PROJECT DESIGN PHASE - I

PROPOSED SOLUTION

Date	25 october 2023
Team ID	NM2023TMID04477
Project Name	How to add google analytics to a website

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	o The problem we aim to solve is the absence of a reliable website analytics solution that provides valuable data and actionable insights for website owners.
2.	Idea / Solution description	o Our proposed solution is to integrate Google Analytics into websites, enabling website owners to gather and analyze data about their users' interactions. Google Analytics is a powerful, free tool that provides in-depth insights into website traffic, user demographics, user behavior, and more
3.	Novelty / Uniqueness	o Our solution stands out due to its focus on simplicity, accessibility, and personalized support.
4.	Social Impact / Customer Satisfaction	o Adding Google Analytics to websites can have a profound social impact. o It helps businesses, non-profits, and individuals better understand their online audience, leading to improved user experiences, more targeted content, and enhanced digital engagement. o This, in turn, can drive greater customer satisfaction and loyalty, ultimately leading to more successful online ventures.
5.	Business Model (Revenue Model)	o Our revenue model is based on a combination of subscription-based and consulting services: • Basic Subscription • Consulting Services • Referral Partnerships

6.	Scalability of the Solution	o Our solution is highly scalable as it primarily relies on digital tools and resources. It can accommodate an increasing number of websites without significant infrastructure changes.
		o By automating certain aspects and offering self-service options for basic users, we can efficiently scale our operations to cater to a growing customer base.
		o This project proposal outlines our plan to address the problem of website owners lacking access to comprehensive web analytics.
		o By integrating Google Analytics and offering personalized support, we aim to improve customer satisfaction and provide valuable insights for more informed decision-making. This solution is not only unique in its approach but also has the potential for significant social impact and revenue generation.