

Group Project #4

MSAN 695, Diane Woodbridge

Due: June 22th (Midnight (PST))

1. (3pt) Extend Google Analytics Event Tracking to collect custom dimensions and metrics. Create a custom report using the custom dimensions and metrics and export to pdf.
2. (3pt) Apply customizations including Calculated Metrics, View Filters, Data Import, Cross Domain Tracking, Cross Device Tracking, Channel Grouping, Content Grouping, Site Search, Session Categorization, Session Timeout, etc. The number of customizations should be at least the number of team members (3 team members → At least 3 customizations.).
***Include screenshots and stakeholders in your report.**
3. (1pt) Extend the document from Group Project #3 to include **a new section** that describes **1)** which custom dimensions and metrics you collect using Google Analytics and **2)** which customizations are applied (**Include screenshots and stakeholders in your report.**) and **3)** justifications for step 1 and 2.
4. (1pt) Submit a zip file including the document, custom report, README.txt including the web application URL.
***zip file name - list of your team members' last name in alphabetical order. (Ex. GuyUminskyWoodbridge.zip)**