

ASSESSMENT PART 1

1. General Understanding:

- What is the primary purpose of the Customer Labs JavaScript API documented at the given link?

One tool that might assist you in understanding how people interact with your website is the Customer Labs JavaScript API. It gives you the ability to monitor particular occurrences, including button clicks, form submissions, and page visits, and provides useful information for analysis.

- Summarize the key features and functionalities provided by the Customer Labs JavaScript API.

The features that i have analyses from your websites are:

- 1,Default Pageview Tracking.
- 2,Custom Event Tracking.
- 3,User Identification.
- 4,Custom Properties.
- 5,Prevention of Duplicate Events.

- Explain the importance of website event tracking in the context of Customer Labs.

For Customer Labs, website event tracking is essential since it provides insight into user behaviour. Making educated judgements, enhancing user experiences, and raising the general performance of websites all depend on this data.

2. Initialization and Setup:

- Describe the steps involved in initializing the Customer Labs JavaScript API on a website.

There are two steps that i have referred in your website:

- 1, Include Customer Labs JavaScript SDK.
- 2, Initialize the Customer Labs API with your project key.

- What parameters are required when initializing the Customer Labs JavaScript API, and what do they signify?

The Required Parameters are:

- 1, Project Key: Identifies the specific Customer Labs project.
- 2, User ID (optional): Enables user identification for personalized analytics.

3. Event Tracking:

- How does the Customer Labs JavaScript API facilitate event tracking on a website?

The customer labs JavaScript API Facilitate are;

- 1, Automatic Pageview Tracking
- 2, Custom Event Tracking with the **TRACK** method.

- Provide an example of tracking a custom event using the Customer Labs JavaScript API

Example:

```
let productName = "CoconutOil";
let productPrice = 29.99;

customerlabs.track('add_to_cart', {
  product_name: productName,
  price: productPrice,
  user_status: 'logged_in'
});
```

4. Custom Properties:

- Explain the concept of custom properties in the context of event tracking with the Customer Labs JavaScript API.

1, Custom properties allow attaching additional information to tracked events.

- How can you include custom properties when tracking events?

1, Include as an object when calling the track method.

Example:

```
let productName = "CoconutOil";  
let productPrice = 29.99;
```

```
Let tracking_properties = {  
    Product_name: productName,  
    Product_price: productPrice,  
    User_status: "logged_in"  
};
```

```
customerlabs.track("add_to_cart", tracking_properties);
```

5. User Identification:

- Describe the methods available for identifying users with the Customer Labs JavaScript API.

The methods are;

- 1, Anonymous Identification.
- 2, Registered User Identification.

- What is the purpose of user identification, and how does it contribute to analytics?

Purpose and Contribution to Analytics:

1,User identification helps tie events to specific users, providing a more comprehensive view of individual user behavior over time.

2,Contributes to personalized analytics and targeted improvements based on user-specific interactions.,