Agile AI Institutional Analytics Strategy v1.0

Status: LOCKED
Scope: Entire Agile AI Ecosystem
Date Locked: 2026-02-25

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1. Strategic Principle

Agile AI operates as a single institutional brand with multiple public surfaces.

Analytics must reflect one institutional truth and must not be fragmented into surface-level silos.

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2. Property Architecture (LOCKED)

One unified GA4 property for the entire ecosystem.

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3. Data Stream Structure (LOCKED)

Separate web data streams for:

• agileai.foundation
• agileai.university
• verify.agileai.university
• portal.agileai.university
• learn.agileai.university
All streams roll up into the same institutional GA4 property.

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4. Surface Classification Model (LOCKED)

Every surface must define:

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```

Approved values:

- foundation
- site
- certs
- portal
- learn
- assessment
- unknown (fallback only)

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5. Custom Dimension (MANDATORY)

Custom Dimension Name: `surface`

Scope: Event

Source: `document.body.dataset.surface`

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6. Event Governance (LOCKED)

Standardized naming format:

`action_object`

Approved examples:

- verify_attempt
- verify_success
- verify_failure
- portal_login
- assessment_start
- assessment_complete

No random event naming permitted.

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7. Implementation Layer (LOCKED)

GA4 must be injected only via:

`shared/design-authority/js/header.js`

No per-page analytics injection allowed.

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8. Search Console Integration (MANDATORY)

Link Search Console properties:

• agileai.foundation
• agileai.university
Purpose:

• Monitor brand growth
• Detect domain confusion
• Track keyword intent
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9. Governance Rules

1. No independent analytics per surface.

2. No GA configuration overrides at surface level.

3. No unauthorized third-party trackers.

4. All measurement flows through shared design authority.

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10. Strategic Outcomes

This measurement model enables:

• Institutional growth tracking
• Employer verification monitoring
• Cross-surface intelligence
• Geographic engagement analysis
• Brand legitimacy measurement
• Fraud pattern identification

Institutional Analytics Strategy v1.0 — LOCKED