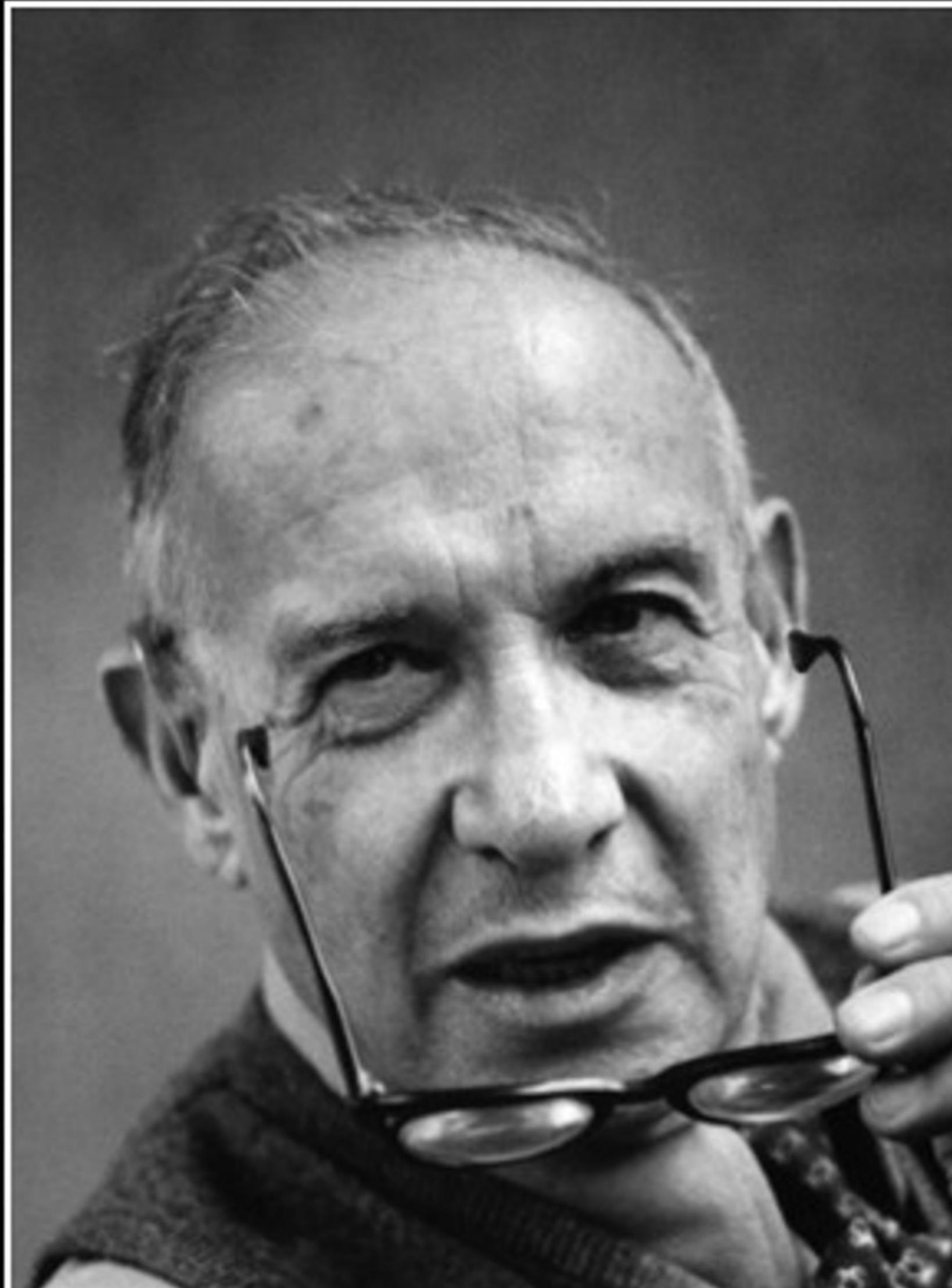


Firebase and Google Analytics

BAF675 금융 빅데이터 분석

이재훈, Week 15

A black and white close-up photograph of Peter Drucker. He is an elderly man with thinning hair, wearing glasses perched on his nose and a dark, patterned sweater over a collared shirt. He is looking slightly to the right of the camera with a thoughtful expression, holding his glasses in his hand.

You can't manage what you don't measure.

— Peter Drucker —

AZ QUOTES

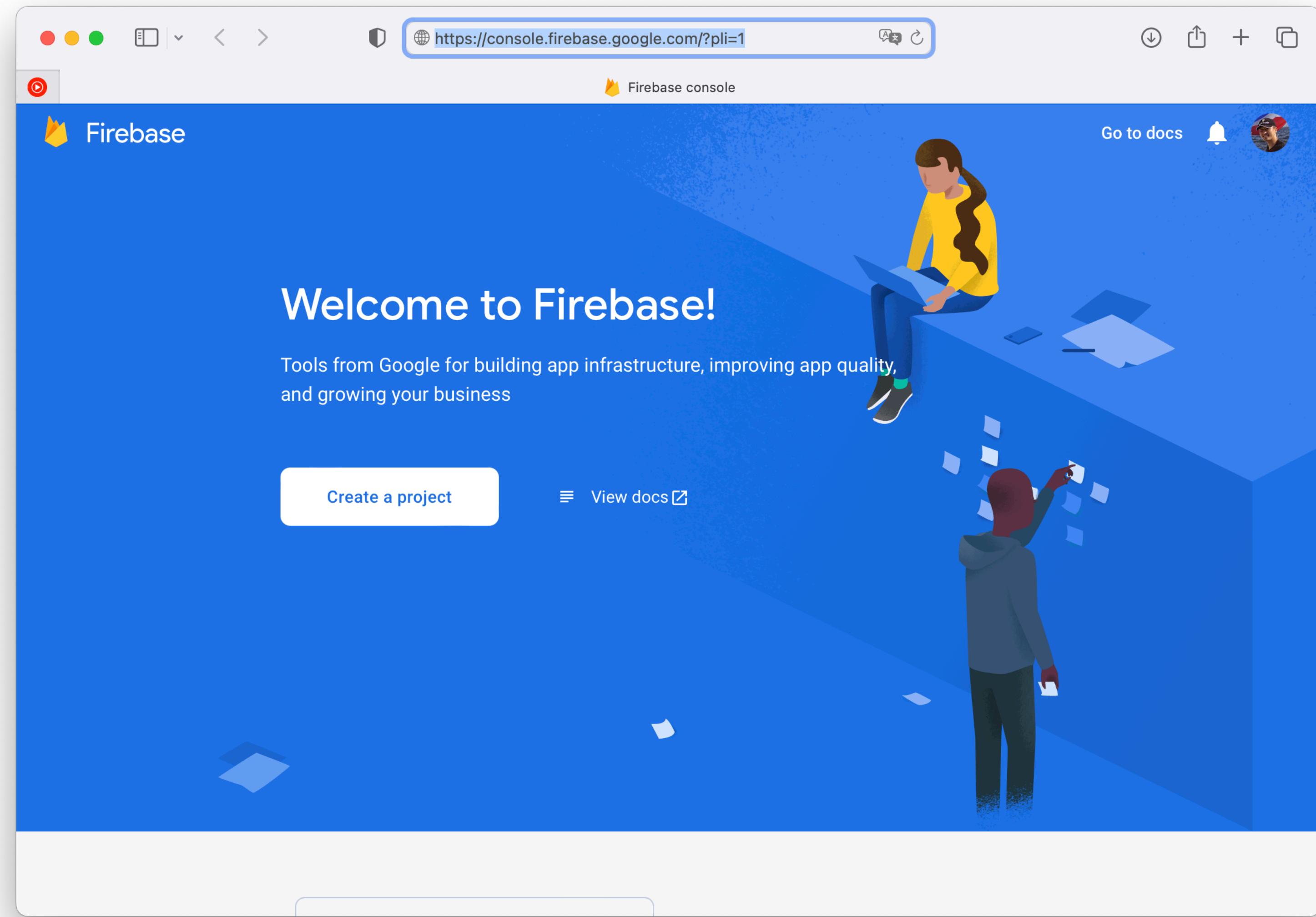
데이터 분석 도구

		클라이언트	vs	서버
데이터 종류	Action Data		State Data	
데이터 소스	이벤트 로그 (e.g., Firebase)		SQL / Data Lake / Data Warehouse	
대표 도구	Google Analytics		Plotly Dash	

- 타블로 (Tableau) 같은건 쓰지 마세요.
 - 코딩할 줄 모르는 반쪽 짜리 데이터 분석가들이나 사용하는 도구 😢

Create a Project at Firebase

- <https://console.firebaseio.google.com/?pli=1>



Create a Project at Firebase

The screenshot shows a web browser window for the Firebase console at console.firebaseio.google.com. The title bar says "Create project - Firebase console". The main content is titled "Create a project (Step 1 of 3)". It asks "Let's start with a name for your project" and has a "Project name" input field containing "news-trends". Below the input field is a button labeled "news-trends-cc21d". There are two checkboxes at the bottom: "I accept the [Firebase terms](#)" and "I confirm that I will use Firebase exclusively for purposes relating to my trade, business, craft, or profession.". A blue "Continue" button is at the bottom.

× Create a project (Step 1 of 3)

Let's start with a name for your project ^②

Project name

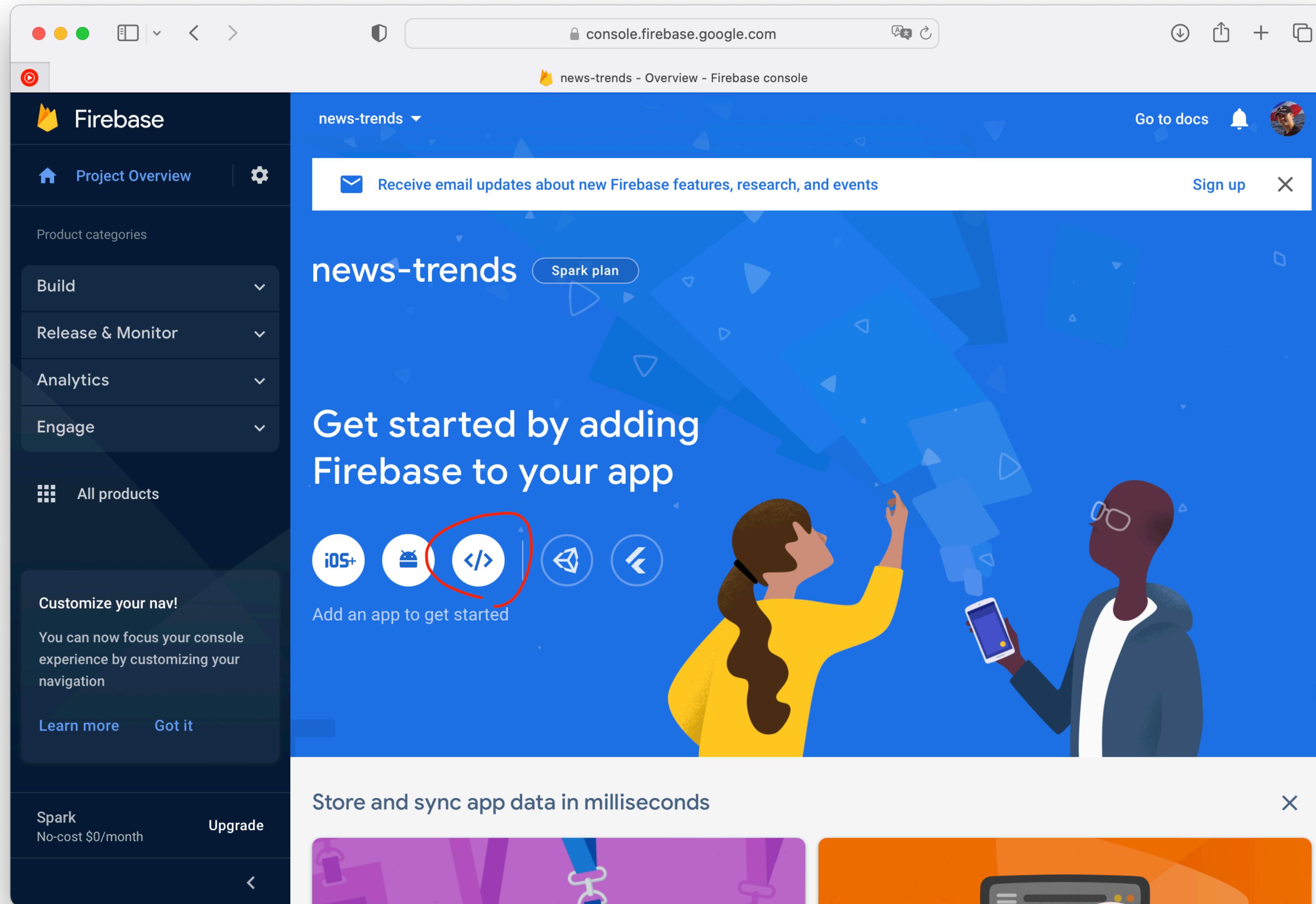
news-trends

I accept the [Firebase terms](#)

I confirm that I will use Firebase exclusively for purposes relating to my trade, business, craft, or profession.

Continue

Create a Project at Firebase



Create a Project at Firebase

The screenshot shows a browser window for the Firebase console at `console.firebaseio.google.com`. The title bar indicates the page is titled "news-trends - Add app - Firebase console". The main content area has a heading "Add Firebase to your web app" with a close button. It displays a step-by-step process:

- 1 Register app**
 - App nickname: `news-trends-web-app` (highlighted with a blue border)
 - Also set up **Firebase Hosting** for this app. [Learn more](#)
 - Hosting can also be set up later. There is no cost to get started anytime.
- 2 Add Firebase SDK**

A large blue "Register app" button is located at the bottom of the first step. The overall interface is clean with a white background and light gray header elements.

Create a Project at Firebase

The screenshot shows a browser window for the Firebase console at `console.firebaseio.google.com`. The title bar says "news-trends - Add app - Firebase console". The main content area has a heading "Add Firebase to your web app" with a close button. A vertical numbered list on the left indicates steps: 1. Register app (checkmark) and 2. Add Firebase SDK. Under step 2, there are two radio button options: "Use npm" (selected) and "Use a <script> tag". Below this, a note says: "If you're already using [npm](#) and a module bundler such as [webpack](#) or [Rollup](#), you can run the following command to install the latest SDK:". A code block shows the command: `$ npm install firebase`. At the bottom, instructions say "Then, initialize Firebase and begin using the SDKs for the products you'd like to use." followed by a code block:

```
// Import the functions you need from the SDKs you need
import { initializeApp } from "firebase/app";
import { getAnalytics } from "firebase/analytics";
// TODO: Add SDKs for Firebase products that you want to use
// https://firebase.google.com/docs/web/setup#available-libraries

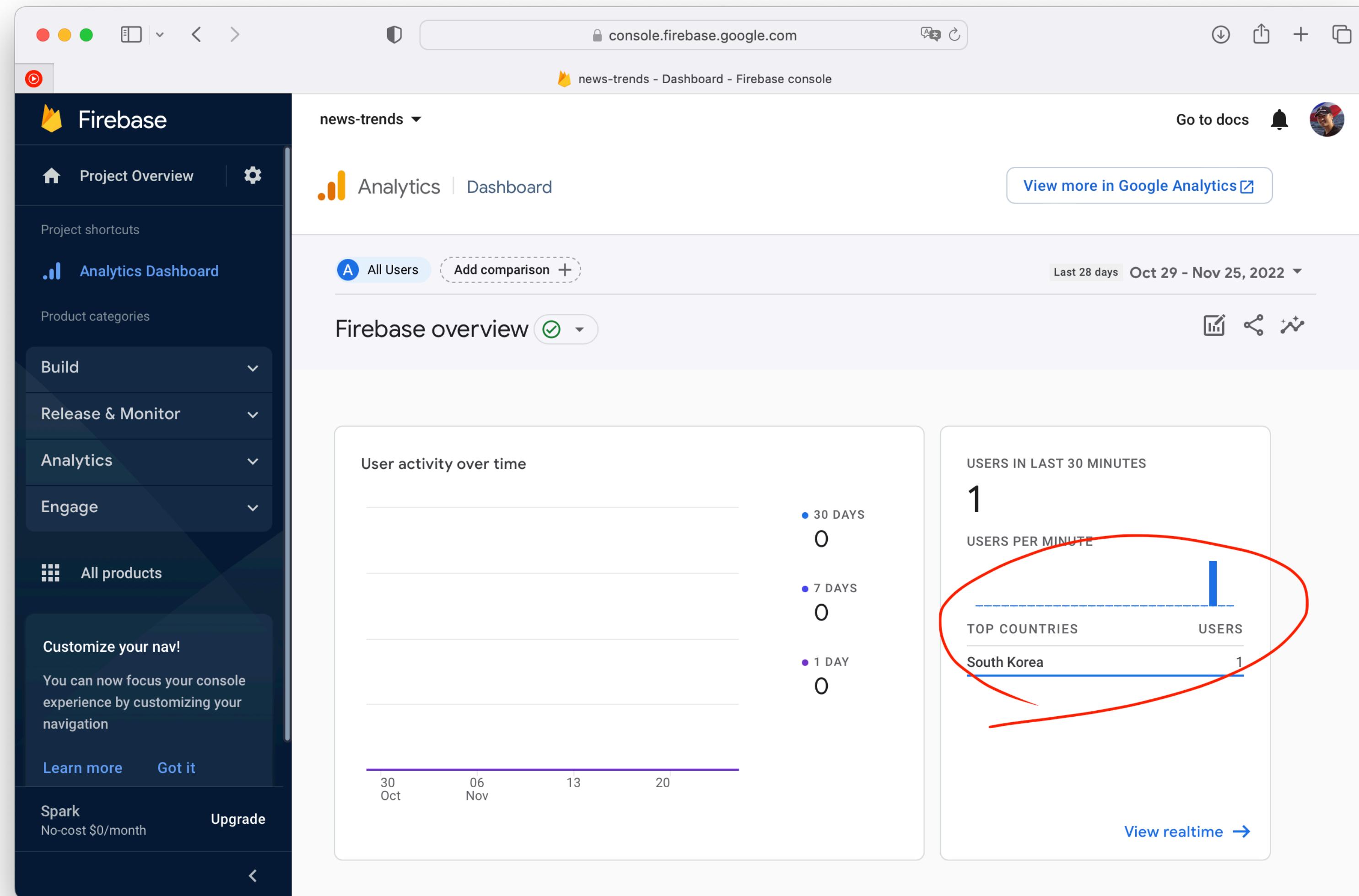
// Your web app's Firebase configuration
// For Firebase JS SDK v7.20.0 and later, measurementId is optional
const firebaseConfig = {
  apiKey: "AIzaSyCecarvrr-QwH-EE1Knb0vPQo4q_axfKXs",
  authDomain: "news-trends-cc21d.firebaseio.com",
  projectId: "news-trends-cc21d",
  storageBucket: "news-trends-cc21d.appspot.com",
```

Create a Project at Firebase

- npm install firebase
- index.tsx 설정

Create a Project at Firebase

- Check the real-time activity



Event Tracking

- 다음 파일에 event tracking 추가
 - index.tsx
 - App.tsx
- Firebase console에서 이벤트 추적 되는 것 확인

Event Tracking

The screenshot shows the Firebase Analytics Dashboard for the project "news-trends". The left sidebar includes links for Project Overview, Analytics Dashboard, Product categories, Build, Release & Monitor, Analytics, Engage, All products, and a "Customize your nav!" section. The main dashboard features a "Realtime overview" section with a bar chart for "Views by Page title and screen name" and a table for "Event count by Event name". Two specific events are circled in red: "/news-trends" and "/sentiment-trends".

Realtime overview

Views by Page title and screen name

PAGE TITLE AND SCREEN NAME	VIEWS
News Analysis	15

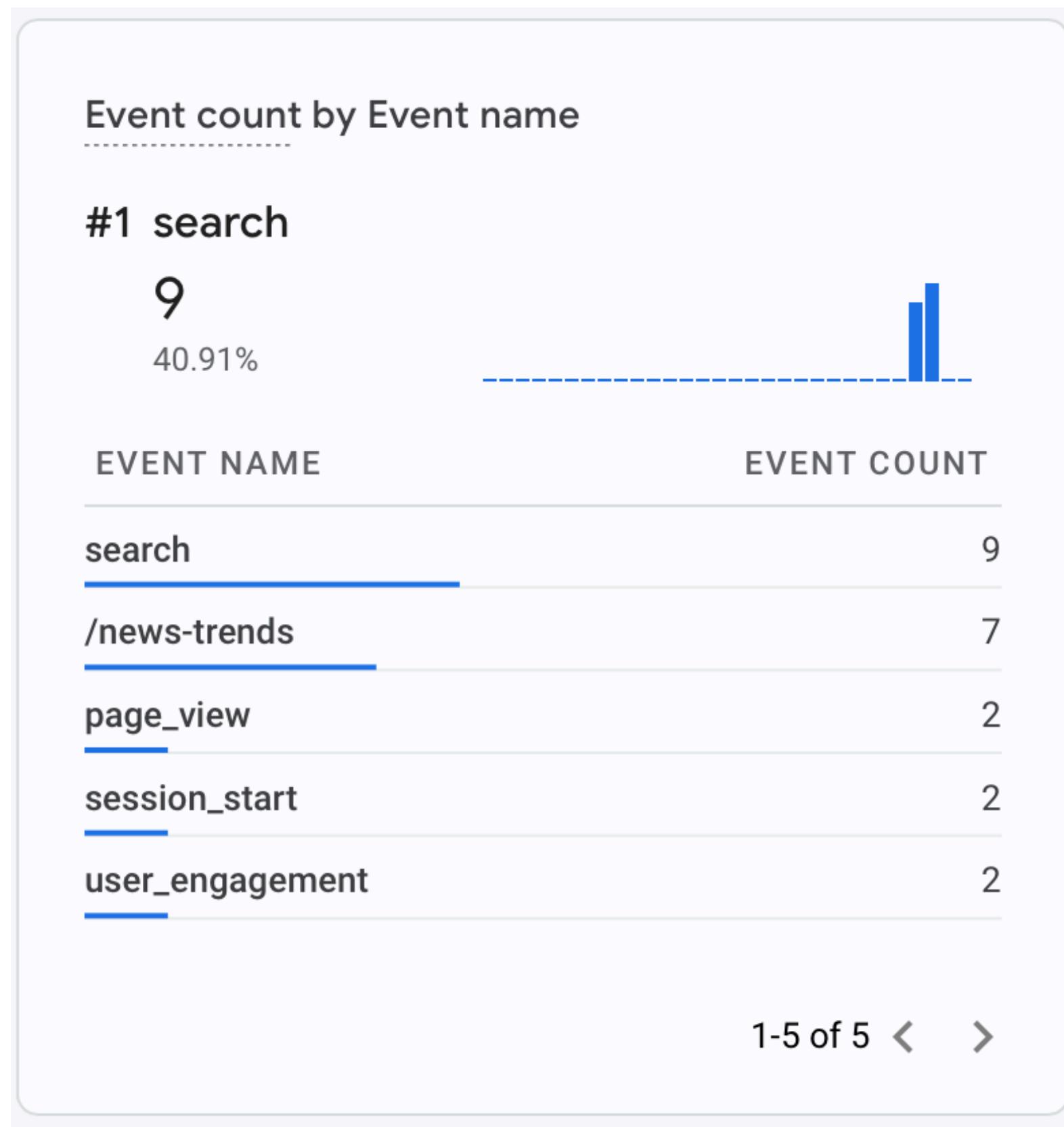
Event count by Event name

EVENT NAME	EVENT COUNT
/news-trends	17
page_view	15
user_engagement	7
first_visit	2
session_start	2
/sentiment-trends	1

Event Tracking

- Content.tsx
 - onSearch 함수 내부에도 이벤트 트래킹 추가

Event Tracking



Event count by Event name	
EVENT PARAMETER KEY	EVENT COUNT
engagement_time_msec	9
ga_session_id	9
ga_session_number	9
ignore_referrer	9
inputText	9
origin	9
page_locat	In last 30 minutes
EVENT COUNT	
inputText	9 (11.11%)
1-7 of 9 < >	

Event count by Event name		
← inputText	9	
EVENT PARAMETER VAL...	EVENT COUNT	
부동산	8	
삼성	1	

1-2 of 2 < >

Google Analytics

The screenshot shows the Google Analytics interface for the 'news-trends' account. The left sidebar includes sections for Reports snapshot, Realtime, App developer (selected), Life cycle (Acquisition, Engagement, Monetization, Retention), User (Demographics, Tech), Library, and Settings. The main dashboard displays the Firebase overview with a 'User activity over time' chart showing 0 users for 30 days, 7 days, and 1 day. It also shows 'USERS IN LAST 30 MINUTES' at 1 user per minute, with South Korea as the top country. A search bar at the top right allows searching for "Data Streams".

analytics.google.com

news-trends - Dashboard - Firebase console

Analytics | Firebase overview

All accounts > jaehoon.lee
news-trends-cc21d

Try searching "Data Streams"

Reports snapshot

Realtime

A All Users Add comparison +

Last 28 days Oct 29 - Nov 25, 2022

User activity over time

- 30 DAYS 0
- 7 DAYS 0
- 1 DAY 0

30 Oct 06 Nov 13 20

View realtime →

USERS IN LAST 30 MINUTES

1

USERS PER MINUTE

TOP COUNTRIES

South Korea 1

Library

Users by App version

Include Platform = Android or iOS