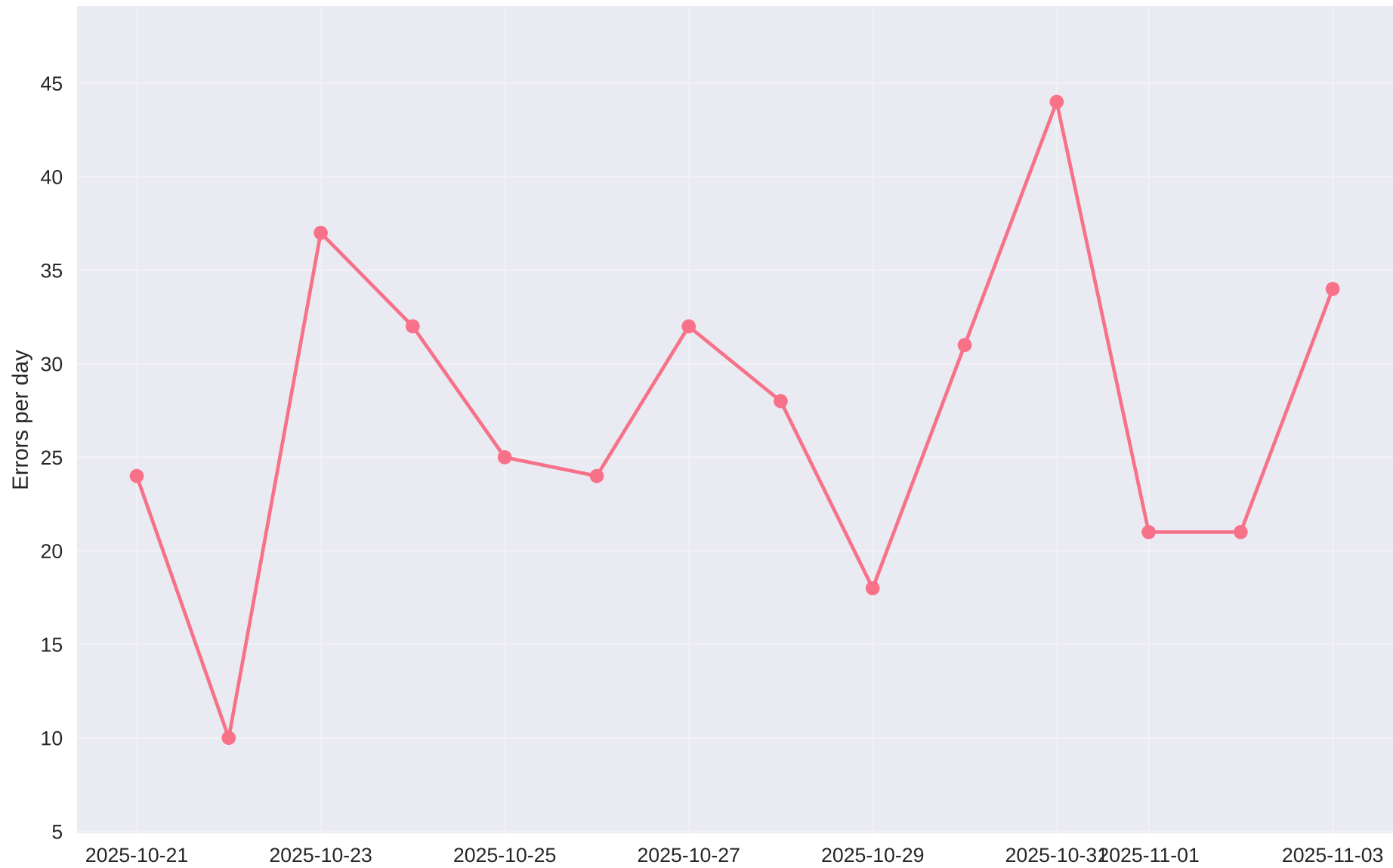# TPS-STAR — Weekly Analytics Report

Generated: 2025-11-03 UTC

Summary: weekly snapshot of trackers and suggested next steps.
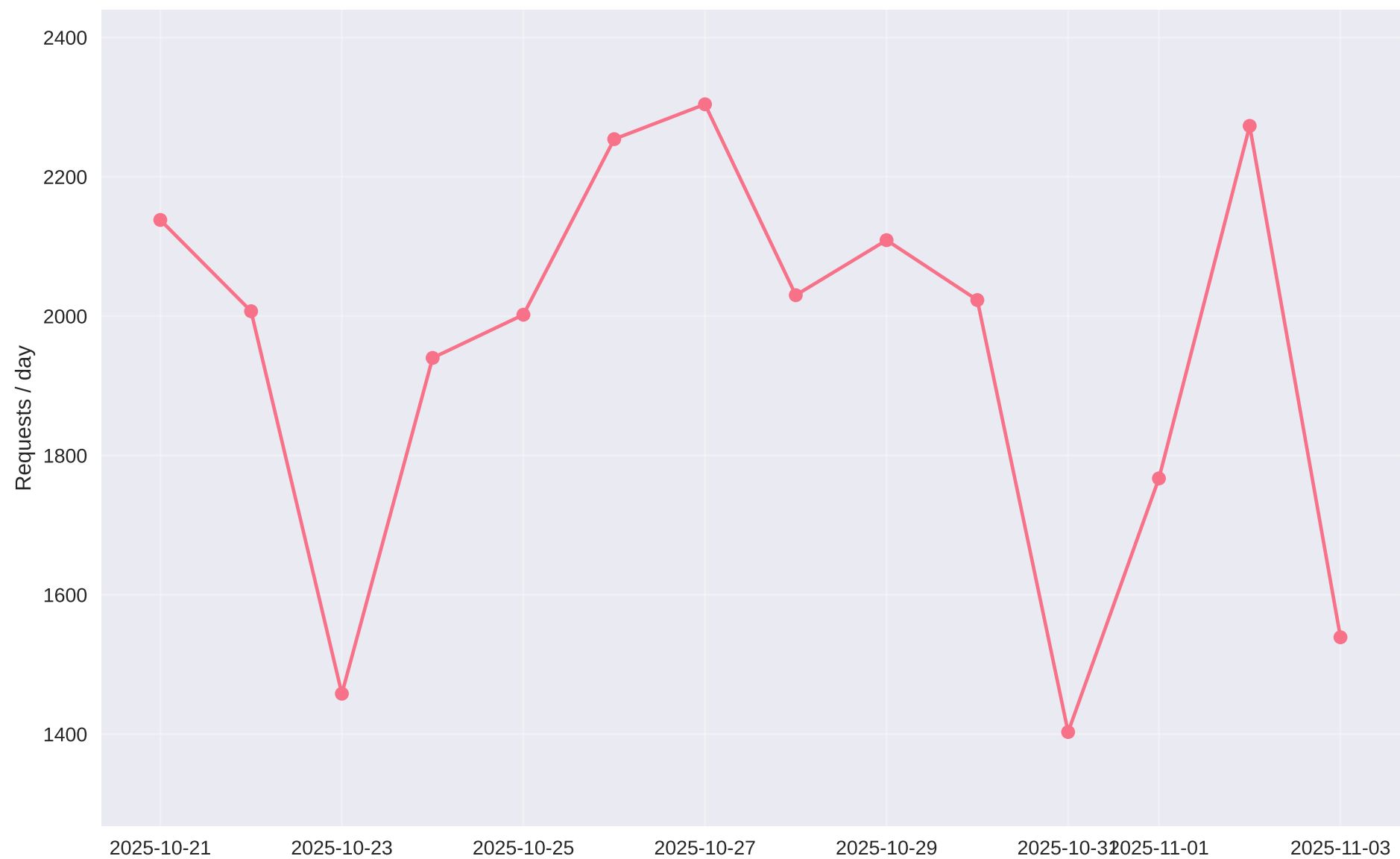
Sentry (Error Tracking)

Analysis:
Latest: 34. Change vs previous: 13 (61.9%). Trend: up.

Suggested next steps:
- Investigate recent error spikes, attach stack traces, assign to owner.
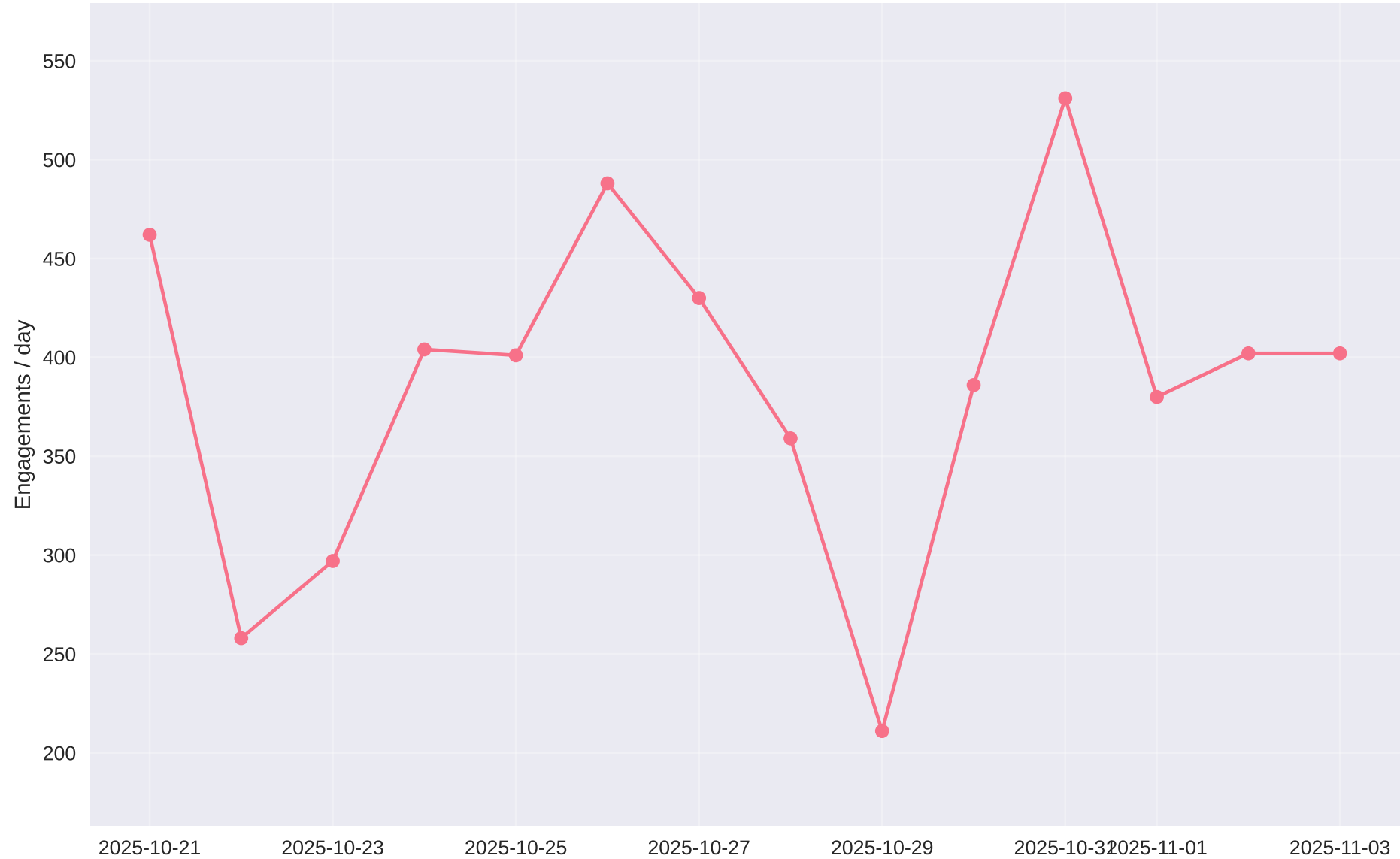- Add rate-limiting or retry logic where appropriate.

Cloudflare (Performance/Security)

Analysis:
Latest: 1539. Change vs previous: -734 (-32.3%). Trend: down.

Suggested next steps:
- Verify cache hit ratio; review firewall rules for false positives.
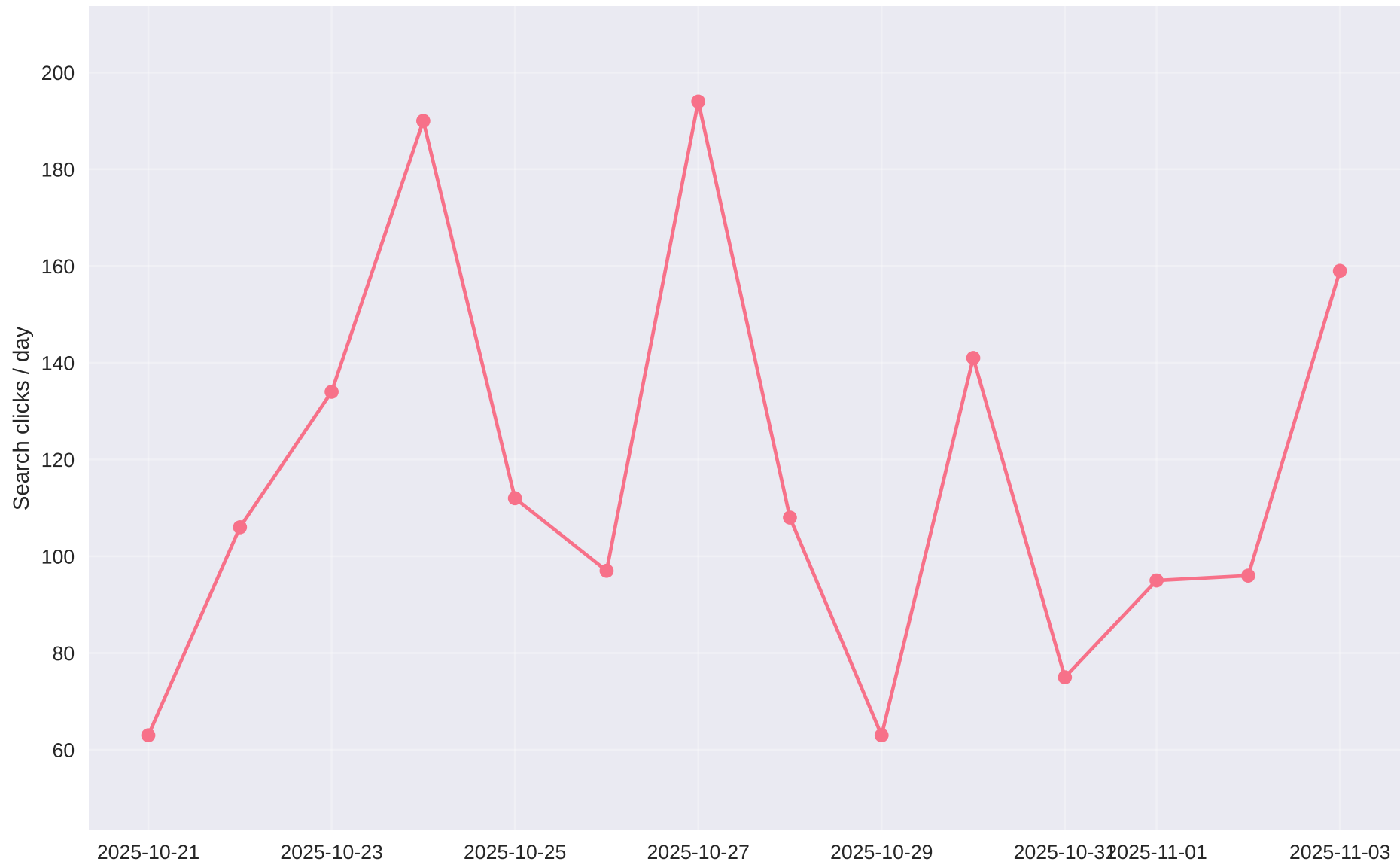- Monitor latency and DDoS alerts.

Meta Business (Facebook/Instagram Analytics)

Analysis:
Latest: 402. Change vs previous: 0 (0.0%). Trend: stable.

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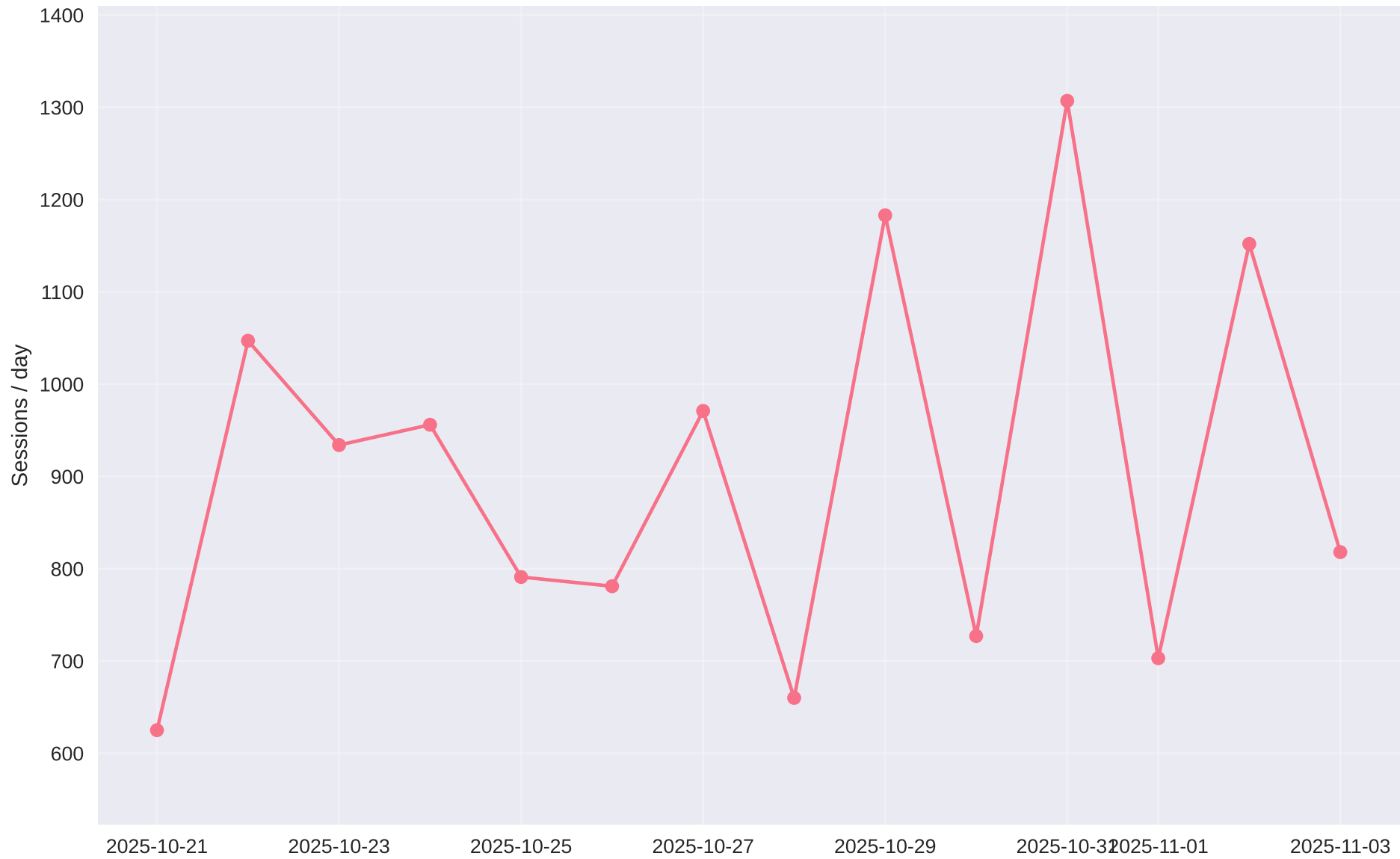
Google Search Console (Search)

Analysis:
Latest: 159. Change vs previous: 63 (65.6%). Trend: up.

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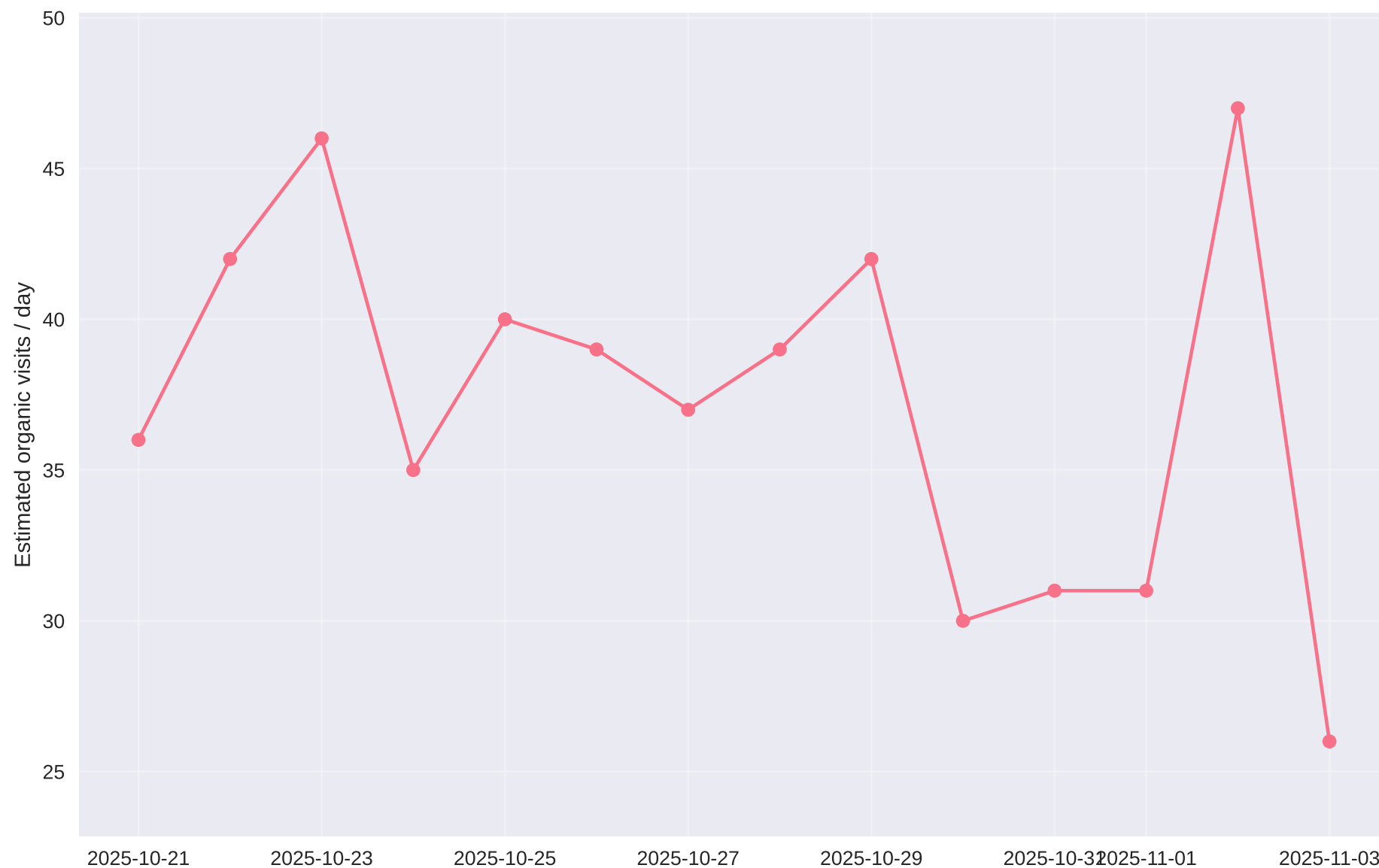- Compare top pages vs Ahrefs backlinks.

Google Analytics (GA4)

Analysis:
Latest: 818. Change vs previous: -334 (-29.0%). Trend: down.

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

Ahrefs (SEO)

Analysis:
Latest: 26. Change vs previous: -21 (-44.7%). Trend: down.

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).
No critical alerts detected this week.ted (Meta / GA4).
3) For SEO: upgrade/enable Ahrefs API or schedule manual exports until enabled.
4) Keep monitoring thresholds and set automated alerts for regressions.