Tarun Gorowara

CIS440-Information Radiator Assignment

Google Analytics Proposal

As more users begin signing up and utilizing the FeelFree website and iOS/Android apps, we will have a growing amount of user information that we can use. How we gather this data and analyze it will be crucial to learning more about our growing customer base and how we can evolve our product over time. I suggest implementing Google Analytics. This is a web-based application that measures detailed statistics on web and mobile traffic.

Some major features that Google Analytics offers is, for example, what browser/OS system people are using to view our site. Do we get more users through mobile or on a computer? Another major feature is “in-page analytics”, this allows us to get an in-depth look at how a user navigates our site/app. Which pages are they looking at, where they came from, etc. Another feature is E-commerce reporting that would allow us to see which FeelFree “spaces” our customer base is using. Is there a trend in certain areas/restaurants people like to meet?

Implementing this into our website is very simple. First, you would need to create an account on Google Analytics page, you will then receive a TrackingID which is a string of HTML code that will be put into our website’s HTML code. After 24 hours, Google Analytics will begin tracking the website data and you will then be able to utilize a myriad of different statistics to track your website data.

Google Analytics has a variety of different measurements we can use to learn more about who our customers are and how we can serve them more efficiently.