

LabW11 – App Analytics and Publishing

Objectives:

1. Understand how to use Google Analytics

Tasks:

1. Use Google Analytics for Android
2. Publish to Google Play

Task 1: Use Google Analytics for Android

The detailed analytics of your published app would enable further refinement of your software designs. Google Analytics for Android library is part of the Google Play Services. It tracks many events including app opening, session duration, button clicking, in app purchases, etc.

1. Use Google Play Services as a library project of your own project. You should have done this in LabW09 when using Google Maps API. To recap, see the “Setting up Google PlayServices” from this link: <https://developer.android.com/google/play-services/setup.html#Setup>
2. Register a Google Analytics. You can use your Google/Gmail account to login. <http://www.google.com.au/analytics/>
3. After login to Google Analytics, go to the *Admin* tab, select *Mobile app*, input an account name and app name, finish the other options, and click “Get Tracking ID”.
4. Take a note of your tracking id. DO NOT download the sdk or read the “Guide”. They are for an outdated version.
5. Follow the beginner’s tutorial below: <https://developers.google.com/analytics/devguides/collection/android/v4/>
The “property id” mentioned in the tutorial is the “Tracking ID” in the previous step.
Part 1 to part 3 will enable default tracking, and part 4 is an example of customised tracking.
6. Read the “Dev Guide” on the left sidebar of the above tutorial for more advanced topics.
There are other good alternatives to Google Analytics for Android. Check out the followings (and Google for more):
Flurry - <https://developer.yahoo.com/everything.html>
App Annie - <http://www.appannie.com/android-app-analytics/>

Different analytics tool provides different insights, such as user behaviour, user acquisition, etc. Google Analytics is always the safest bet. Try more, and try using multiple of them at the same time.

Now the analytics reporting page shows no exciting number. Let's publish it to the Google Play Store.

Task 2: Publish to Google Play

Before you publish your apps on Google Play and distribute them to users, you need to get the apps ready, test them, and prepare your promotional materials.

Please follow the launching checklist to test your app to get it ready for publishing: <http://developer.android.com/distribute/tools/launch-checklist.html>

You are more than encouraged to publish your COMP5216 project. If your app is published before your assignment submission, please include the link in your report.