

Cloud Computing Homework #3

1.

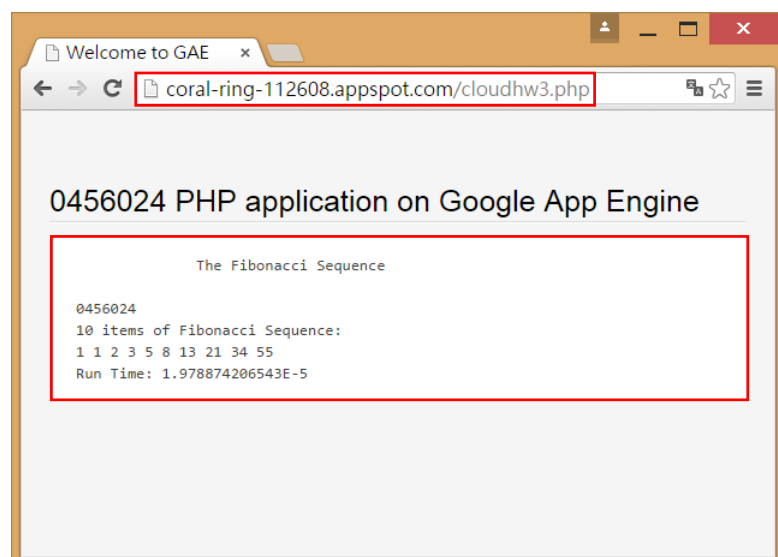
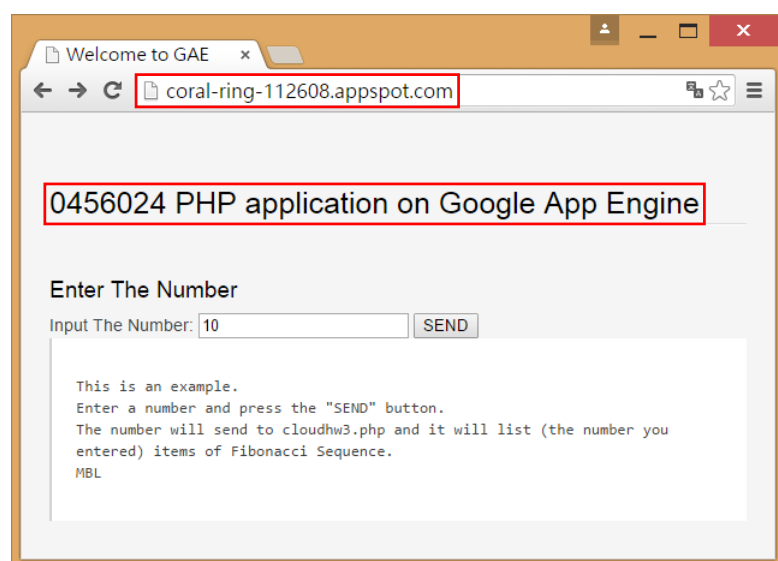
- Google App Engine – application setup

My Applications

◀ Prev 20 1-1 of 1 Next 20 ▶				
Application	Title	Storage Scheme	Location	Status
coral-ring-112608	0456024-cloudhw3	High Replication	us-central	Running ↗
You can create your new cloud project in the Google Developers Console . ◀ Prev 20 1-1 of 1 Next 20 ▶				

2.

- Google App Engine – application execution



3.

• Google Analytics – tracking property settings

The screenshot shows the Google Analytics 'Resource Settings' (資源設定) page for the property '0456024cloudhw3'. The left sidebar contains navigation links for various settings. The main content area is divided into sections for basic settings, tracking settings, and advertising features.

Resource Settings (資源設定):

- Basic Settings (基本設定):**
 - Tracking ID (追蹤編號): UA-70002904-1
 - Resource Name (資源名稱): 0456024cloudhw3
 - Property URL (預設網址): http://coral-ring-112608.appspot.com
 - Predefined Data Filter (預設資料檢視): 所有網站資料
 - Product Category (產業類別): 請選取一個
- Tracking Settings (追蹤設定):**
 - Allow automatic tagging (允許自動標記): ☐ (GCLID 值)
 - Resource Match Count (資源匹配次數):
 - Yesterday: 106 matches
 - Last 7 days: 106 matches
 - Last 30 days: 106 matches
- Advertising Features (廣告功能):**
 - Use Audience and Interest Reports (啟用客層和興趣報表): ☐ (停用)

Network Activity Analysis (網頁活動分析):

Use Enhanced Link Attribution (使用加強連結歸屬): 加強連結歸屬可讓我們更有把握地追蹤您網頁上的連結，但您必須對追蹤程式碼做修改。請在您的網站上設定加強連結歸屬，請按照下列指示進行：如何在您的網站上設定加強連結歸屬？

• Google Analytics – audience overview reporting

The screenshot shows the Google Analytics 'Audience Overview' (目標對象總覽) report for the property '0456024cloudhw3' for the date range '2015年10月16日 - 2015年11月15日'.

Summary (總覽):

- Work Segment (工作階段): 100.00%
- Comparison (對比): 指數指標
- Time Period (時間): 每小時, 天, 週, 月

Line Chart (折線圖):

The line chart shows the trend of the work segment over time. The Y-axis represents the work segment count, ranging from 0 to 10. The X-axis shows dates from October 22 to November 12, 2015.

Key Metrics (關鍵指標):

工作階段	使用者	瀏覽量	單次工作階段貢獻	平均工作階段時間長度	跳出率
16	11	59	3.69	00:11:05	37.50%

% 新工作階段 (New Work Segments): 68.75%

Visitor Breakdown (訪客分解):

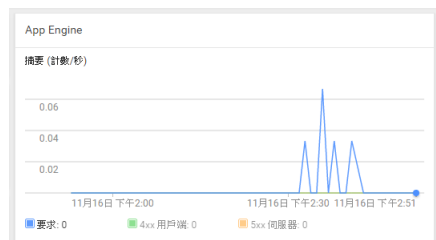
訪客類型	人數	% 工作階段
New Visitor (新訪客)	14	87.50%
Returning Visitor (回訪訪客)	2	12.50%

Demographics (人口統計):

- Language (語言): 1. zh-tw, 2. en-us
- Region/Country (國家/地區)
- City (城市)
- Age (年齡)
- Gender (性別)
- Marital Status (婚姻狀況)
- Income Level (收入水平)
- Education (教育程度)

4.

Google App Engine is a platform as a service for developing and hosting web applications. Google App Engine applications are easy to build, easy to maintain, and easy to scale on demand. With built-in services and APIs such as load balancing, security scanning, user authentication, application logging, users can focus on their products without worrying about system administration. These resources are free within a usage limit which is reset daily, and fees are charged for additional storage, network traffic, or instance hours, etc. Users can monitor resource usage through application dashboard on real-time.



Google Analytics is a free analytics service for website traffic, and it is the most widely used one on the Internet. Google Analytics is implemented with a JavaScript tags, called the Google Analytics Tracking Code, which users adds to interested websites. The Google Analytics Tracking Code runs in the browser when the client browses the page, and collects visitor data then sends it to a data collection server as part of a request for a beacon.

Google Analytics collects a lot kinds of visitor data such as demographics (age, gender), interests (affinity categories, in-market segments), geo (language, location), behavior (new or returning, frequency and recency, engagement), technology (browser and operating system, network), mobile (device), etc.

主要維度: 瀏覽器 作業系統 螢幕解析度 螢幕色彩 Flash 版本 其他 filters

在資料目錄圖表

次要維度 排序類型 預設

搜尋

圖 表 儀表板 清單 地圖 visualization

	瀏覽器	客戶開發			行為			轉換		
		工作階段	% 新工作階段	新使用者	跳出率	單次工作階段頁數	平均工作階段時間長度	目標轉換率	目標達成	目標價值
<input type="checkbox"/>		16 % 總計: 100.00% (16) 資料檢視平均值: 68.75% (0.00%)	68.75% 資料檢視平均值: 68.75% (0.00%)	11 % 總計: 100.00% (11) 資料檢視平均值: 37.50% (0.00%)	37.50% 資料檢視平均值: 37.50% (0.00%)	3.69 資料檢視平均值: 3.69 (0.00%)	00:11:05 資料檢視平均值: 00:11:05 (0.00%)	0.00% 資料檢視平均值: 0.00% (0.00%)	0 % 總計: 0.00% (0)	\$0.00 % 總計: 0.00% (\$0.00)
<input type="checkbox"/>	1. Chrome	11(68.75%)	63.64%	7(63.64%)	45.45%	3.91	00:09:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Firefox	2(12.50%)	100.00%	2(18.18%)	50.00%	5.00	00:28:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Internet Explorer	2(12.50%)	50.00%	1 (9.09%)	0.00%	2.00	00:09:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Edge	1 (6.25%)	100.00%	1 (9.09%)	0.00%	2.00	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

For such a popular service, there are still some limitations on Google Analytics: (1) ad filtering programs and extensions will block the Google Analytics Tracking Code and prevent some traffic from being tracked, (2) privacy networks will mask the users' actual location and present inaccurate geographical data, (3) JavaScript-unable or JavaScript-disable browsers will make the Google Analytics Tracking Code unworkable, (4) deleting or blocking Google Analytics cookies will resulting in data loss, (5) the use of sampling in the generation of its reports will increase margin of error of data. The following is the scenario of inaccurate geographical data that most traffic should come from Hsinchu rather than Taipei.

