

## Project Development Phase

### Functional Features

NM Team ID	NM2023TMID01268
Project Name	How To Add Google Analytics to A Website

### Functional Requirements:

User Registration	<ul style="list-style-type: none"><li>• Users should be able to register for an account and manage their profile information.</li><li>• Password recovery and security measures, like two-factor authentication, should be in place</li></ul>
Dual Tagging	<ul style="list-style-type: none"><li>• You need to implement dual tagging on your website.</li><li>• Dual tagging means adding both the GA4 and UA tracking codes to your web pages.</li><li>• This allows you to collect data in both properties and compare them.</li></ul>
Property Setting	<ul style="list-style-type: none"><li>• Setup the Property according to your needs with name and workforce and type of events</li></ul>
API and Third party integration	<ul style="list-style-type: none"><li>• You can also use the Analytics Embed API to create and embed a dashboard on a third-party website.</li></ul>
Analytics And Reporting	<ul style="list-style-type: none"><li>• Track performance (open rates, click-through rates, conversion rates, etc.).</li><li>• Provide real-time analytics and visual reports.Offer insights on subscriber engagement and behavior</li></ul>
A/B Testing	<ul style="list-style-type: none"><li>• Perform A/B tests to optimize email content and subject lines.</li><li>• Analyze and compare the performance of different email versions.</li></ul>