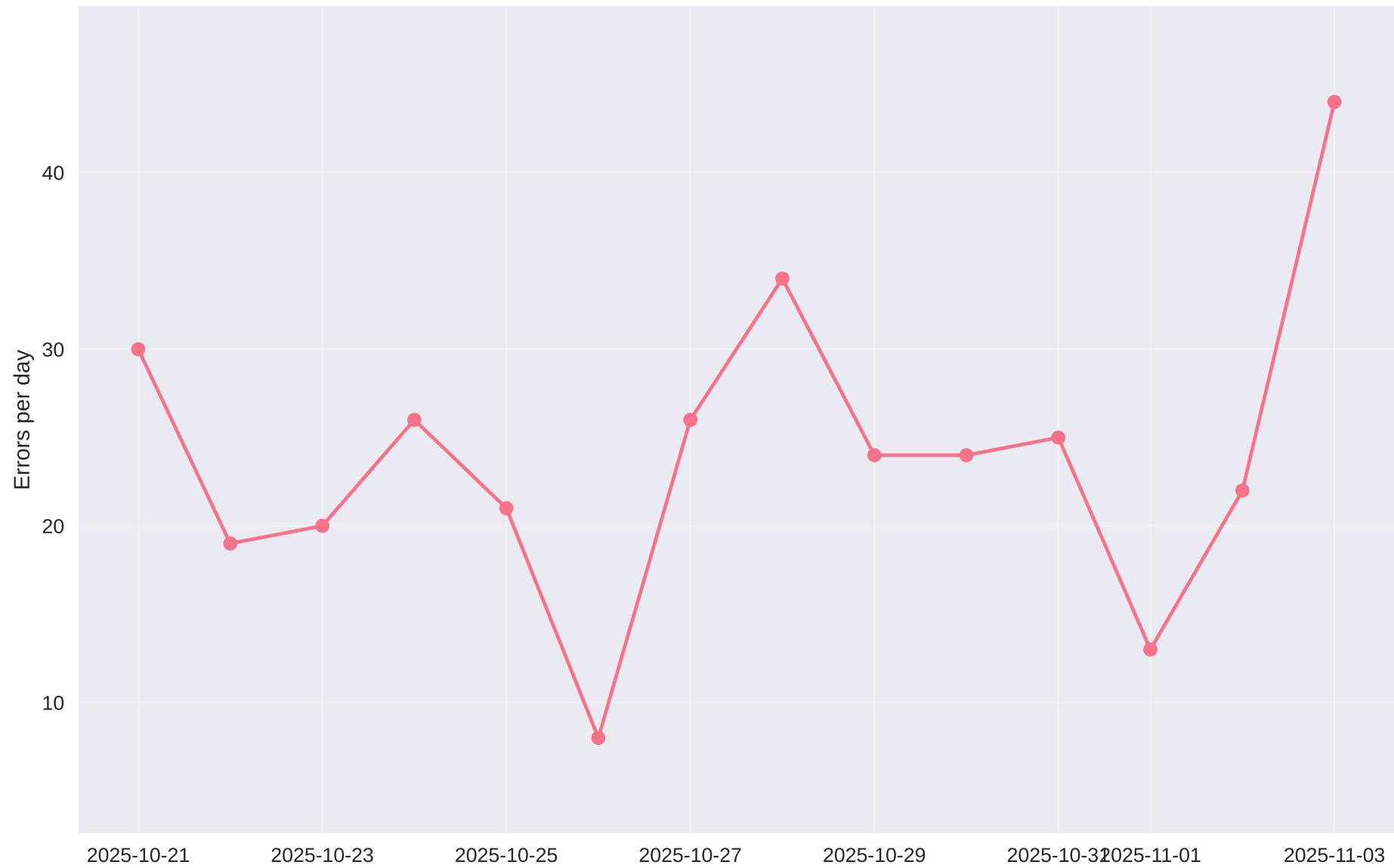


TPS-STAR — Weekly Analytics Report

Generated: 2025-11-03 UTC

Summary: weekly snapshot of trackers and suggested next steps.

Sentry (Error Tracking)



Analysis:

Latest: 44. Change vs previous: 22 (100.0%). 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: 2584. Change vs previous: 464 (21.9%). 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: 377. Change vs previous: -36 (-8.7%). 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: 88. Change vs previous: -48 (-35.3%). Trend: down.

Suggested next steps:

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

Google Analytics (GA4)



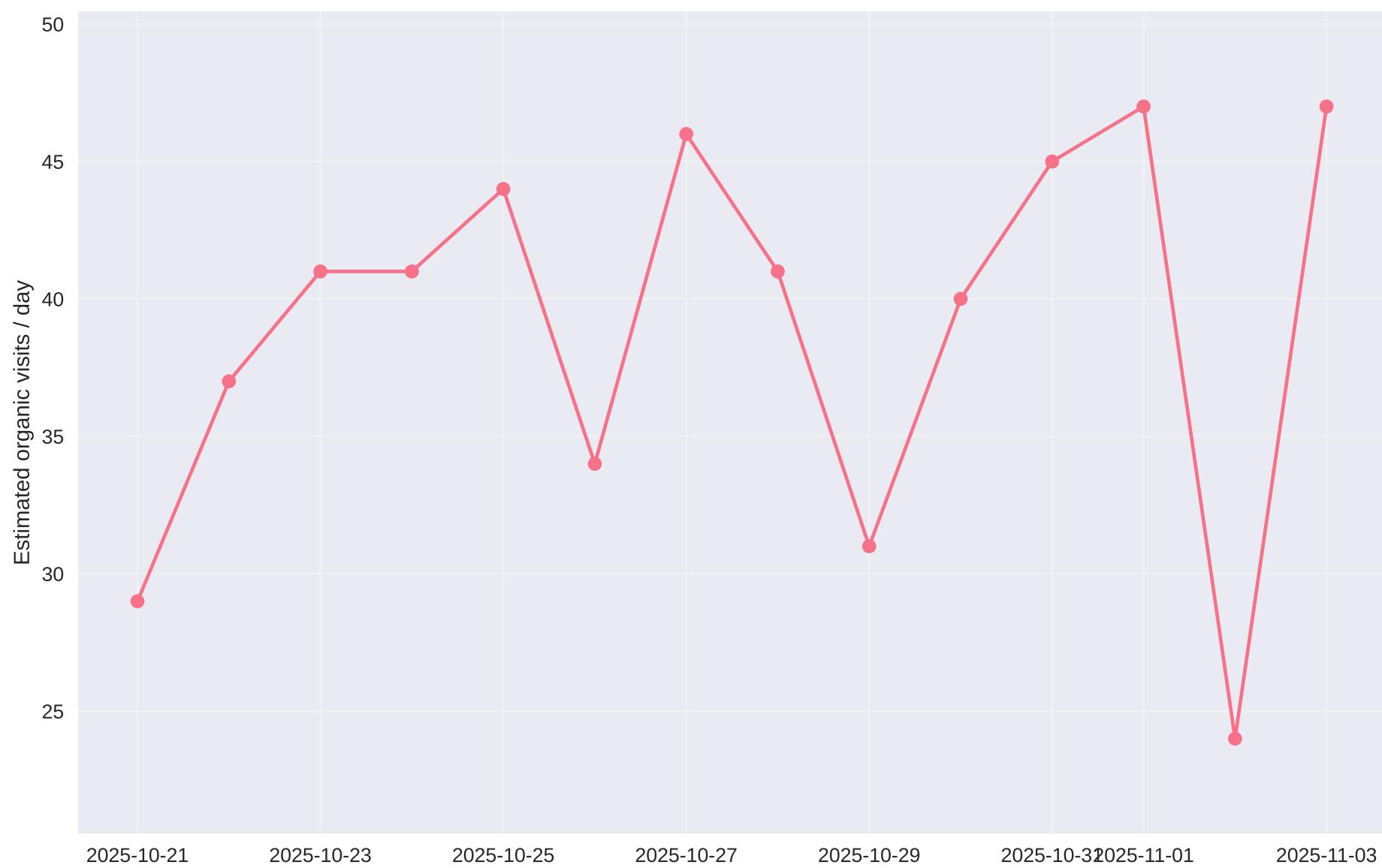
Analysis:

Latest: 841. Change vs previous: -239 (-22.1%). Trend: down.

Suggested next steps:

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

Ahrefs (SEO)



Analysis:

Latest: 47. Change vs previous: 23 (95.8%). 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 code is validated (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.

 Critical alerts detected this week