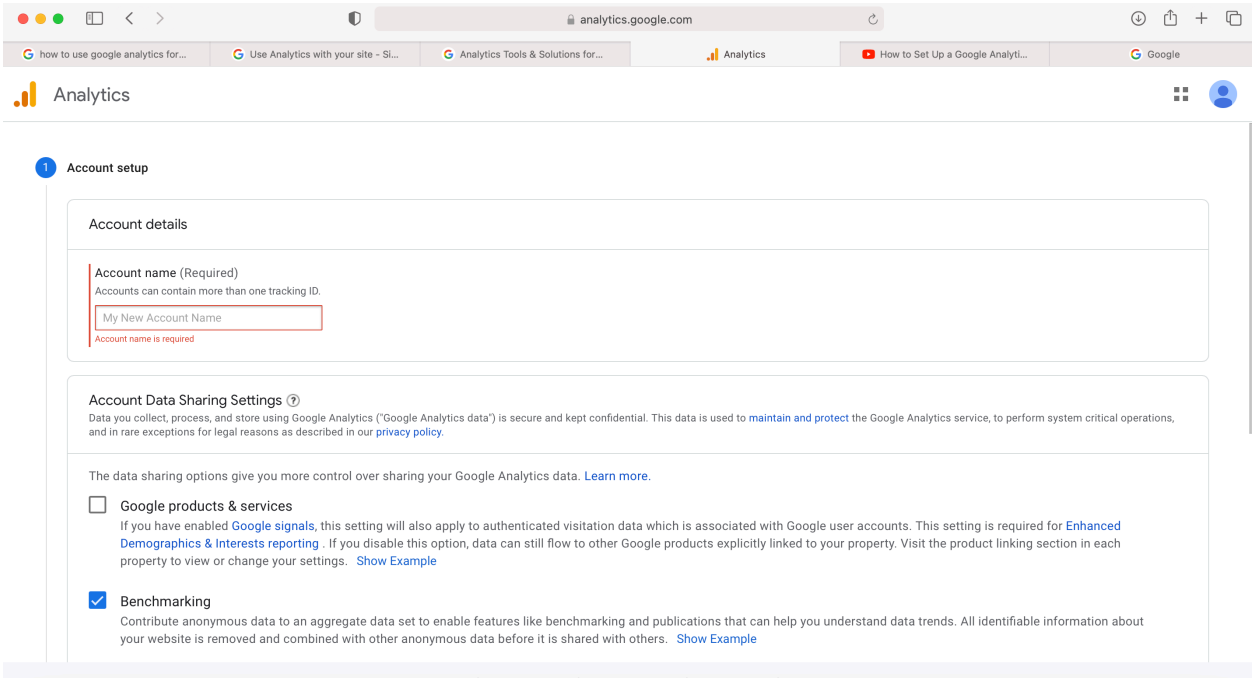
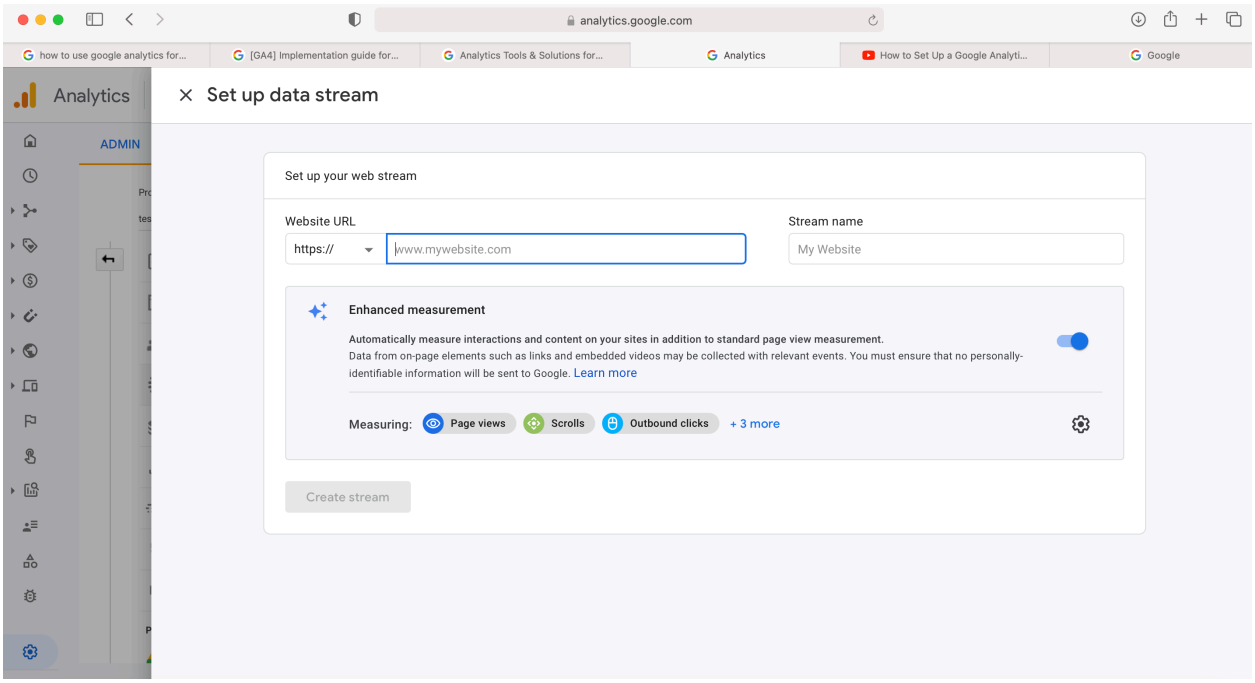
Google and Facebook Analytics

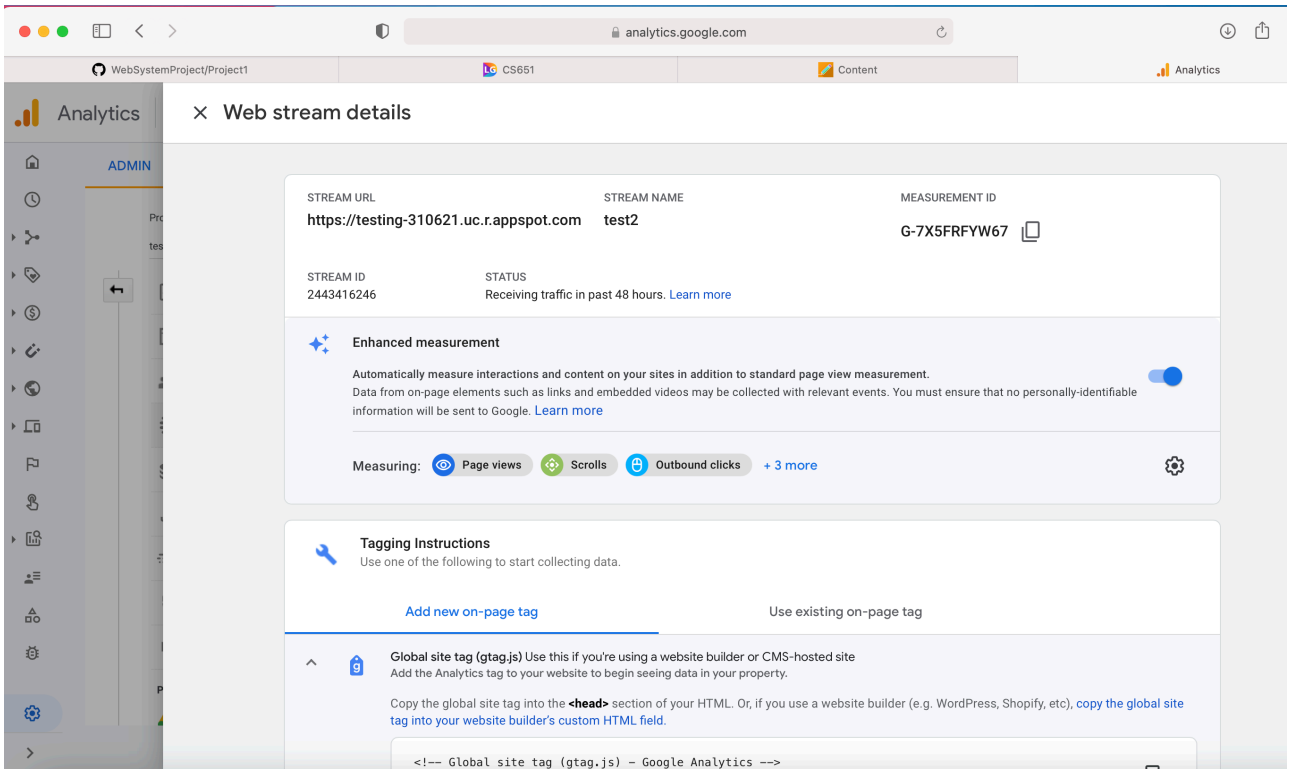
section 1= Google Analytics.

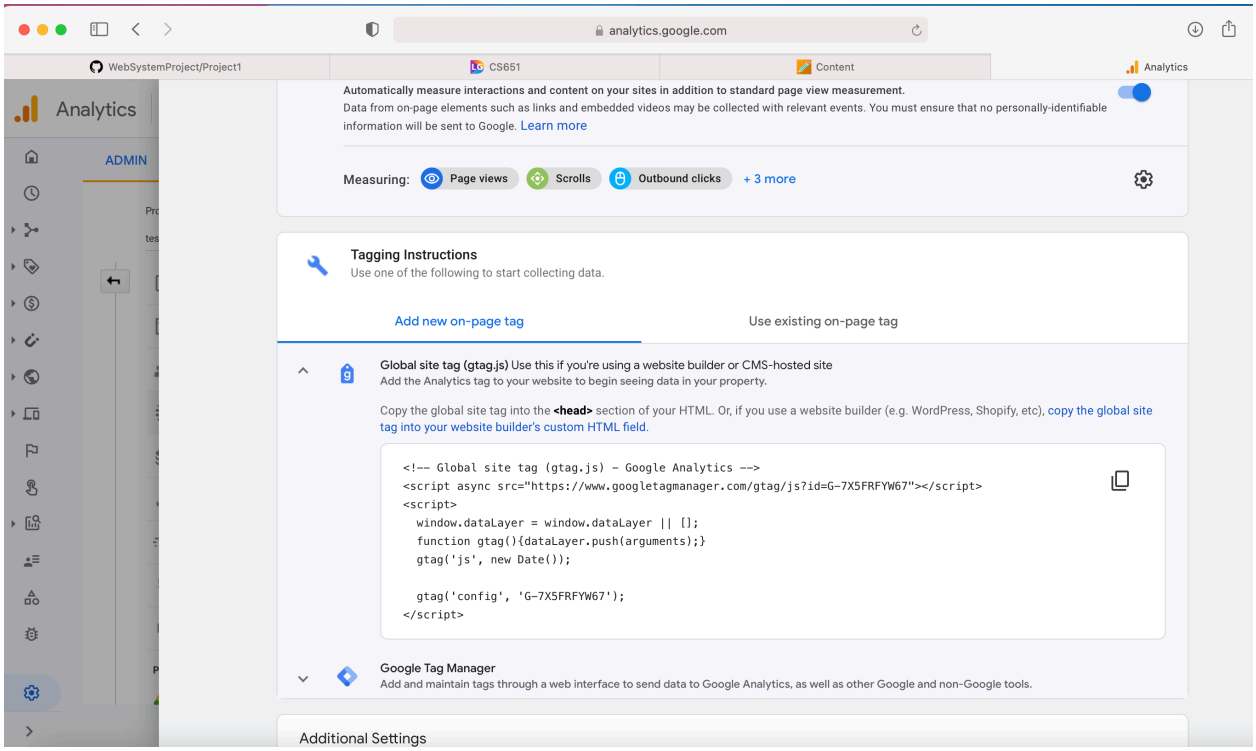
First we need to set up a Google analytics account. Then provide an account name. After that we need to configure the data-sharing setting. Add the data stream with the url of the website and a





Now Stream has been created.

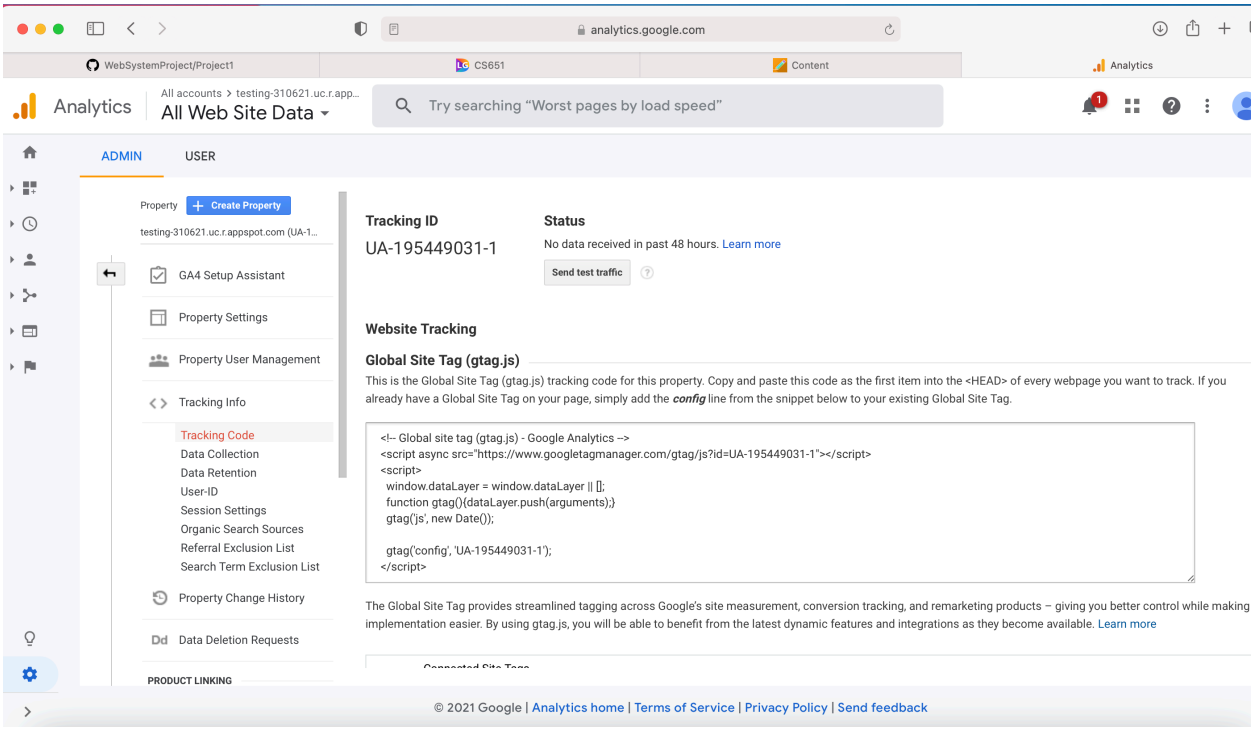




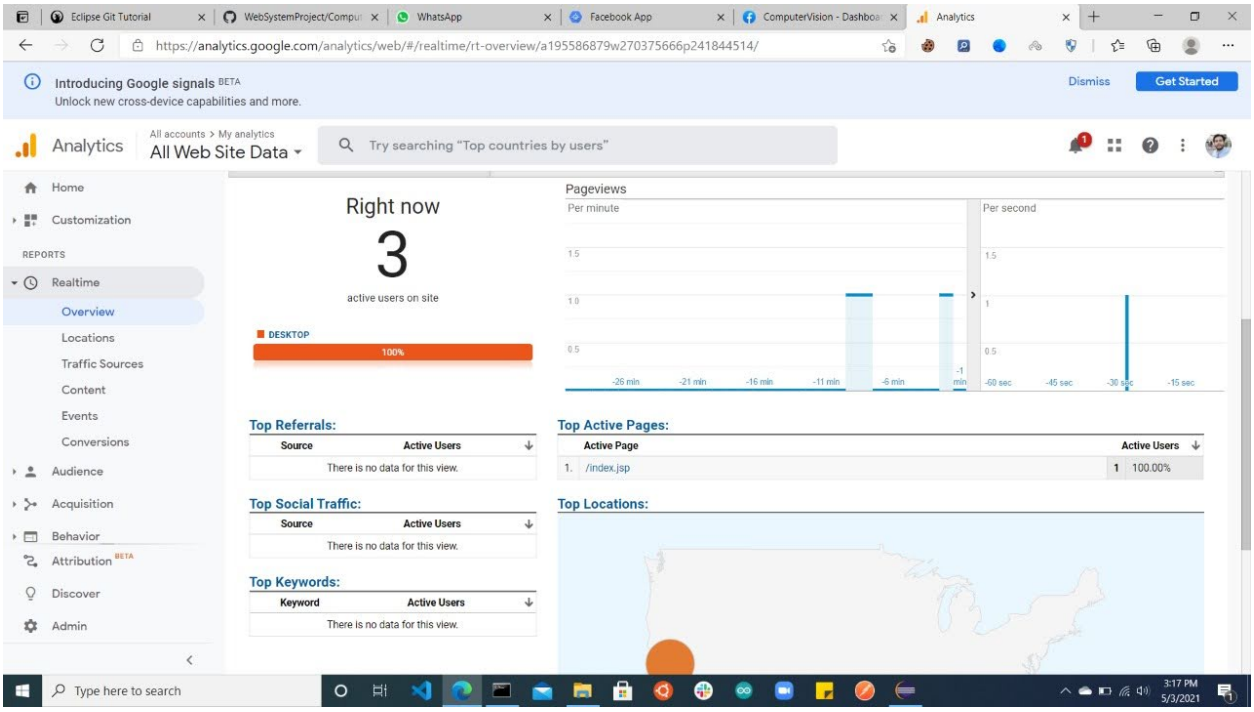
Add the Global site tag(tag.js) in all the frontend jsp file. This will stream analytics data from the web browser to google analytics server.

Server Side Analytics

Created a tracking ID to use in the server side.



1.1.a: metric 1- provide a graphs/plots/visualizations:



1.1.b: interpret the metric 1's trends:

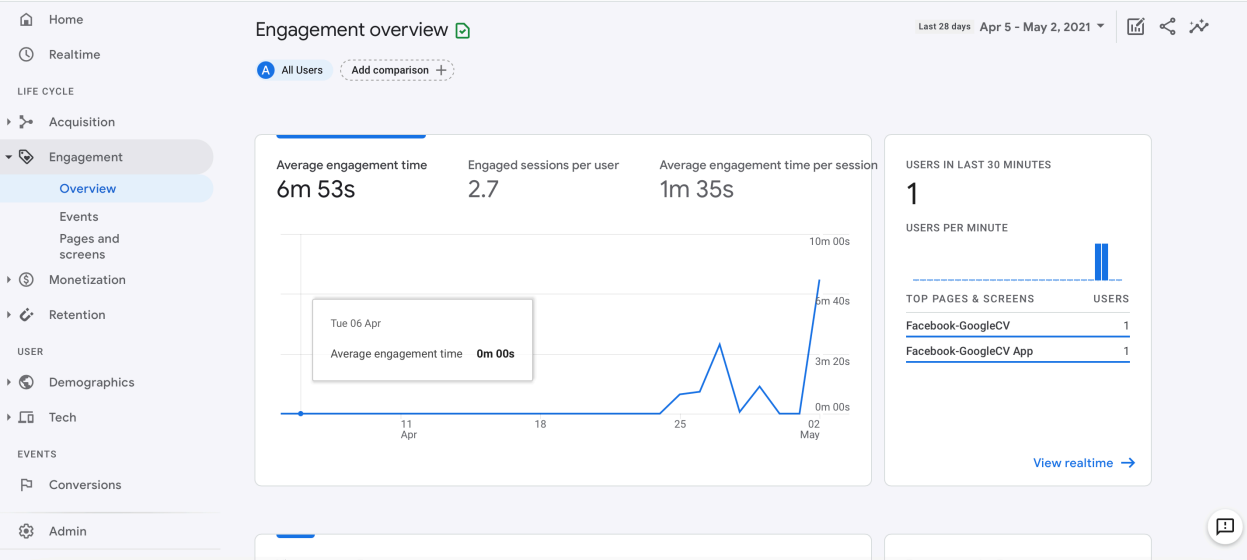
This shows the total number of user accessing the url. The may vary as it depends upon the total number of user using it. It also shows that whether users are accessing the url in the mobile or desktop.

1.1.c: limitations of metric 1

Google analytics works by loading the javascript code. When the application is loaded, the analytics code sends data to the Google analytics server. But, many web browsers do not allow some javascript code to run. So they may be blocked by some web browsers. It also uses cookies to track user for analytics. Many web browser blocks cookies. That is why all users cannot be tracked with this.

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

Engagement Overview



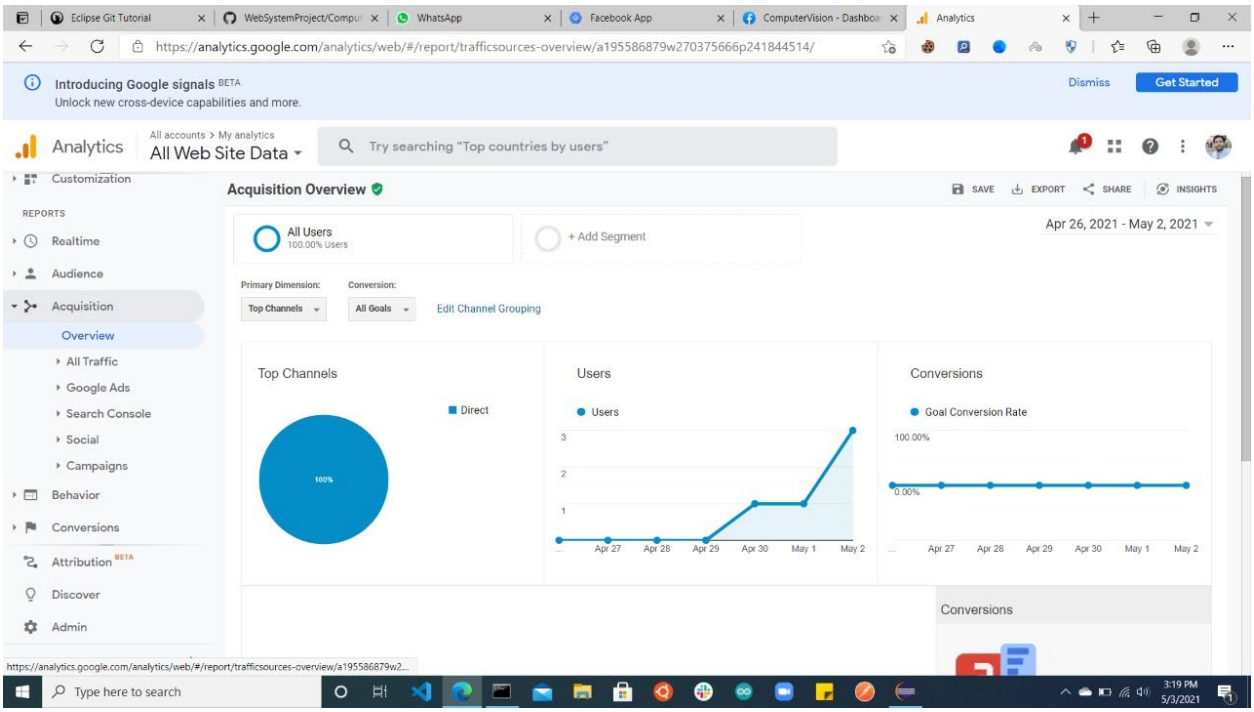
1.2.b: interpret the metric 2's trends:

This metric measures the time that a group of visitors spent on the website. It also provides engaged session per user. It calculates the average engagement time per session. The information can be helpful to analyze the predefined parameters that engage users to the website.

1.2.c: limitations of metric 2:

We cannot analyze much with these informations. Though we can add advanced parameters to view engagement of the user, however we cannot apply parameters like e-commerce, goals, etc. These also applies to the report.

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



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

The acquisition traffic is very useful. It provide us information about the traffic sources and conversions. It finds all source of traffic that help us to analyze that which source provides high traffic to our application. These information help to analyze how our website acquires users.

1.2.c: limitations of metric 3:

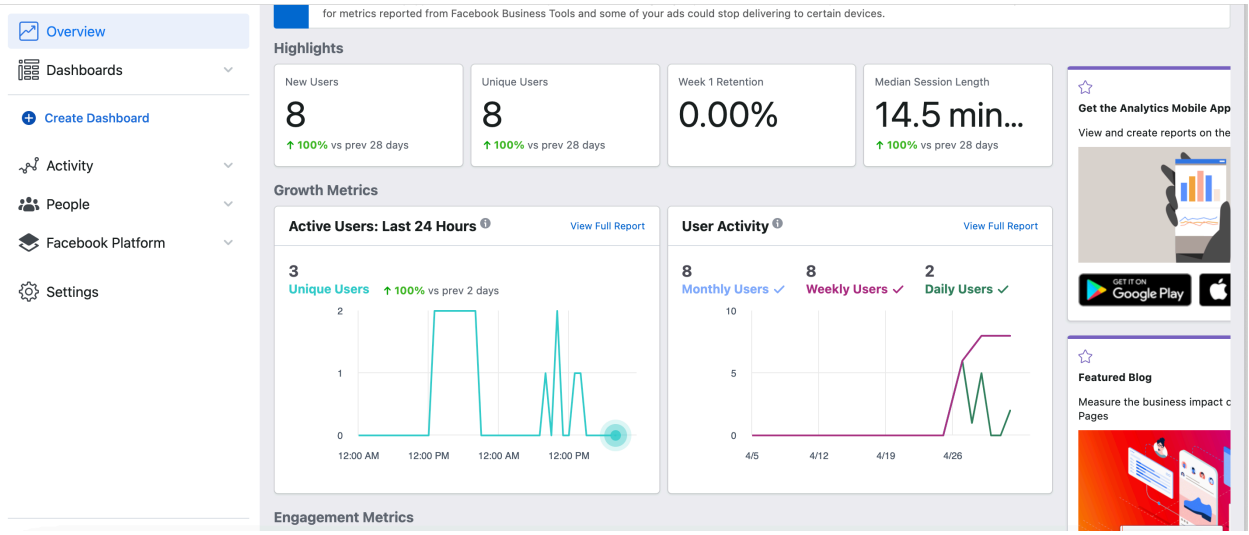
This information provided by this metric may not be very accurate. Analytics companies may not rely fully on this metric.

Section 2= Facebook Analytics

Facebook analytics is very helpful tool that can help to understand how users interact with our Facebook application. To use Facebook Analytics, user must have admin privileges. If we use Facebook SDK for javascript and implement features like Facebook login, Like button, etc. this means we already are using Facebook analytics.

2.1.a: metric 1- provide a graphs/plots/visualizations:

Growth Metrics



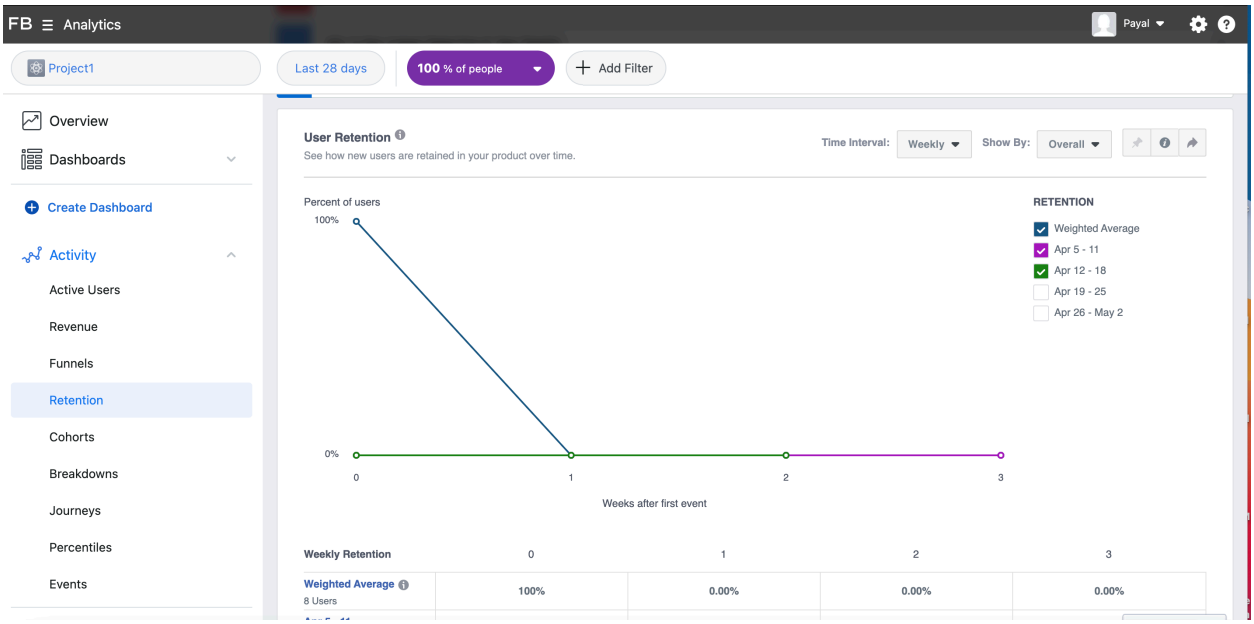
2.1.b: Interpret the metric 1's trends:

The graph tells about the total number of active users. This is quite helpful to analyze number of users interacting with the application. This is helpful to know how many users are interacting with our application in last 24 hours. We can also know unique users interacting with our application. We can also analyze user activity monthly, weekly and daily basis. With this information we can understand at what time we need to post anything so that maximum number of users will use it.

2.1.c: limitations of metric 1:

We cannot visualize data of yearly users. Though we can estimate unique users however, we cannot predict the actual number of generic users interacting with our application.

2.2.a: metric 2- provide a graphs/plots/visualizations: User Retention



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

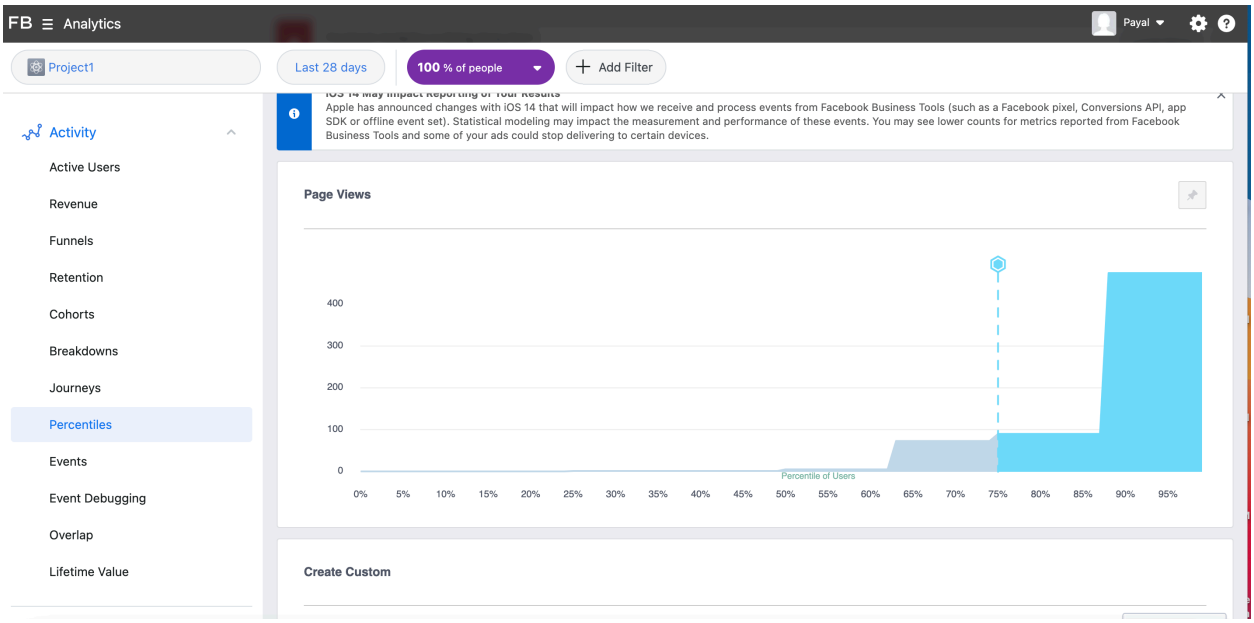
This metric provides information about the amount of time that user watch the contents of our application. It also provide information on how many people are again using the application after their first interaction. This information can be seen daily, weekly or monthly basis.

2.2.c: limitations of metric 2:

Though this metric provide information about average time spent on the app however, it do not provide information on what features or pages user spent time the most.

2.3.a: metric 3- provide a graphs/plots/visualizations:

Percentiles



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

This provides information like which group of users are actively using our application. It provides information on page view.

2.3.c: limitations of metric 3:

This do not provide much information on pages. This information might help the analytics companies to analyze better.

section 3: Compare Google & Facebook analytics

Google analytics provides more informations but they are harder to implement than Facebook analytics.We do not need to use a huge script to implement it.

Facebook can easily track user as it uses user tracking technique. However, Google analytics uses cookies to track. They cannot track users with ease compare to Facebook analytics.

Facebook analytics can easily track users across the devices that user use. For example if a user is using Facebook application and the user switches to tablet, desktop or other devices to use the application, Facebook can easily track it.

Google analytics uses cookies that make it more operational on the websites.