

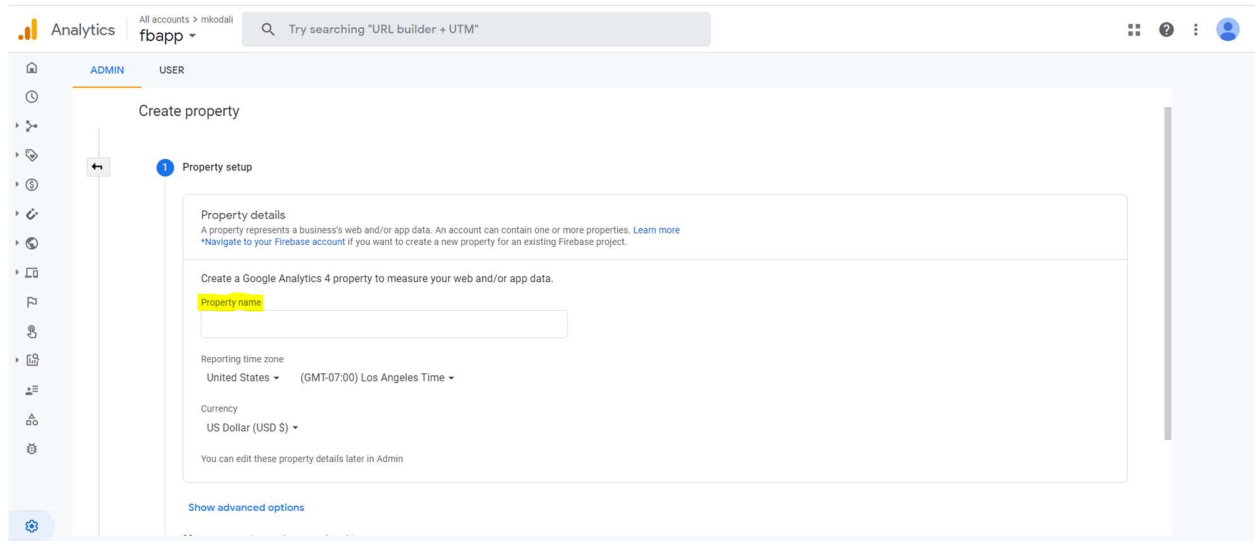
Section 1= GOOGLE CLOUD ANALYTICS

Client-Side Implementation:

Step 1: Need to Sign in to google analytics from “analytics.google.com”

Step 2: Here we need to create an Admin proceed to Property Creation

Step 3: Property Creation – Fill Property Name field



The screenshot shows the Google Analytics 'Create property' page. The top navigation bar includes the Analytics logo, account information (All accounts > mkodali fbapp), and a search bar. The left sidebar contains navigation icons for Home, Admin, User, and various reports. The main content area is titled 'Create property' and features a 'Property setup' section. This section includes a 'Property details' box with a description of a property and a link to 'Learn more'. Below this is a text input field labeled 'Property name' which is highlighted in yellow. Further down are dropdown menus for 'Reporting time zone' (set to United States, GMT-07:00 Los Angeles Time) and 'Currency' (set to US Dollar (USD \$)). A note at the bottom states 'You can edit these property details later in Admin'. A 'Show advanced options' link is located at the bottom of the setup box.

Step 4: Add Business Information Details

Analytics | All accounts > mkodali | fbapp

Try searching "URL builder + UTM"

ADMIN USER

Create property

Property setup

About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Select one

Business size

☐ Small - 1 to 10 employees

☐ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

☐ Very Large - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

☐ Measure customer engagement with my site or app

☐ Optimize my site or app experience

☐ Measure data across multiple devices or platforms

☐ Optimize my advertising cost

☐ Increase my conversions

☐ Measure content monetization

☐ Analyze my online sales

☐ Measure app installs

☐ Measure lead generation

☐ Other

Create Previous

Step 5: Set up data stream

Analytics | All accounts > mkodali | Test

Try searching "URL builder + UTM"

ADMIN USER

Property: + Create Property

Test (271241645)

Setup Assistant

Property Settings

Property User Management

Data Streams

Data Settings

Data Import

Default Reporting Identity

Property Change History

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

Next Step: Set up a data stream to start collecting data

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

[Learn more: Add a data stream and set up data collection](#)

Choose a platform

☐ Web

☐ Android app

☐ iOS app

Step 6: Give the Website URL and Stream Name

× Set up data stream

Set up your web stream


Website URL

https://





www.mywebsite.com

Stream name

My Website

 **Enhanced measurement**

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks [+ 3 more](#) 

Create stream

Step 7: Populates the Web stream details

× Web stream details


STREAM URL

https://test-eclipse-tools.appspot.com

STREAM NAME

PhotoPostAdvisor

MEASUREMENT ID


G-V2PSH68TWD 

STREAM ID





2587816226


STATUS

No data received in past 48 hours. [Learn more](#)

 **Enhanced measurement**

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Measuring:  Page views  Scrolls  Outbound clicks [+ 3 more](#) 


 **Tagging Instructions**

Use one of the following to start collecting data.

Add new on-page tag

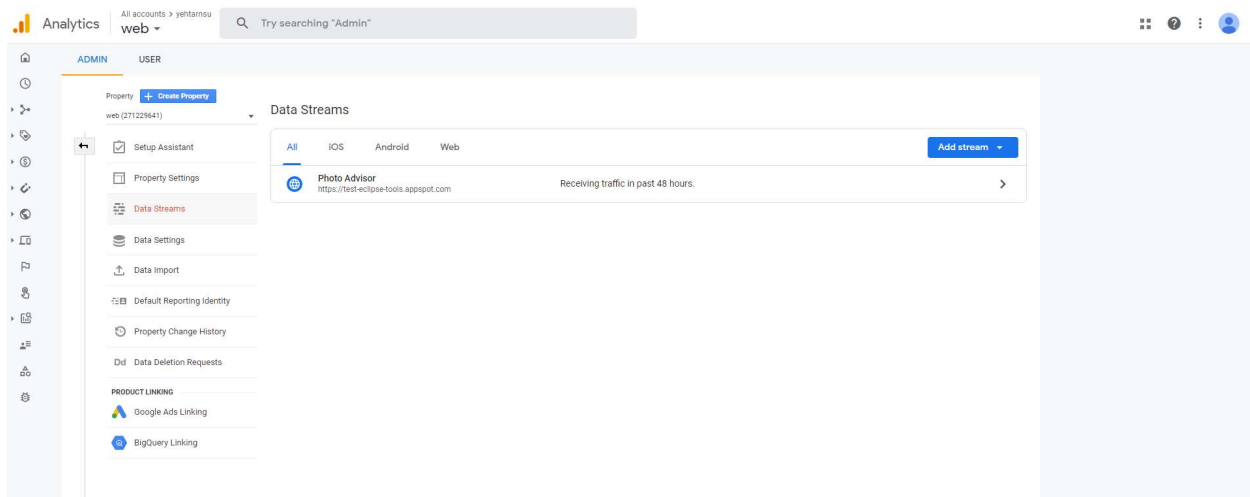
Use existing on-page tag

 **Global site tag (gtag.js)** Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

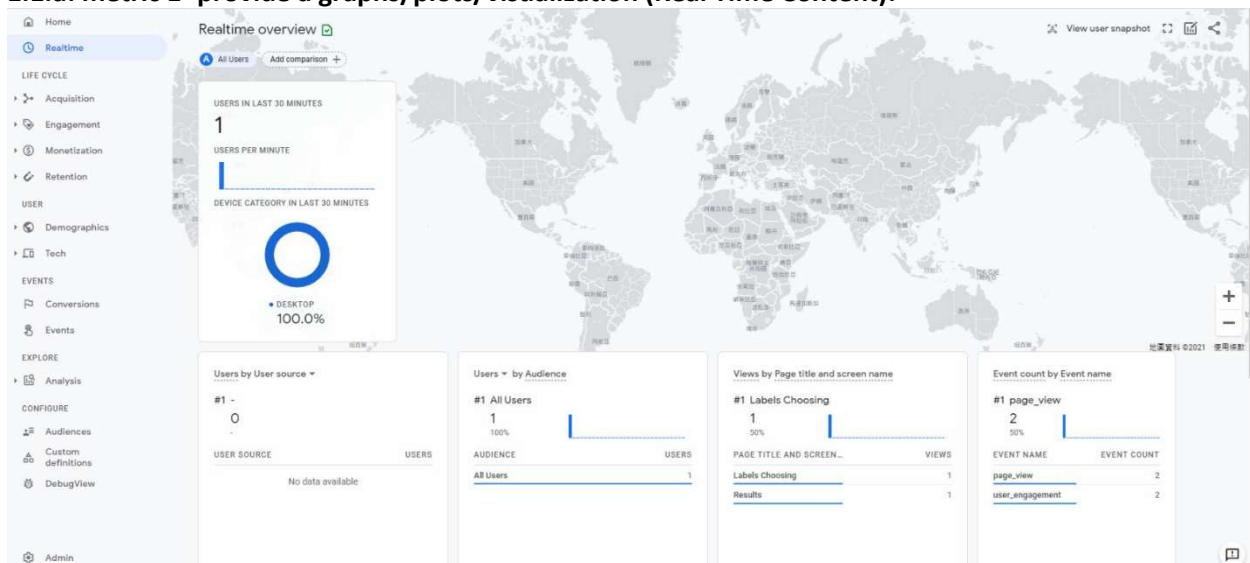
 **Google Tag Manager** Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

Additional Settings

After creation we can see the property details under the data streams section:



1.1.a: metric 1- provide a graphs/plots/visualization (Real Time Content):



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

Above Metric gives us the information about the number of users active at that moment.

Categorization of devices can also be seen but in our case, you can see hundred percentage was given to desktop as no other was being used at that moment.

Details about the active page views under the section Event_name and Event_count.

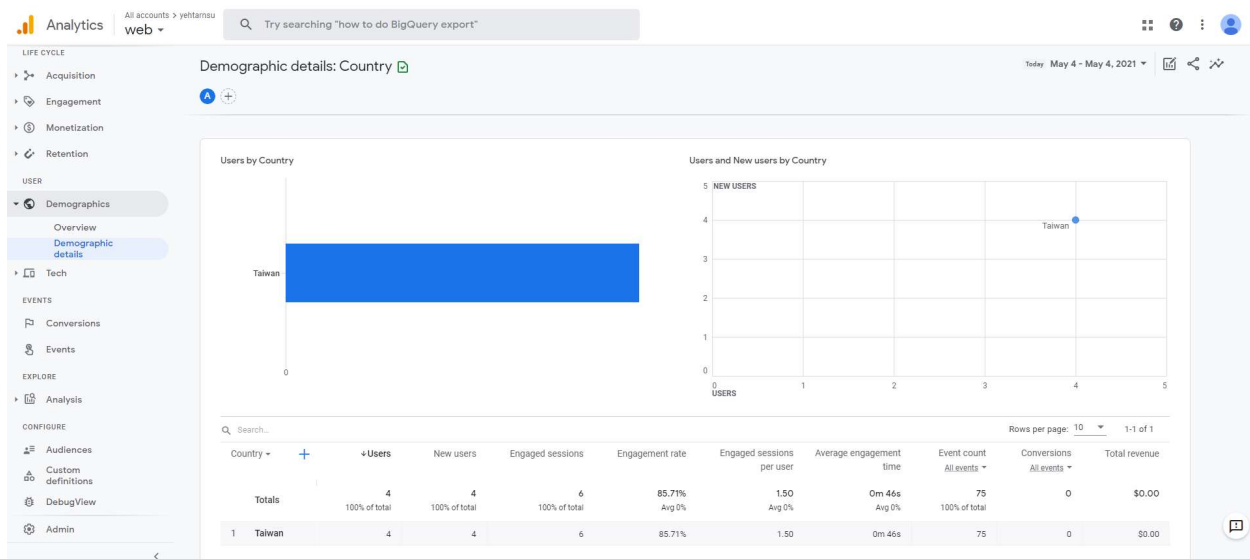
All this real-time data can be especially useful in analyzing data and any kind of report generation.

1.1.c: limitations of metric:

Accurate Real time data updating can be a drawback when the number of users is high in number.

Demographic Visualization:

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



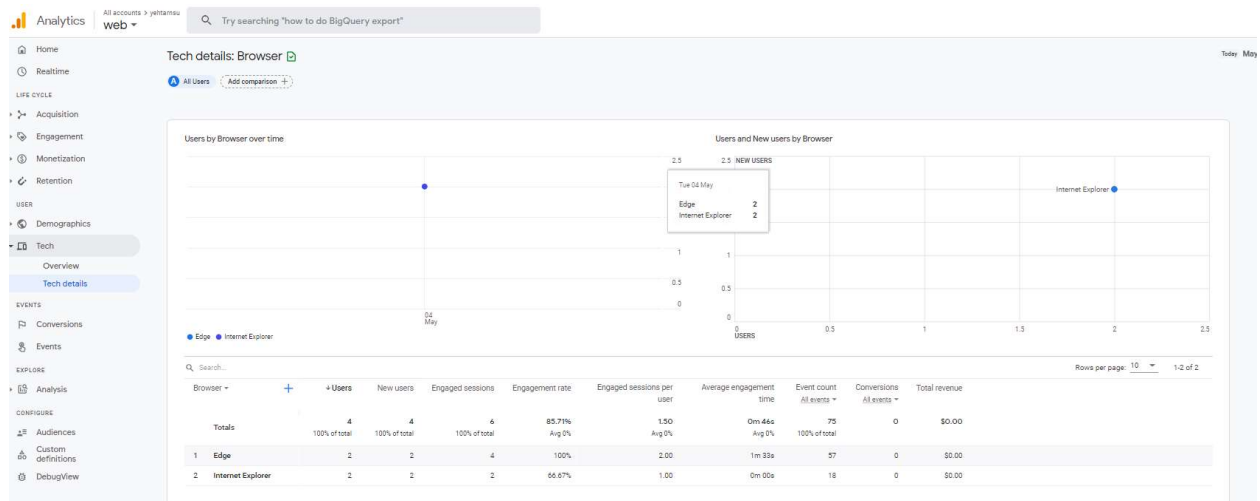
1.2.b: Interpret the metric 2's trends:

Above trend gives us the information about number of active user's usage from different countries in the Last 30 minutes. It gives us the engagement rate, here in our case it is 85.71% and gives the details about the event count on an overall. It also gives us the Average engagement details and number of new users active at that time.

1.2.c: limitations of metric 2:

This trend may not be available for all the users and the traffic cannot be displayed.

1.3.a: metric 3- provide a graphs/plots/visualizations: Tech Visualization



1.3.b: Interpret the metric 3's trends:

This gives us the information about the Browser that the users have used to login. Gives us the graphical representation plotting the number of users count and type of browser they have used.

1.3.c: limitations of metric 3:

It focuses mainly on the type of browser user have used for experiencing the app.

Section 2= Facebook Analytics

Facebook Analytics is a free analytics tool that you can access from your browser or the Facebook Analytics mobile app. You can use Facebook Analytics to understand how people interact with your website, Facebook Page, app or other supported event source.

We have added Facebook Analytics product to our facebook app (cs651-group8-project1)

← → ↻ developers.facebook.com/apps/1024365154762700/dashboard/

FACEBOOK for Developers Docs Tools Support My Apps Search developer docu

cs651-group8-project1 App ID: 1024365154762700 App Type: Business

Facebook Analytics will no longer be available after June 30, 2021. For more information visit the [Business Help Center](#). X

Dashboard Settings Roles Alerts App Review

PRODUCTS (+)

Facebook Login Analytics Settings Quickstart Activity Log

Required Actions

You don't have any required action items to display. If any of your apps need immediate attention in the future, an item will

Application Rate Limit

cs651-group8-project1 App ID: 1024365154762700

0% of limit used View Details

100% Remaining

User Rate Limit

0 Users throttled

API Stats

Calls Errors Average Request Time

Facebook Login

Active Login Users Trend

We can view Analytics by clicking on view analytics tab:

← → ↻ developers.facebook.com/apps/1024365154762700/dashboard/ ☆

FACEBOOK for Developers Docs Tools Support My Apps Search developer documentation

cs651-group8-project1 App ID: 1024365154762700 App Type: Business View Analytics

Facebook Analytics will no longer be available after June 30, 2021. For more information visit the [Business Help Center](#). X

Dashboard Settings Roles Alerts App Review

PRODUCTS (+)

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Required Actions

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Application Rate Limit

cs651-group8-project1 App ID: 1024365154762700

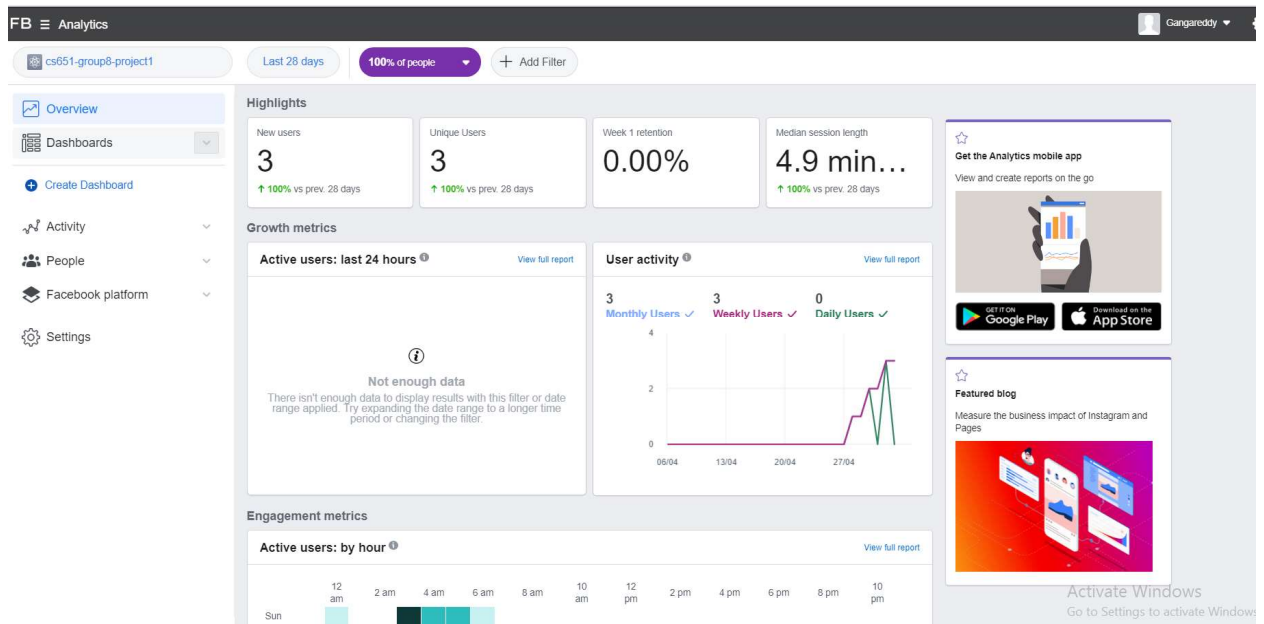
0% of limit used View Details

100% Remaining

User Rate Limit

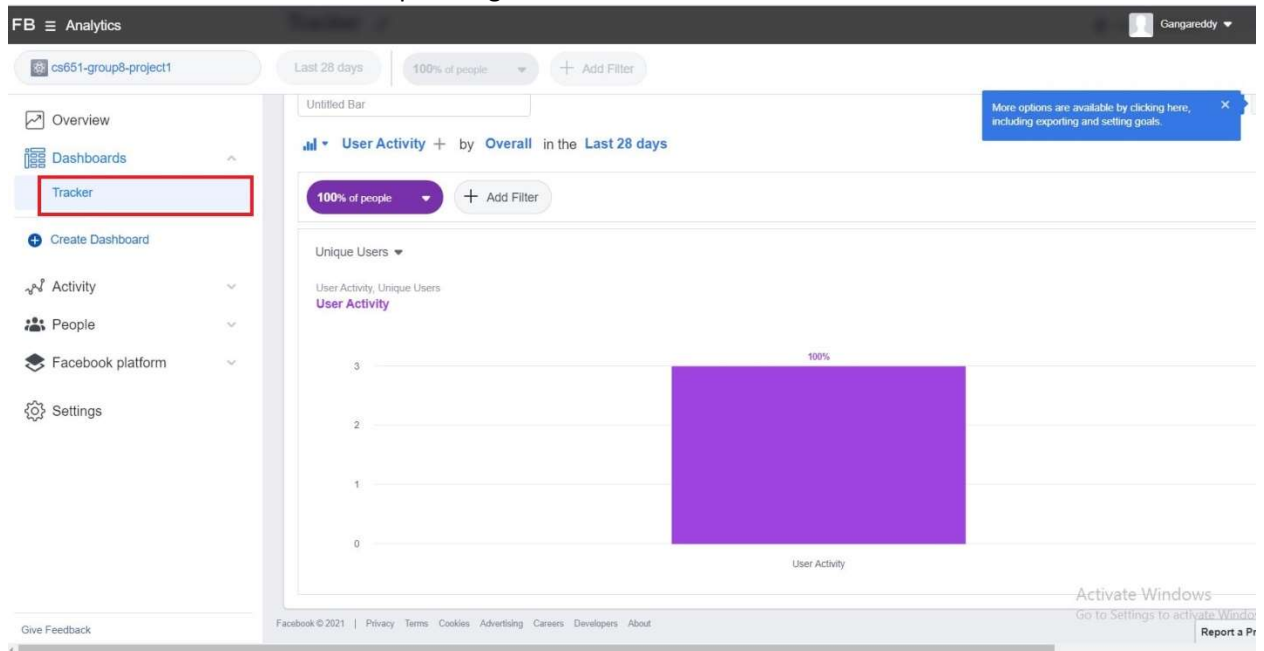
0 Users throttled

The Analytics Overview Dashboard:

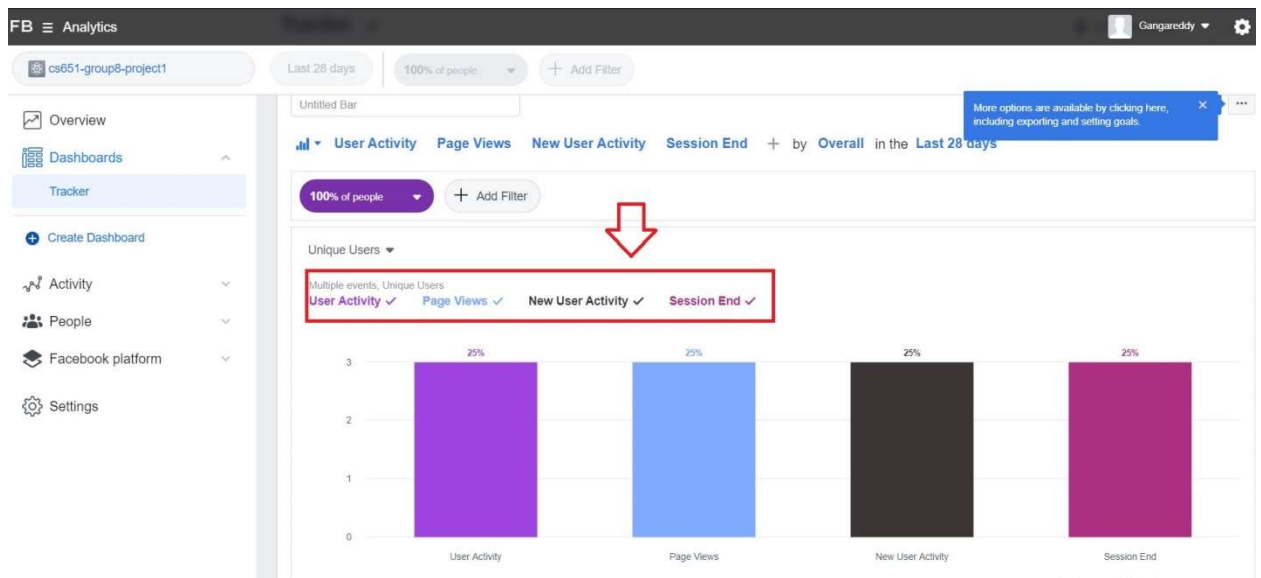


We have created a dashboard called **Tracker** and chosen to present the user activity in the bar format.










Here is the screenshot of the output we got



We have also added different fields like Page views, New User Activity, Session End and compared the performance of the application.





We have analyzed the application using different kind of plottings
Here are the list of the categories we used for analyzing the data.

-  **Bar**
Measure and compare quantities.
-  **Breakdown**
Analyse multiple categories.
-  **Cohort heat map**
See how groups behave over time.
-  **Cohort trend**
See how groups behave over time.
-  **Funnel**
Pinpoint drop-off and conversion.
-  **KPI**
Track acquisition, retention and more.
-  **Overlap**
See overlaps in audience and activity.
-  **Pie**
Measure and compare parts of a whole.
-  **Trend**
See changes over time.

Graph representation of the data

Tracker_Graph

 Delete Dashboard  Share

☒ Private • Created by Gangareddy Nachhu, last modified 4 May 2021, 03:00

Untitled Trend

Cancel Save 

 Page Views User Activity Session End + by Overall in the Last 28 days

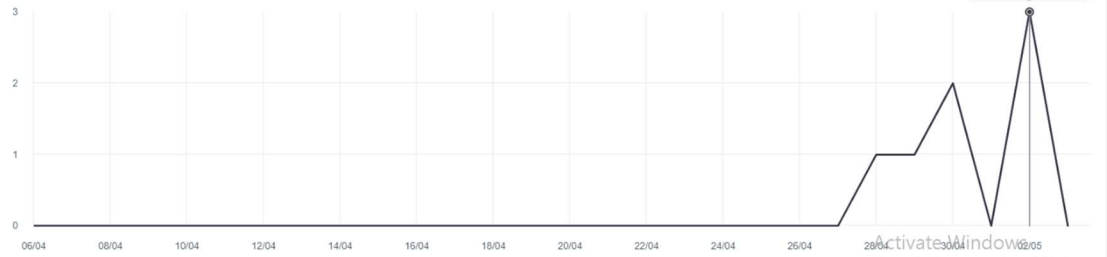
100% of people

+ Add Filter

Unique Users  Daily 

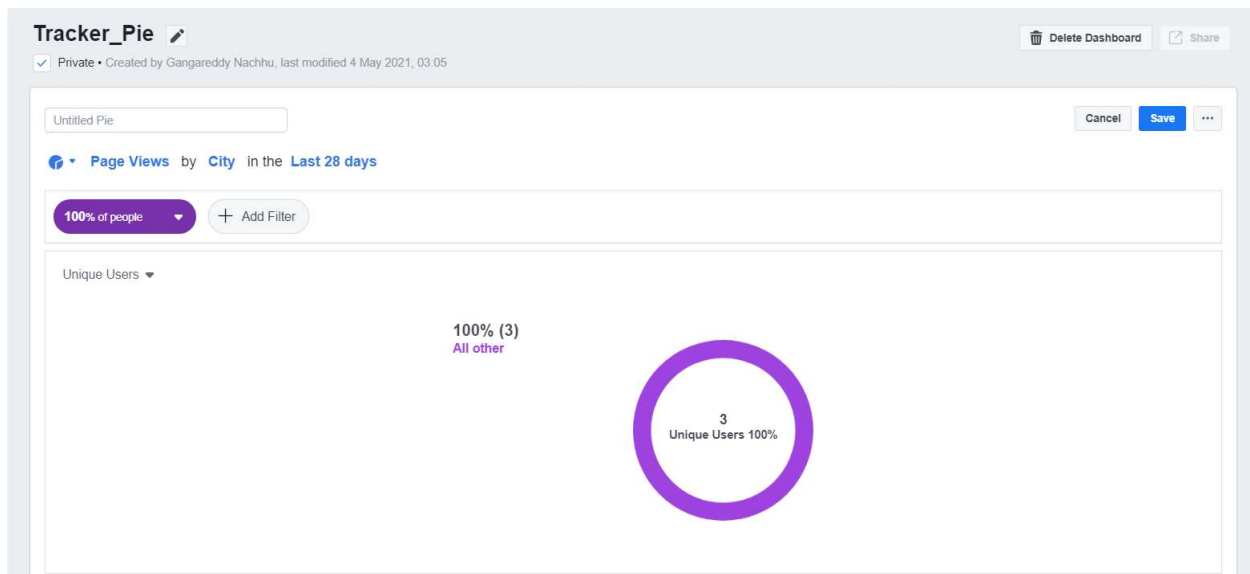
Multiple events: Unique Users, daily

Page Views  User Activity  Session End 



Metric 1- Growth Metrics-> Unique Users : Last 28 days->Unique User 2.1.a: metric 1- provide a graphs/plots/visualizations:

We have created a custom dashboard called Tracker_Pie and presented the unique users who visited the page in last 28 days.



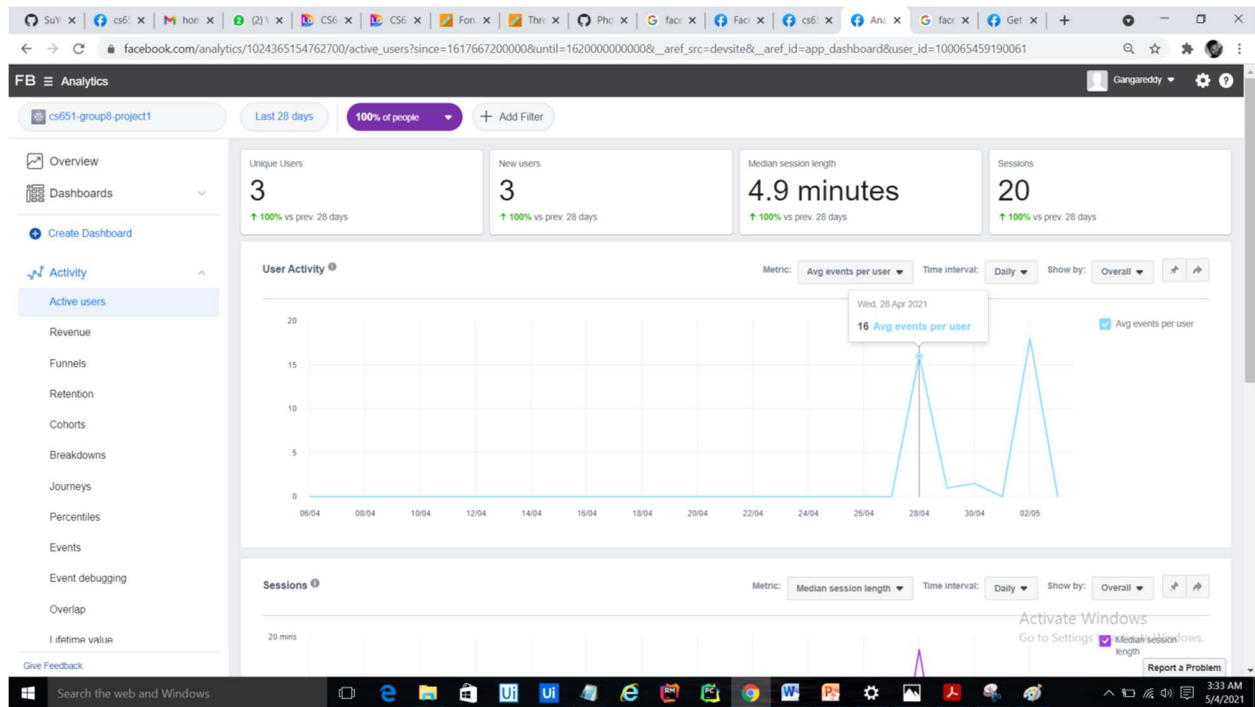
2.1.b: Interpret the metric 1's trends:

The above view shows the unique users who visited the page in last 28 days.

2.1.c: limitations of metric 1:

This metric does not provide knowledge about the time range unique users are using this app the most. Some people just open the app and does not fully utilize the functioning of the app which is why we cannot accurately estimate the number of unique users who are currently active.

Metric 2- Metric : Avg Events Per user : 2.2.a: metric 2- provide a graphs/plots/visualizations:



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

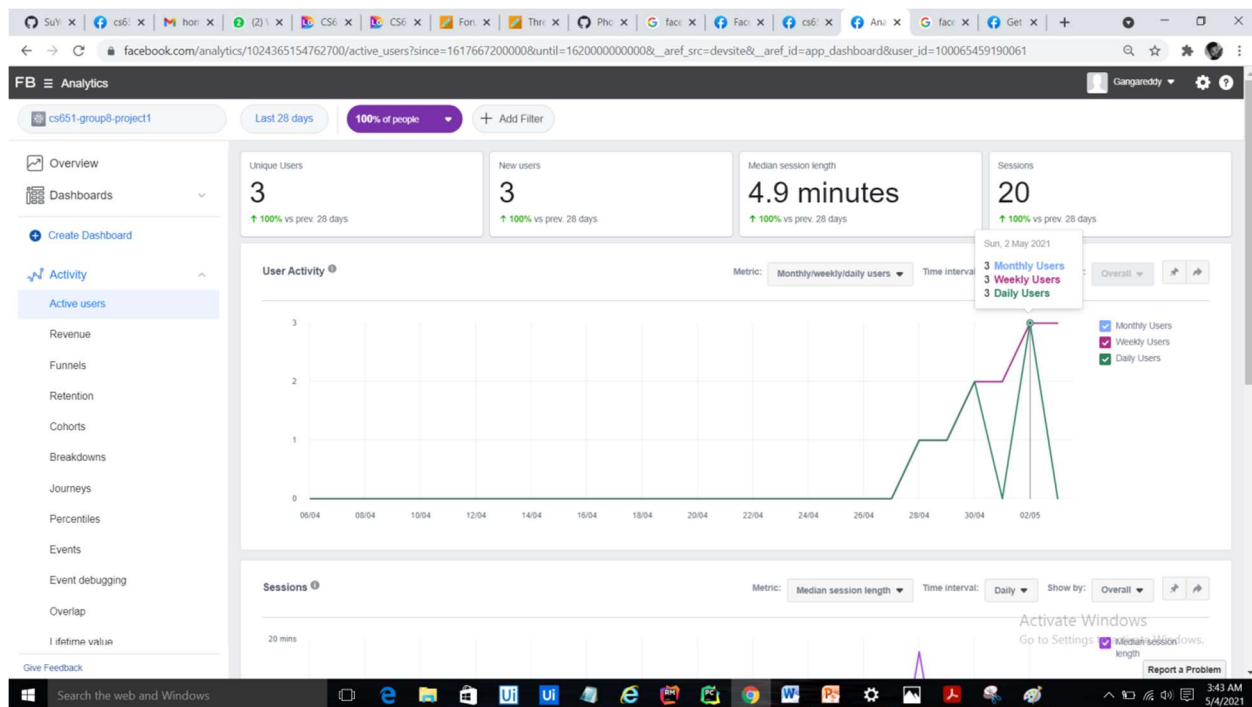
Avg events per user gives the number of activities performed by the user in a particular session.

This metric helps in knowing the users who fully uses the application functionality as the number of events increase then it states the application is used to full extent.

2.2.c: limitations of metric 2:

This metric shows the average events but not specific to the exact number of events performed by the user.

Metric 3- Metric : Monthly/weekly/Daily Users: 2.3.a: metric 3- provide a graphs/plots/visualizations:



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

These metric provides the number of users who login into the application on daily/weekly and monthly basis.

This metric helps in estimating the number of users who visit the app, so that the app can be boosted until it reaches the target audience.

2.3.c: limitations of metric 3:

Sometimes the metric provides tally which is redundant and not so accurate.

This metric fails to identify the genuine user and increments the counts of users for any visit made.

3: Compare Google Analytics with Facebook Analytics

Facebook Analytics allows you to understand and optimize your complete customer journey across mobile, web, bots, offline, and more. Facebook Analytics is available in a number of Facebook products or you can implement it into your mobile app or website.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

We found that both facebook and google analytics provide the statistical data in well defined manner. They helped displaying various demographics of our application.

