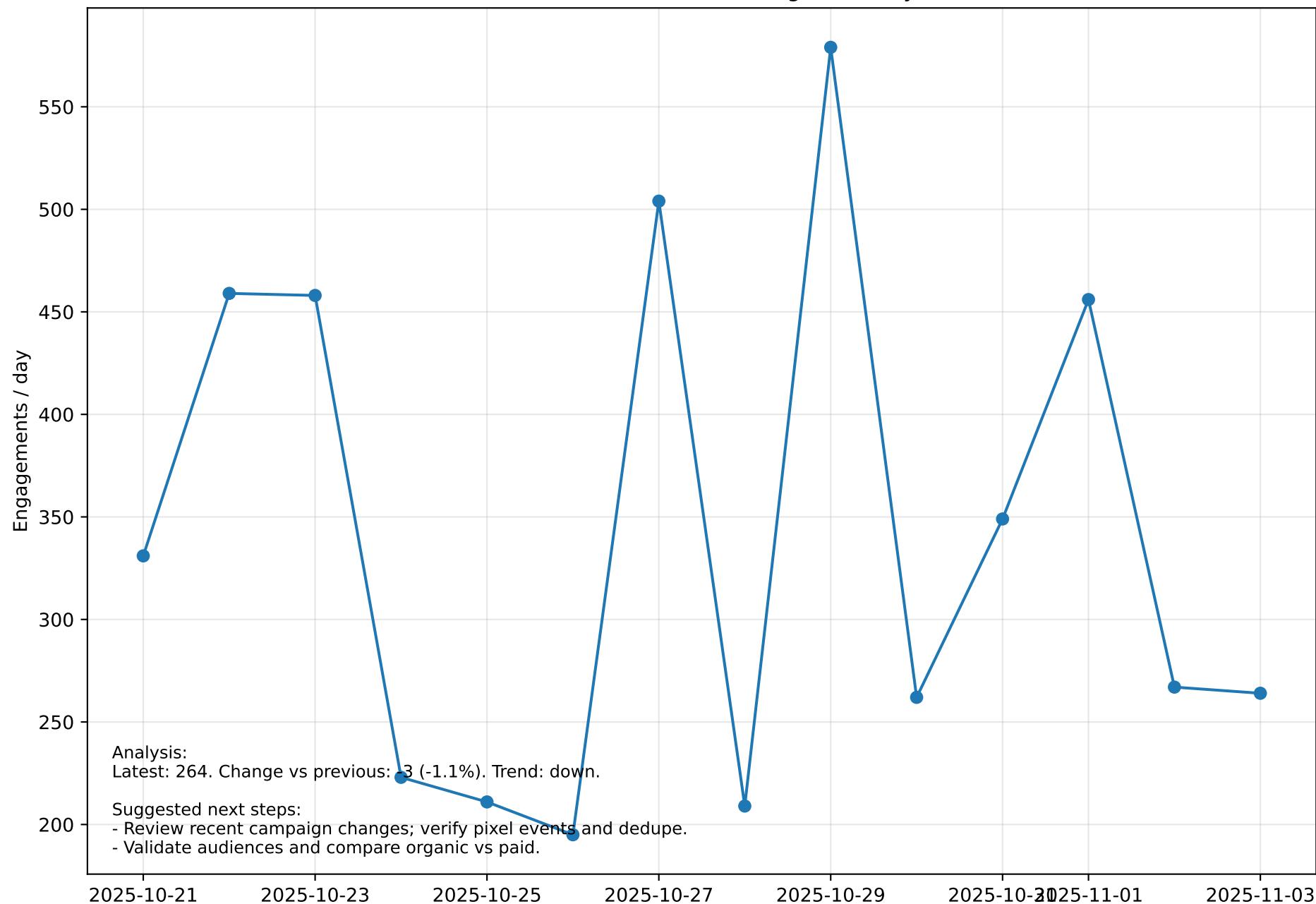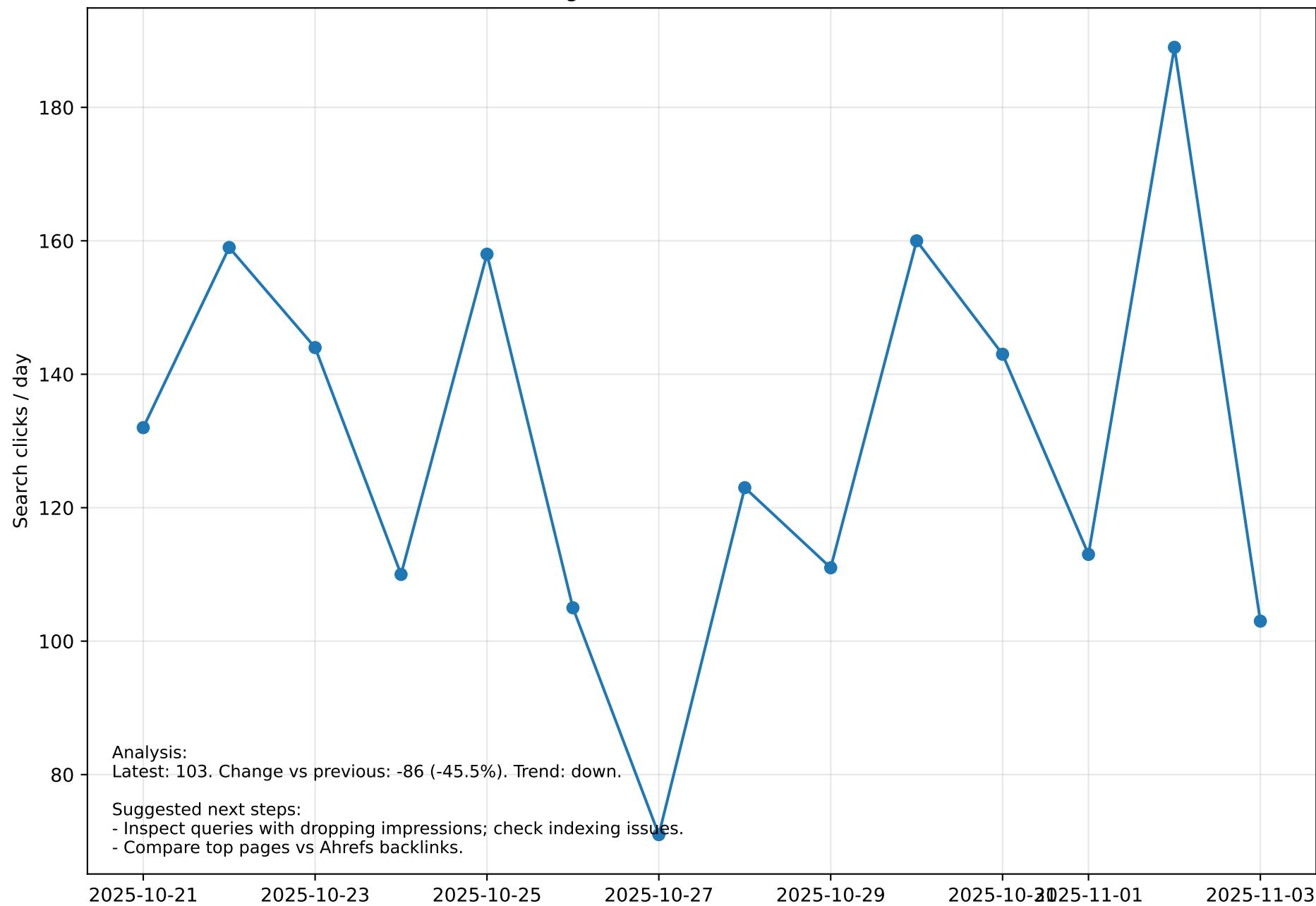
# Cloudflare (Performance/Security)



Analysis:
Latest: 2094. Change vs previous: 213 (11.3%). Trend: up.

Suggested next steps:
- Verify cache hit ratio; review firewall rules for false positives.
- Monitor latency and DDoS alerts.
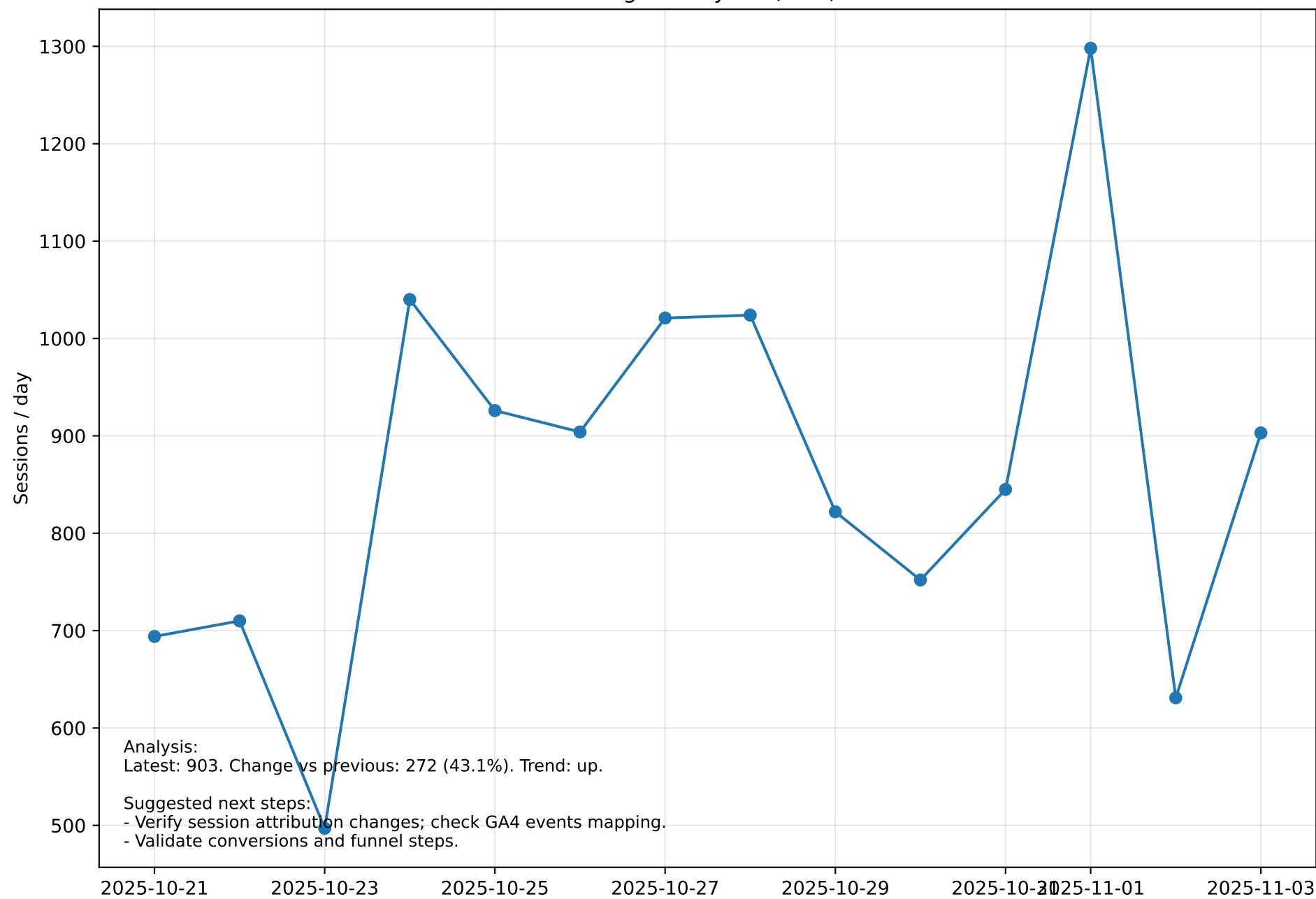
Meta Business (Facebook/Instagram Analytics)

Analysis:
Latest: 264. Change vs previous: -3 (-1.1%). Trend: down.

Suggested next steps:
- Review recent campaign changes; verify pixel events and dedupe.
- Validate audiences and compare organic vs paid.
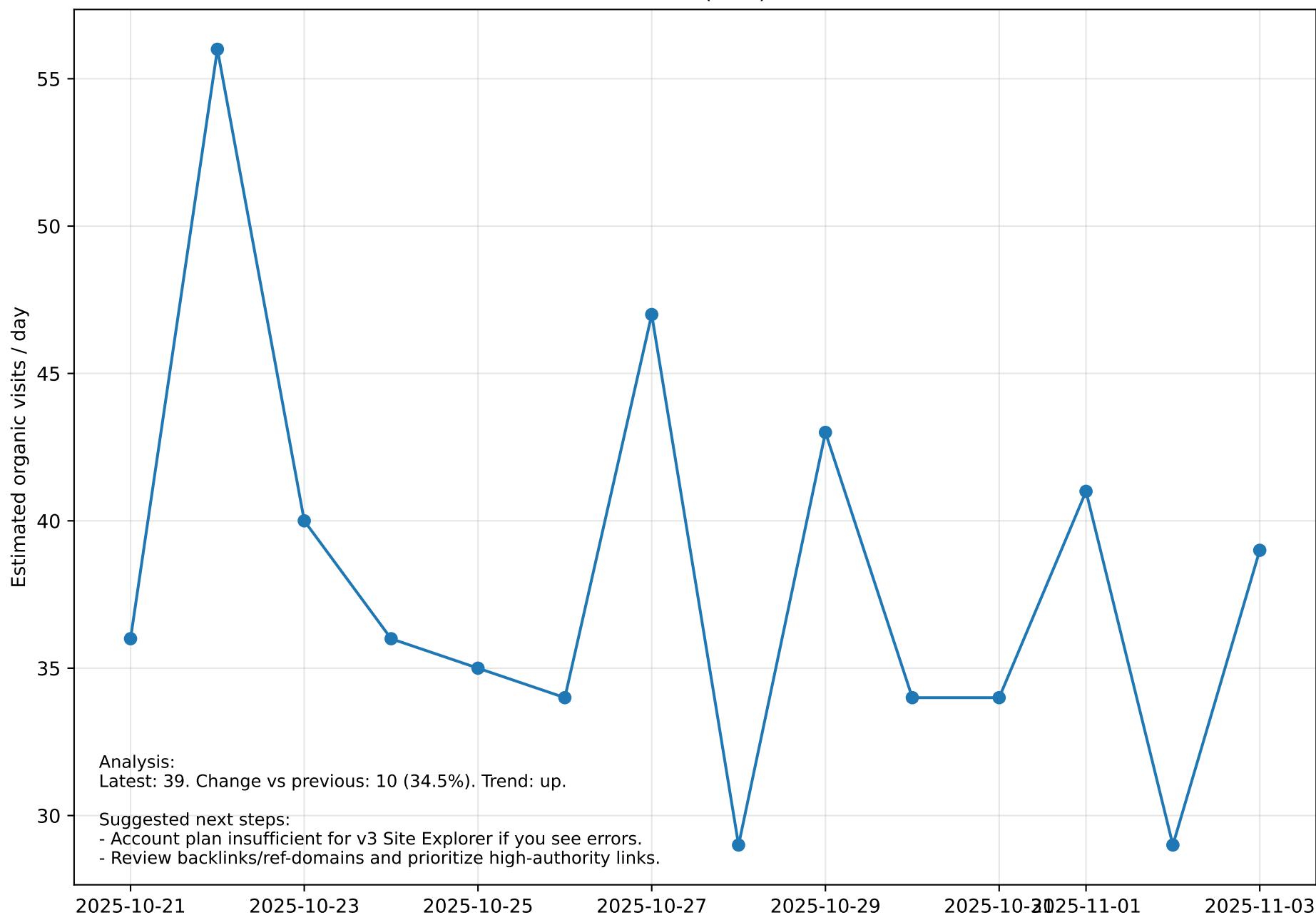
Google Search Console (Search)

Analysis:
Latest: 103. Change vs previous: -86 (-45.5%). Trend: down.

Suggested next steps:
- Inspect queries with dropping impressions; check indexing issues.
- Compare top pages vs Ahrefs backlinks.

Google Analytics (GA4)

Analysis:
Latest: 903. Change vs previous: 272 (43.1%). Trend: up.

Suggested next steps:
- Verify session attribution changes; check GA4 events mapping.
- Validate conversions and funnel steps.

Ahrefs (SEO)

Estimated organic visits / day

Analysis:
Latest: 39. Change vs previous: 10 (34.5%). Trend: up.

Suggested next steps:
- Account plan insufficient for v3 Site Explorer if you see errors.
- Review backlinks/ref-domains and prioritize high-authority links.

# Conclusion & Strategy

Recommended strategy:
1) Prioritize fixing critical errors (Sentry).
2) Ensure tracking pixels & tags are validated (Meta / GA4).

No critical alerts detected this week.
3) For SEO: upgrade/enable Ahrefs API or schedule manual exports until enabled.
4) Keep monitoring thresholds and set automated alerts for regressions.