Analytics Report

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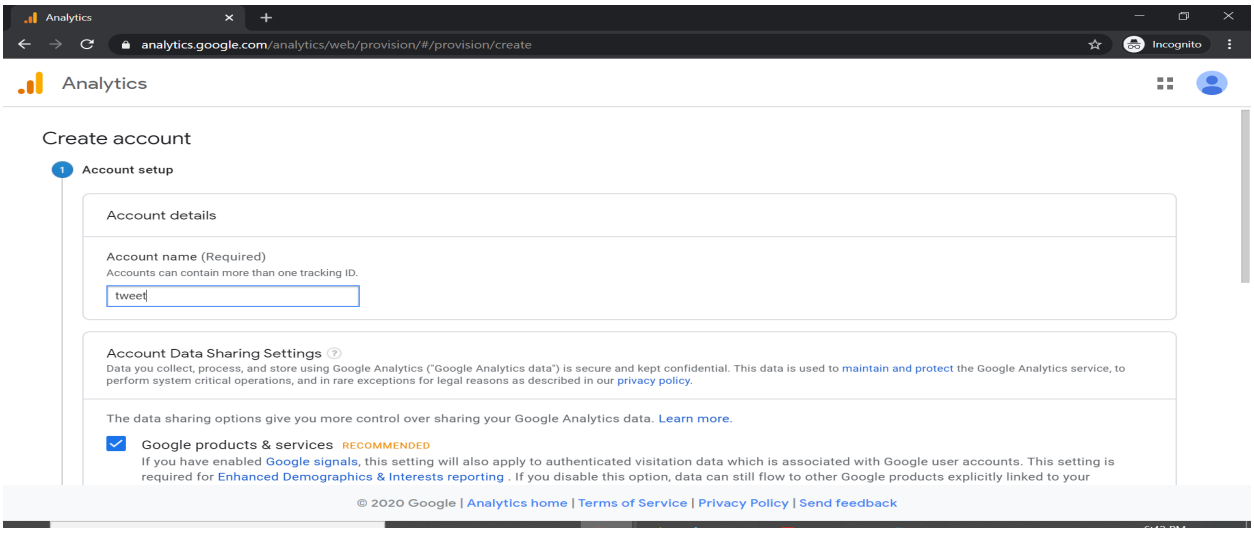
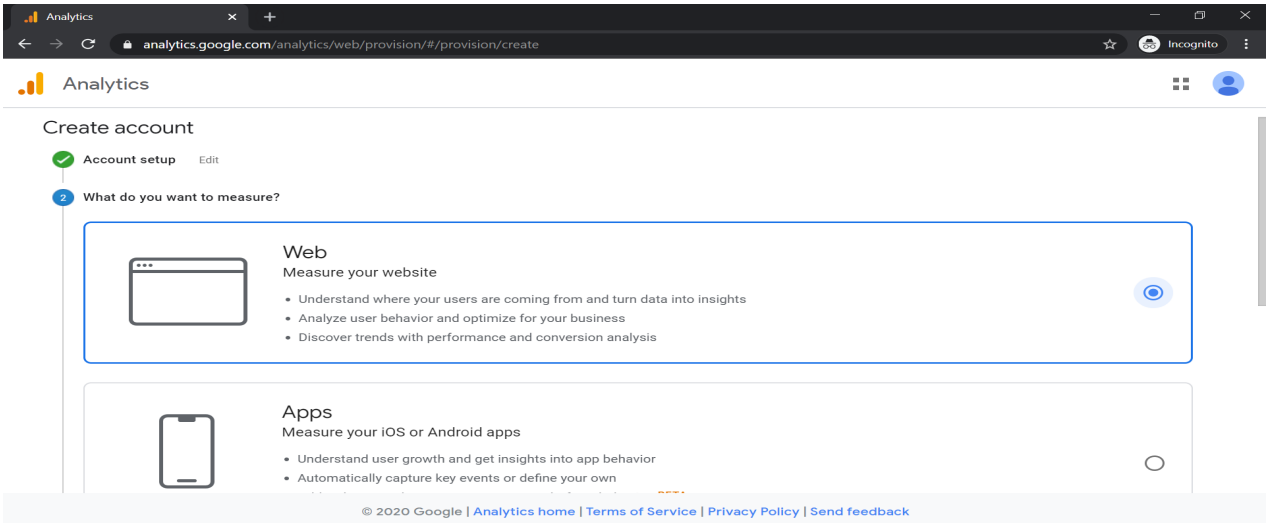
Section 1: Google Analytics-

1. Go to the website:
   https://analytics.google.com/analytics/web/provision/#/provision
2. Click on - “Start measuring”
3. Create an account to setup our application to use for google analytics. Fill out the account name, select which measure you want to use, and then fill the property details as shown in the figure-

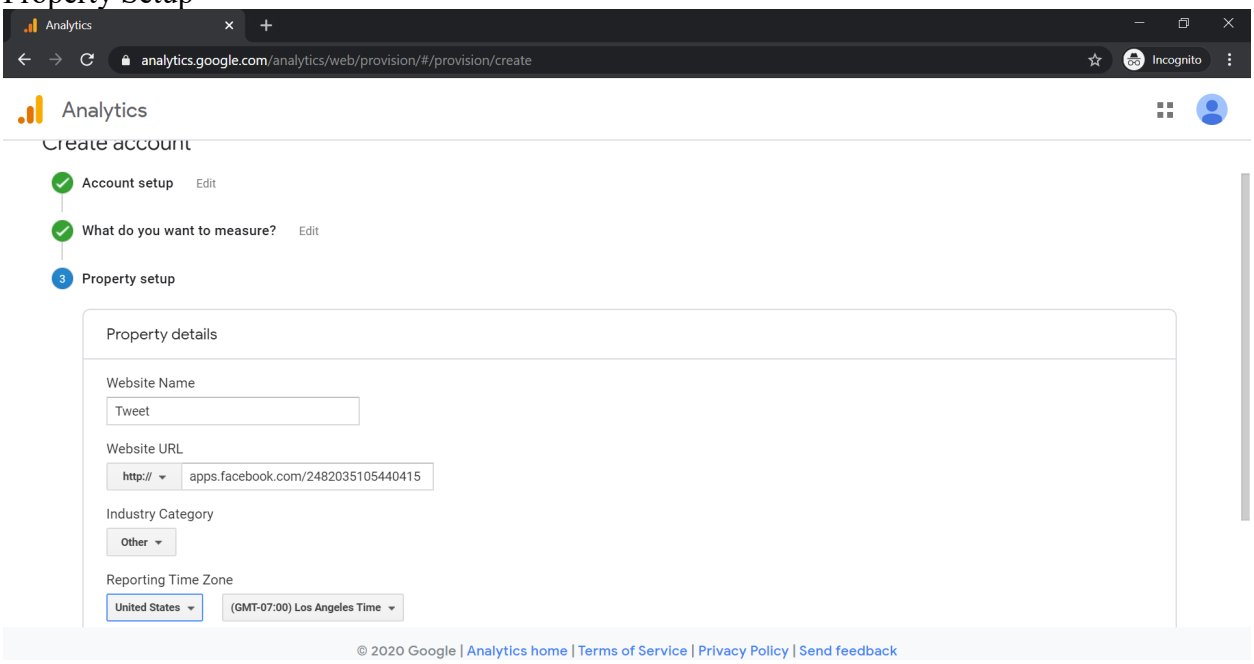
Provide the Account name-



Then what to measure-

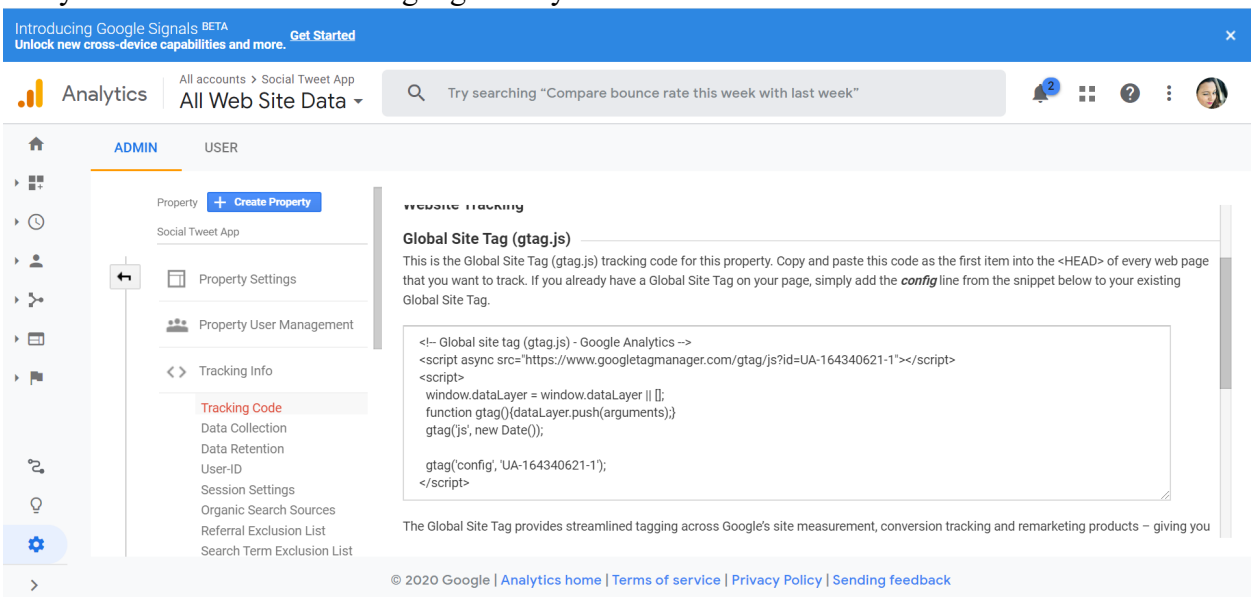


Property Setup-

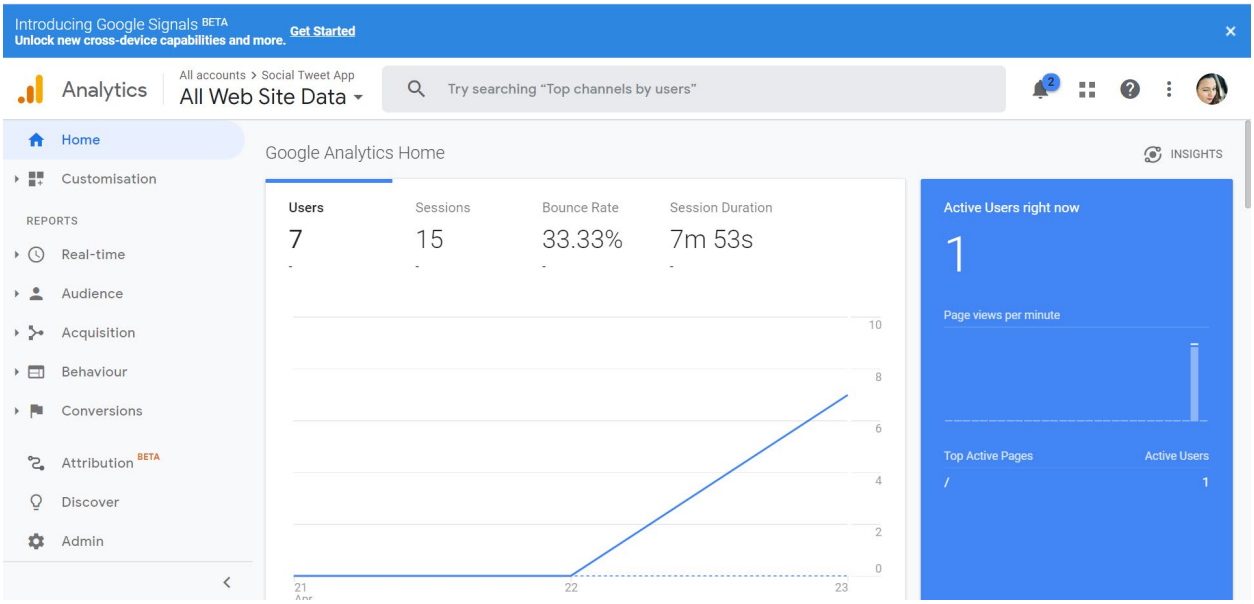


Then click on create.

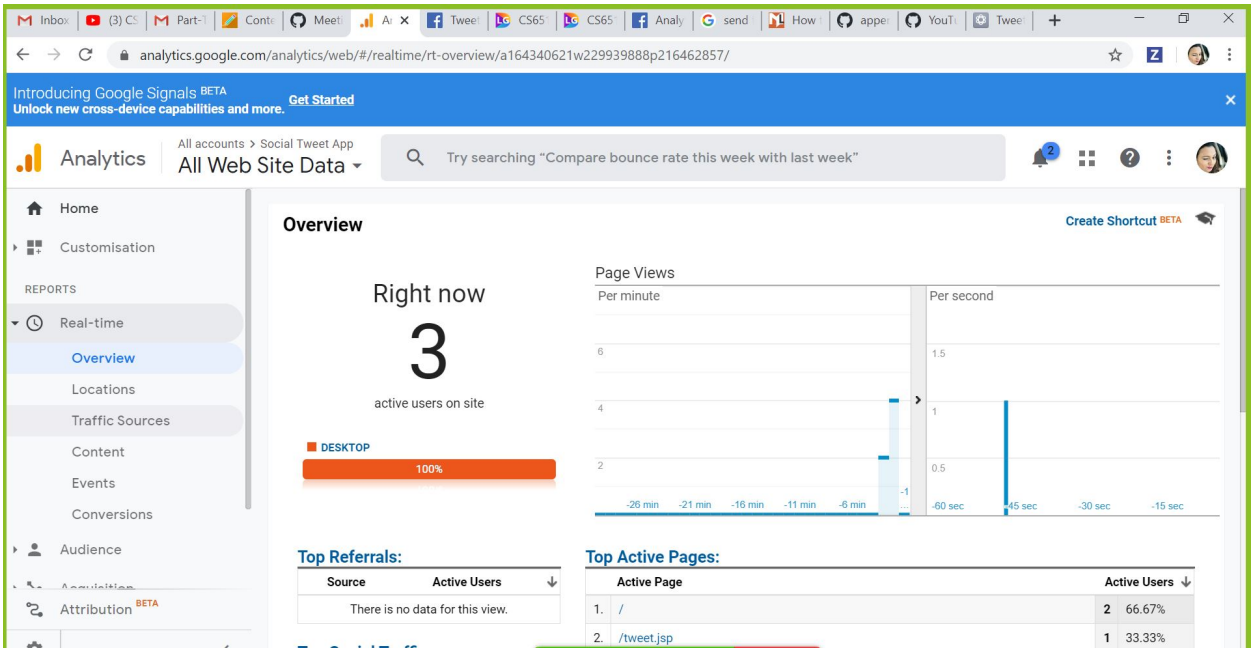
4. Note down the Tracking ID that is generated, then copy and paste the generated by default code provided by the google analytics page, as the first item into the <HEAD> of every webpage that you want to track with the google analytics-

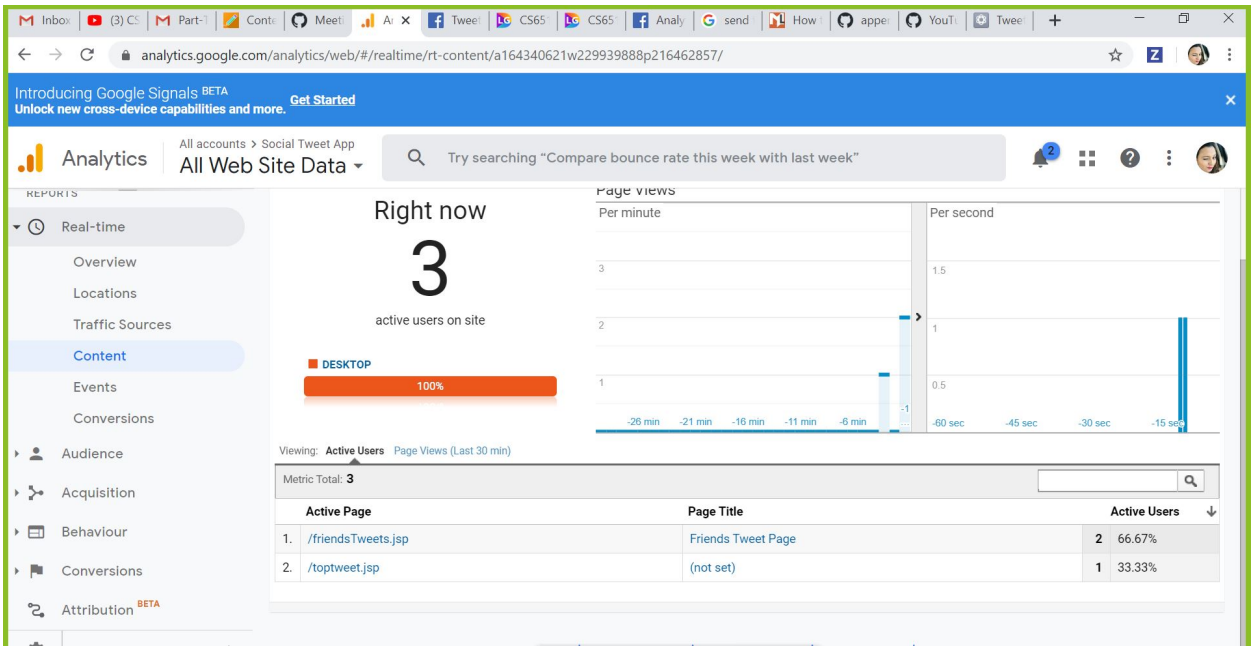


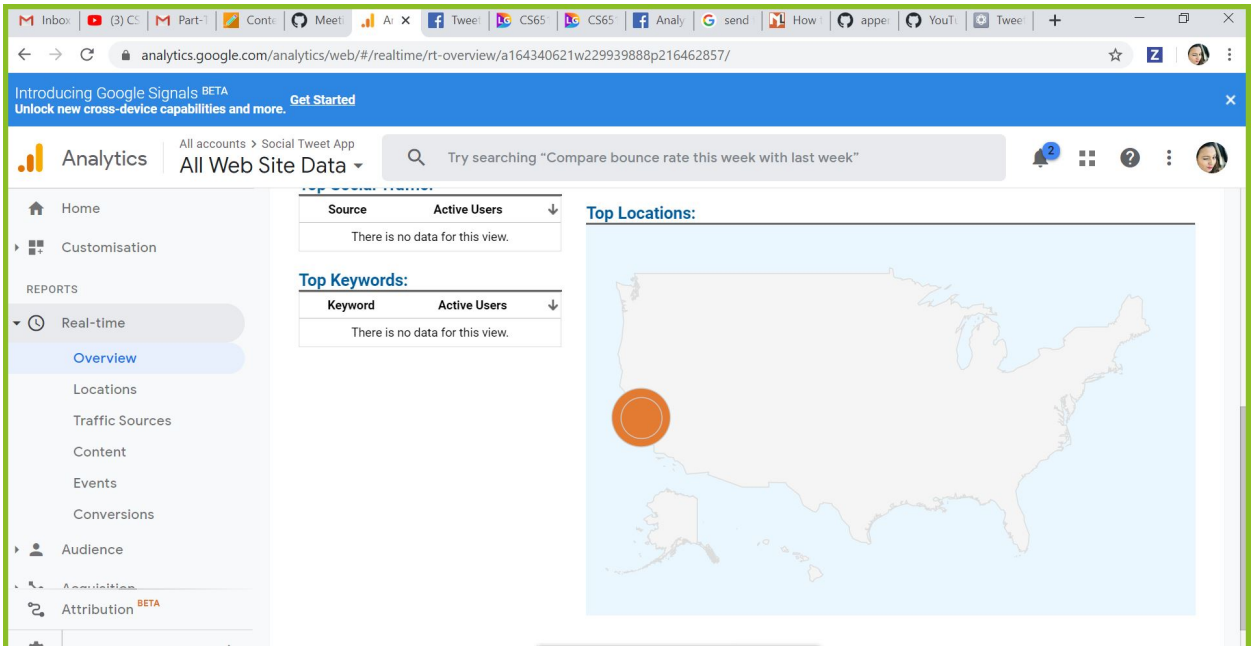
5. After setting up you will se your app like this-



1.1.a: metric 1- provide a graphs/plots/visualizations:



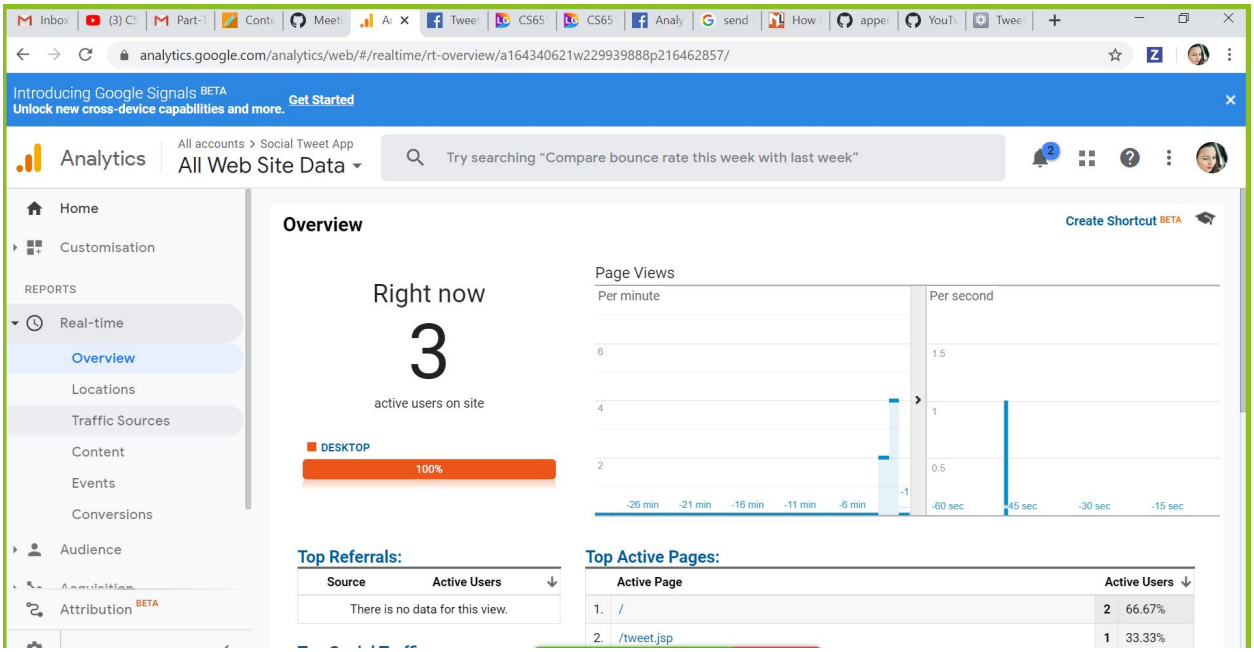

analytics.google.com/analytics/web/#/realtime/rt-content/a164340621w229939888p216462857/
Introducing Google Signals BETA
Unlock new cross-device capabilities and more.
Get Started
Analytics
All accounts > Social Tweet App
All Web Site Data
Try searching "Compare bounce rate this week with last week"
Real-time
Overview
Locations
Traffic Sources
Content
Events
Conversions
Audience
Acquisition
Behaviour
Conversions
Attribution BETA
Right now
3
active users on site
DESKTOP
100%
Page Views
Per minute
Per second
Viewing: Active Users Page Views (Last 30 min)
Metric Total: 3
Active Page
Page Title
Active Users
1. /friendsTweets.jsp
Friends Tweet Page
2 66.67%
2. /toptweet.jsp
(not set)
1 33.33%


analytics.google.com/analytics/web/#/realtime/rt-overview/a164340621w229939888p216462857/
Introducing Google Signals BETA
Unlock new cross-device capabilities and more.
Get Started
Analytics
All accounts > Social Tweet App
All Web Site Data
Try searching "Compare bounce rate this week with last week"
Home
Customisation
REPORTS
Real-time
Overview
Locations
Traffic Sources
Content
Events
Conversions
Audience
Attribution BETA
Source
Active Users
There is no data for this view.
Top Keywords:
Keyword
Active Users
There is no data for this view.
Top Locations:

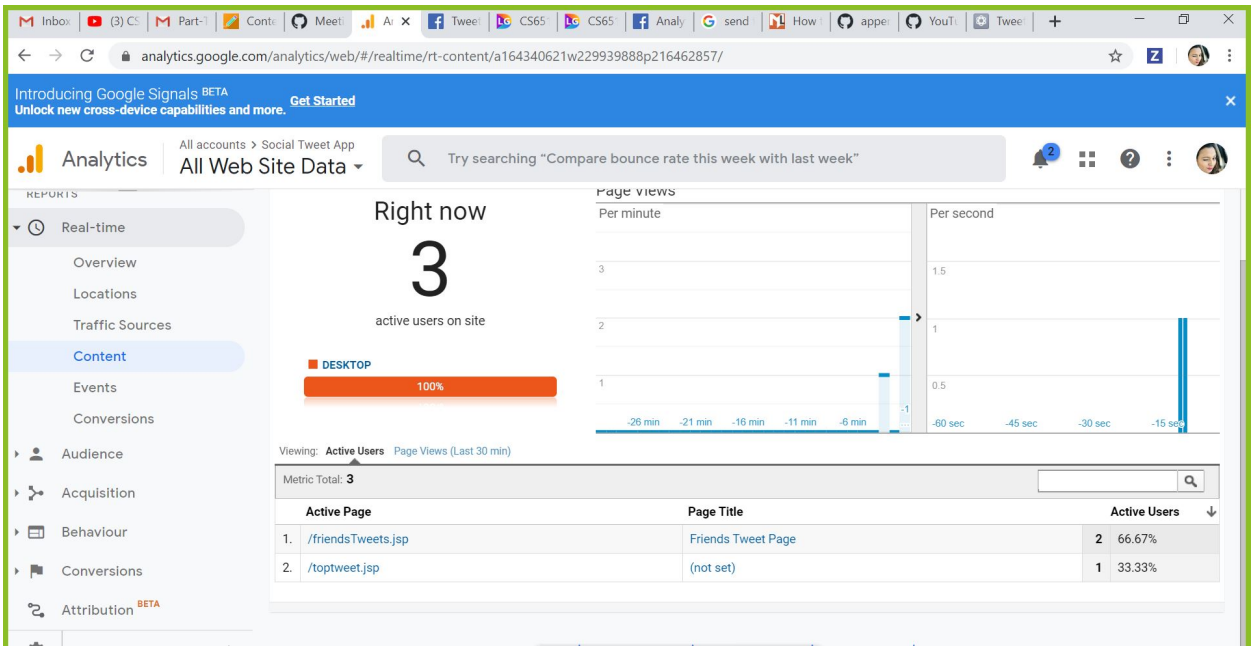
1.1.b: Interpret the metric 1's trends:

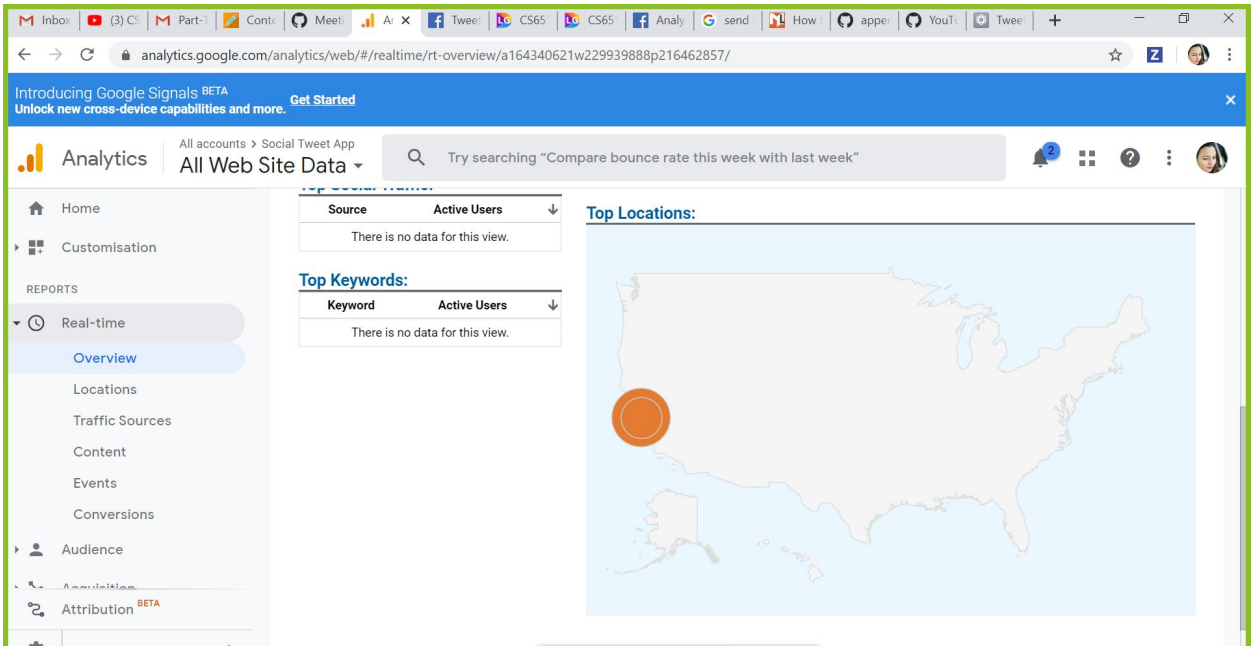
In this we can measure the different metrics from this report like:

a) How many users are currently accessing the application, page views per minute per second, pages that are in active state-



We also get the Active pages with the page title and the percentage of the active users, and the number of how many times each page that got opened,locations -





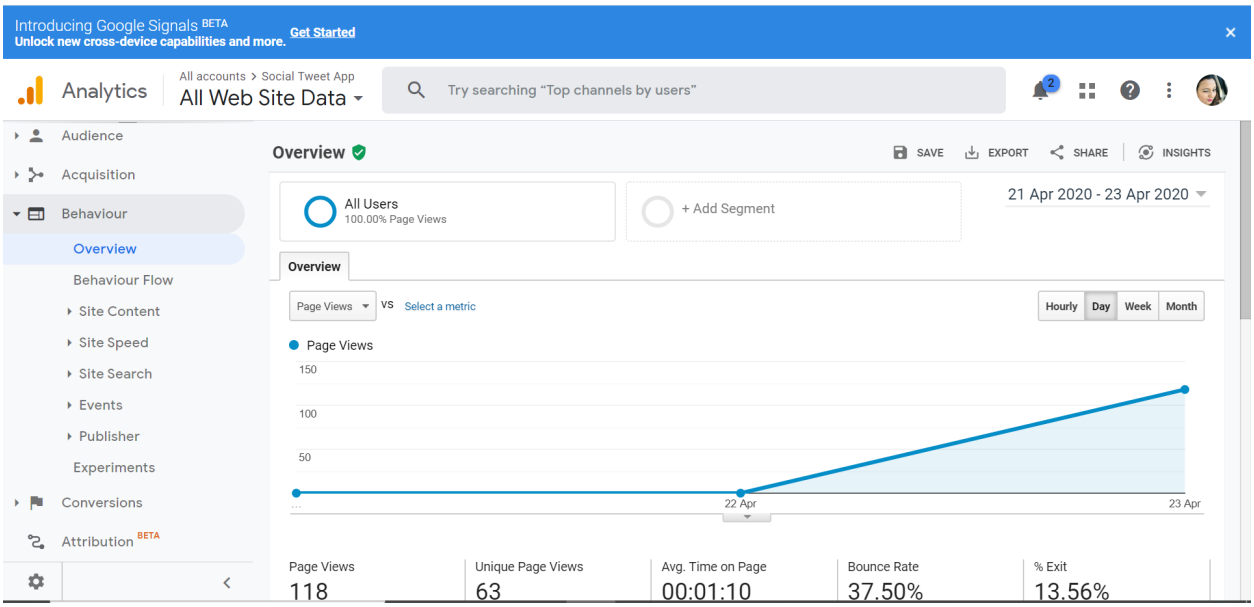
b) It is very important as it can help the developers to monitor their application, trends that are following, popularity of the pages, what users are preferring and all related to that application.

1.1.c: limitations of metric 1:

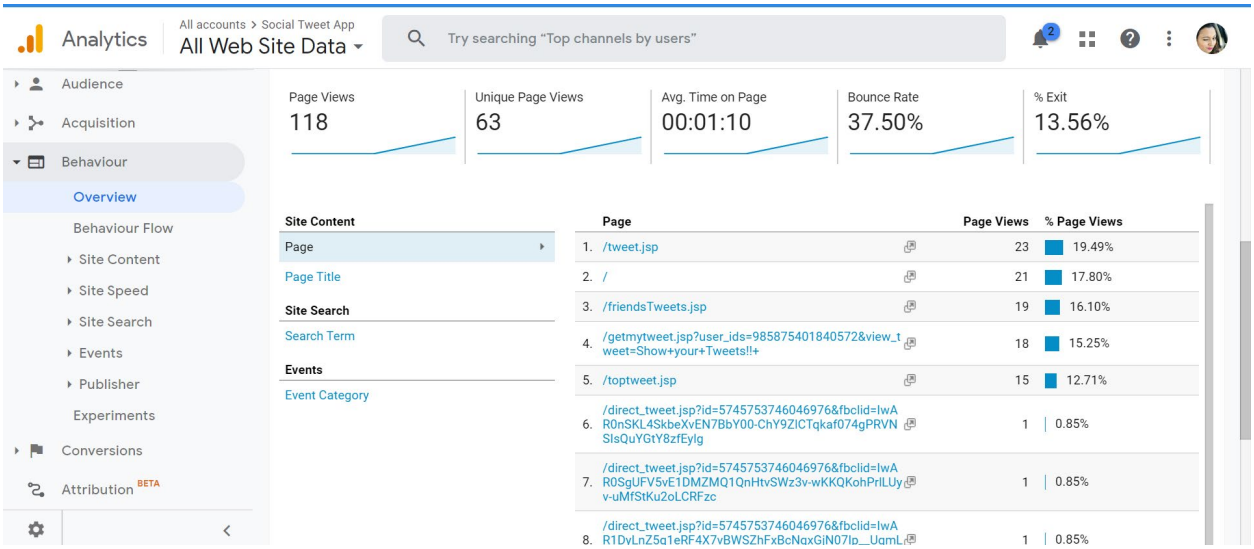
Limitation that we observed was that we can get the requests per second in 1 minute not for the per minute or hour. So, it can become cumbersome if you want to watch the report for a certain interval of time or if you want to modify the time for which you want to see it.

1.2.a: metric 2- provide a graphs/plots/visualizations:

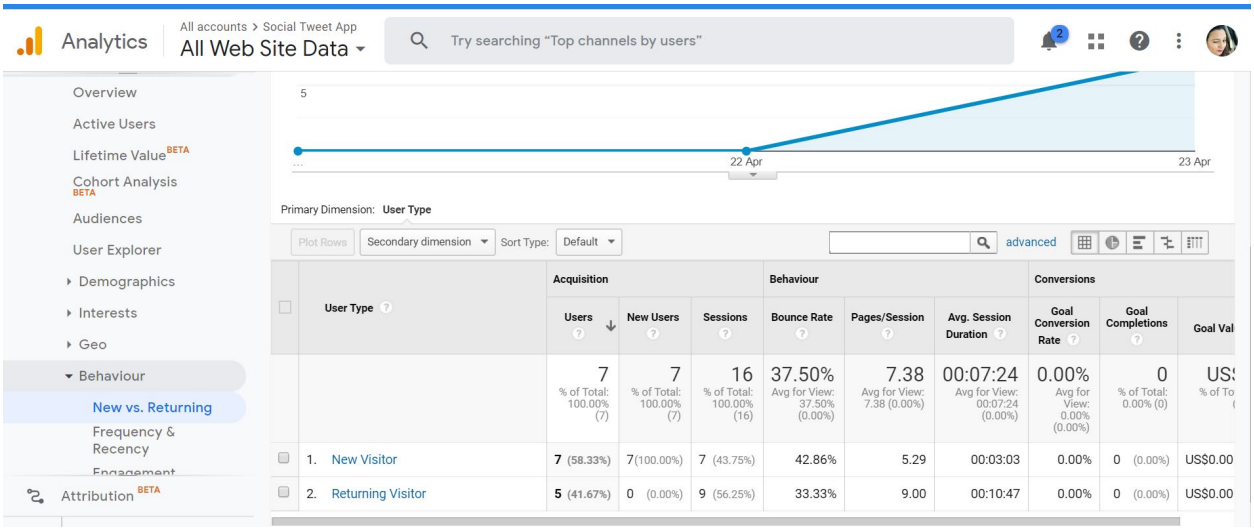
We can now see the metric that is provided under Behavior tab for the behavior of the application for new users and the users that are returning again on the application as follows-



It tells as for so much information like- about the page views, unique page views, average time on page, bounce rate, %exit-

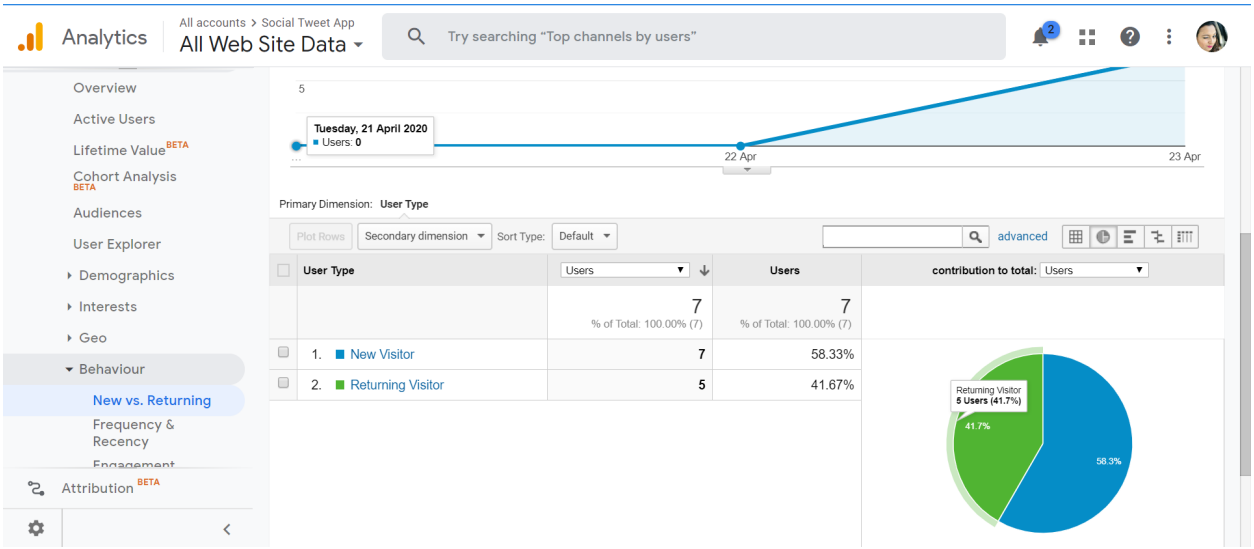


New users , returning users report-

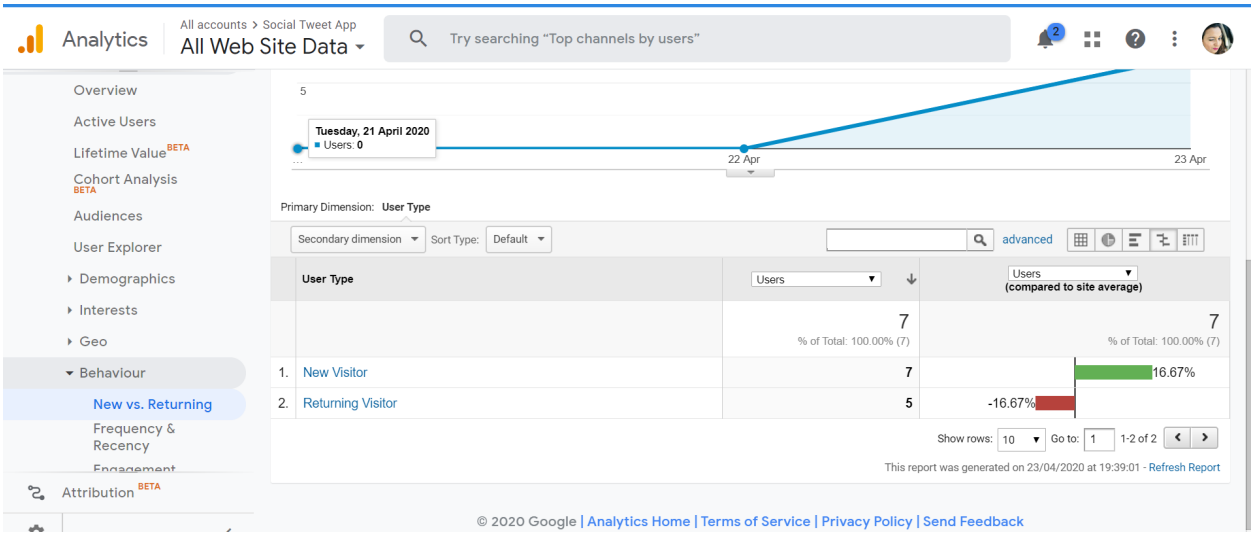


We can see this report in any of the mode i.e. daily, weekly monthly and can set the dates too.

Report inf the form of the Pie chart for the same-



Report by comparison-



1.2.b: Interpret the metric 2's trends:

Through this metric, various things can be analyzed and the data can be collected from the same like how the particular application is getting used by the different users like by the new one or the old one and this report can be changed according to the requirements to analyze the data based on the days, weeks, months etc. There are lot of comparisons available to analyze data based on these new and returning users like the data for each session on which the user was accessing the application.

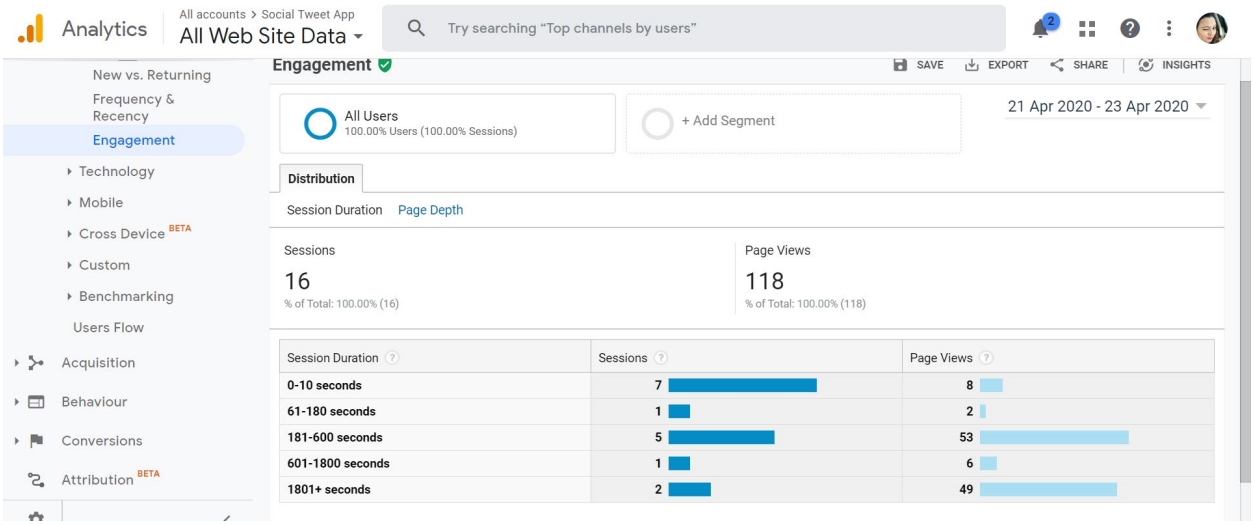
All these information and metrics are very important to analyze the data properly based on the users whether the app is getting used by the new users or just by the old users that are returning on that. And further there are so many metrics which can help to compare both of them whether it be charts, comparisons, etc.

1.2.c: limitations of metric 2:

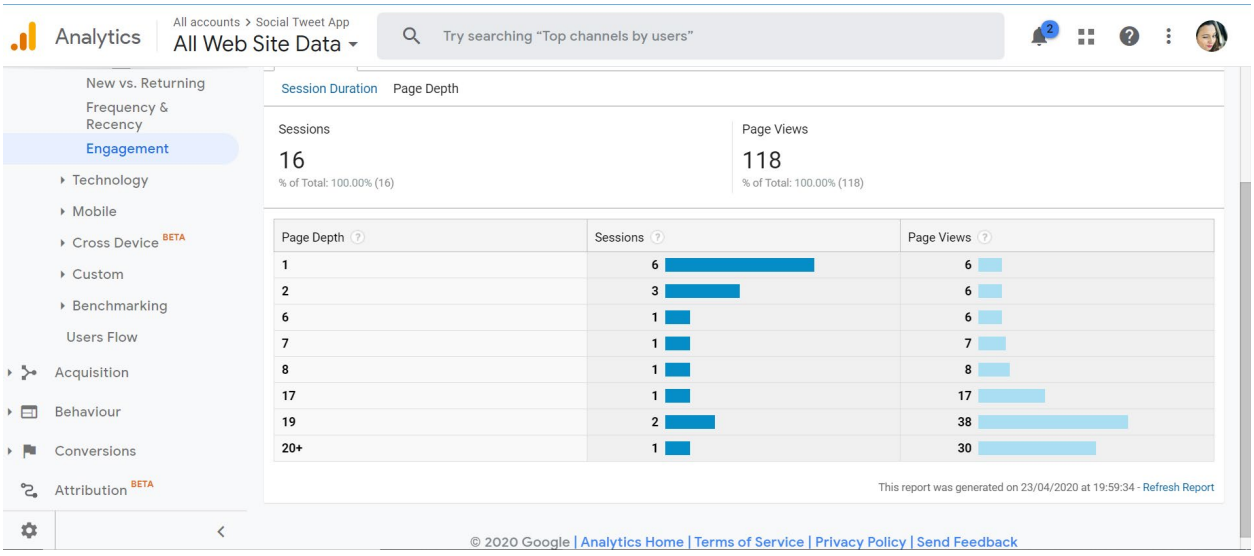
We observed that the comparison is sometimes taking some time to get update or it did not get updated when at the same instance of time many people are there whether new one or returning one so it is not returning the latest updated count.

1.3.a: metric 3- provide a graphs/plots/visualizations:

We are going to show the experiments report option available in the behavior tab which gives us the information about the session durations , number of sessions, page depth view and the page views count as follows-



Page Depth view-



1.3.b: Interpret the metric 3's trends:

In this report, we get the information about the various sessions that were related to this application, the number of the page views, session durations and on that if we want to see then we can also see the page depth view for the same. So, if any user is accessing your application then the session history will get created in this and it will also get the report for the views that were on the pages.

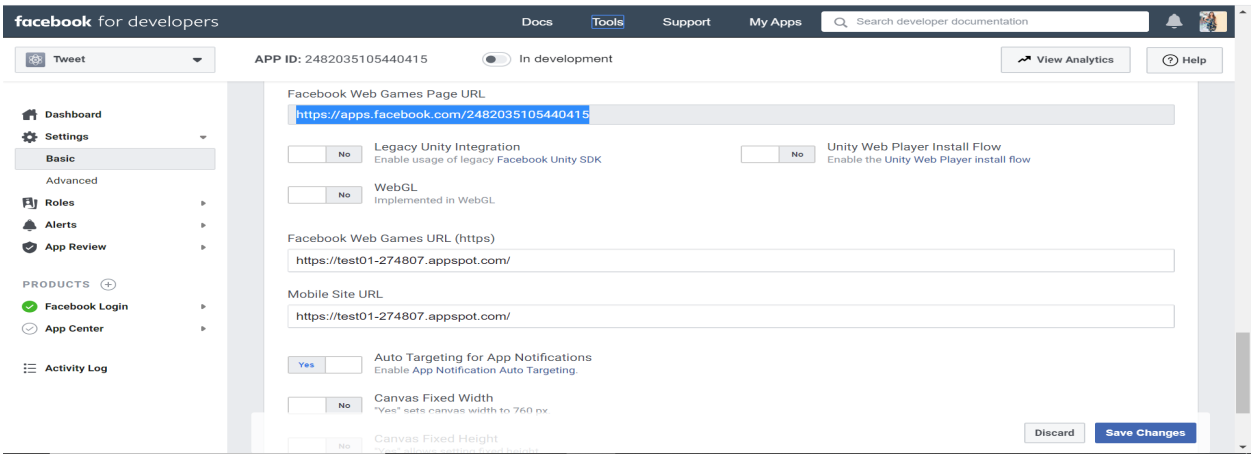
This is very important as it can help the companies to plan on the performance related to the application and how this application can help the company to gain profits by measuring the sessions and the page views to look out for more ideas to get the benefits from their application.

1.3.c: limitations of metric 3:

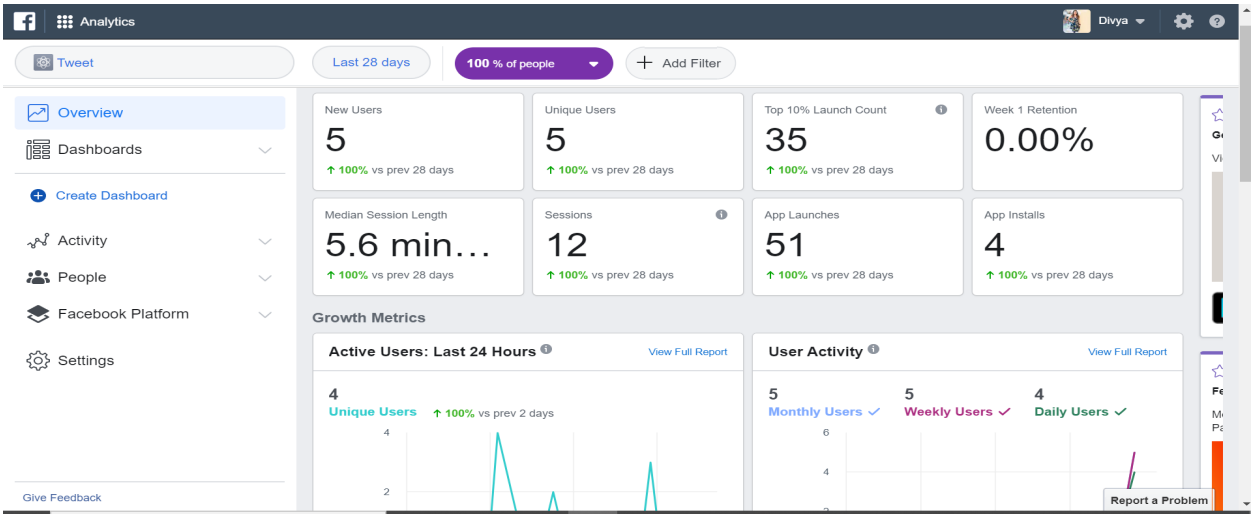
In this we observed that we are getting information related to the sessions and the page views but there is no information available for each page that which page is getting how much views and which session was for largest time interval etc.

Section 2= Facebook Analytics-

For this just go to your application and on the right top corner click on the option for View Analytics -

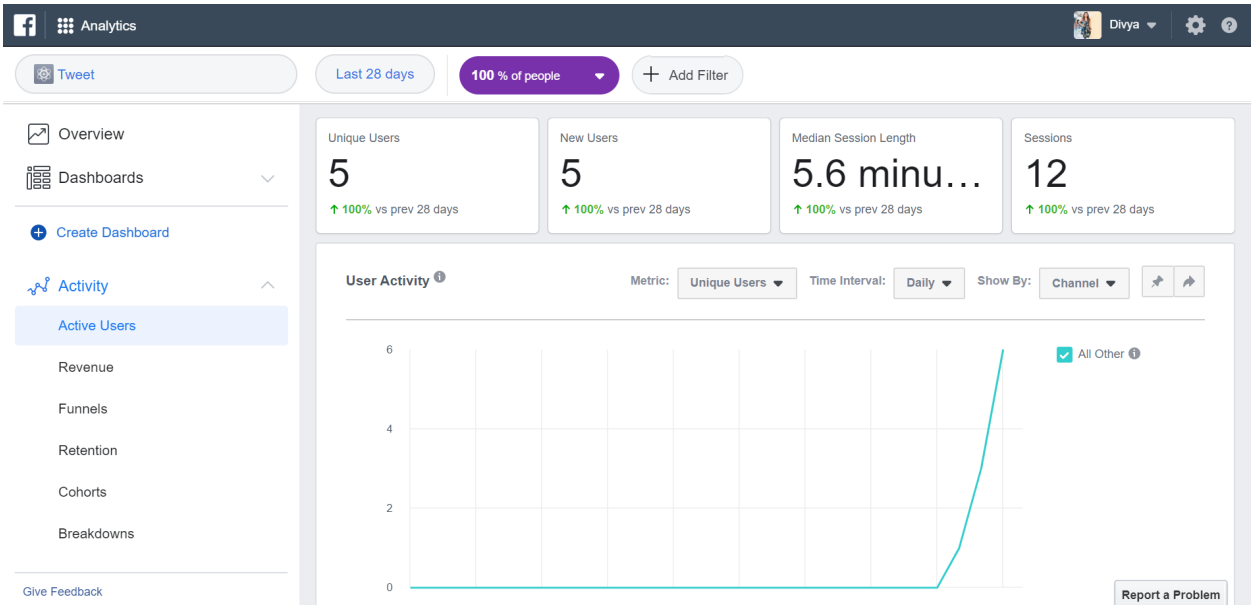


Then you will see this page for Facebook analytics-



2.1.a: metric 1- provide a graphs/plots/visualizations:

For this, we are going to see first the active users just like google analytics-



This report can be set to view as hourly, weekly, daily, monthly just from the drop down option.

2.1.b: Interpret the metric 1's trends:

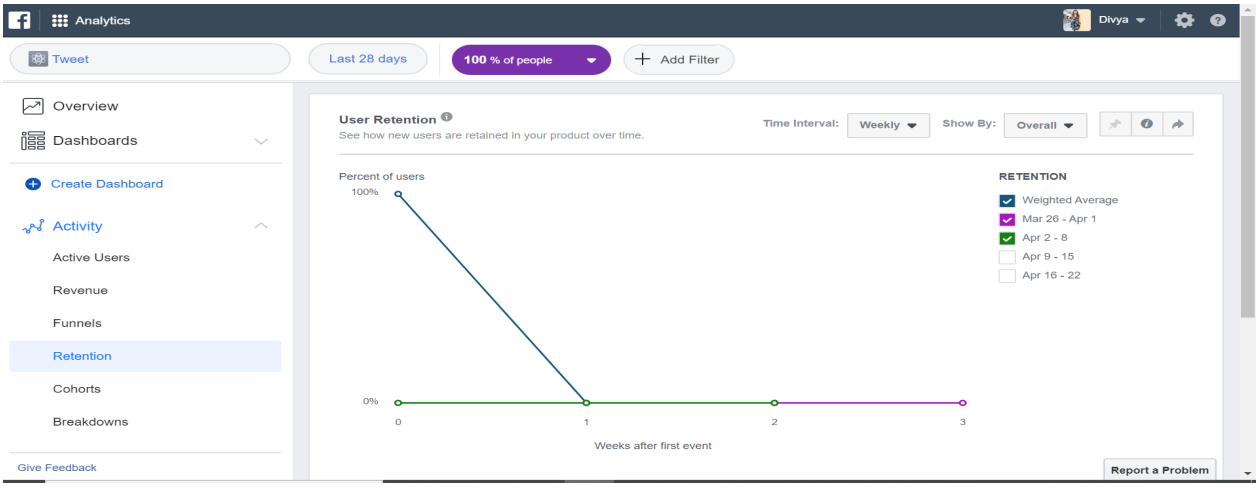
This option will let you know about the active users that are viewing your application based on the metric selected i.e. hourly, weekly, daily, monthly. This is a very good feature as it will surely help to understand or analyze the trend how the application is following , for example if the graph or the metrics show an increase in the numbers then surely it is in very good state and in popularity.

2.1.c: limitations of metric 1:

Through this metrics we are not getting that yes this time of interval is having these unique users like if we go onto the hourly selection then we can not say that yes this is the particular trend that is following in all cases for this certain time of interval.

2.2.a: metric 2- provide a graphs/plots/visualizations:

For this we are going to show for the retention that got occurred by going in the retention option-



We can get the information like retention's weighted average, and graph according to the dates.

2.2.b: Interpret the metric 2's trends:

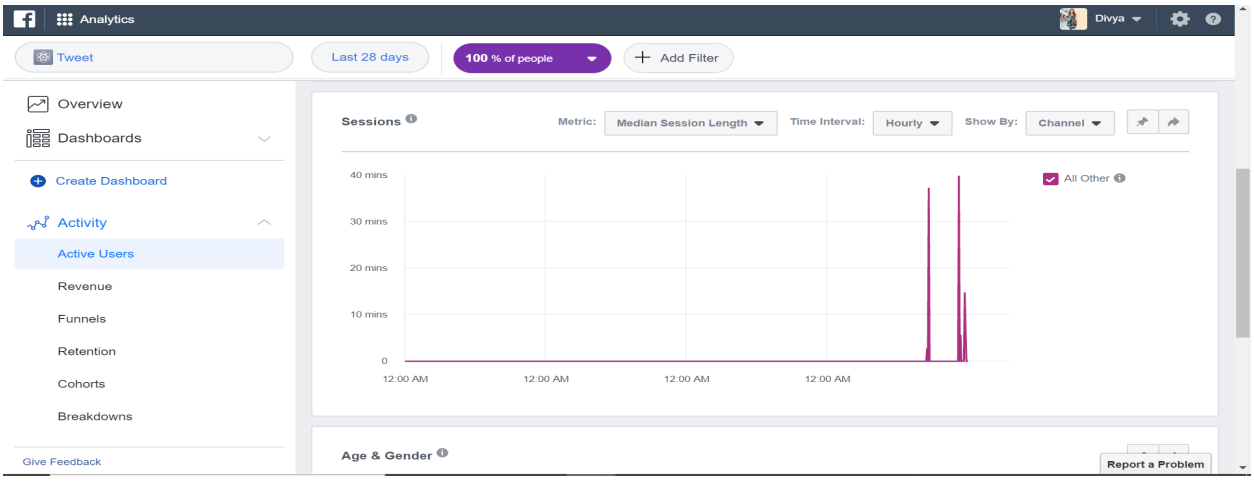
In this we get the information for the retention that occurred in the levels of the users that means how many users are retained in which date interval. This information is necessary and can be very important as it can help to understand that how many people this application is engaging and how the data is going with this trend that how much retention have been occurred in which interval of dates and what is the weighted average for the same.

2.2.c: limitations of metric 2:

Limitation that we observed was that there is no option for the time for a particular date as when it got maximum retention at what point of time because there might be many reasons or activities which cause the retention.

2.3.a: metric 3- provide a graphs/plots/visualizations:

For this now we are going to see the sessions report-



2.3.b: Interpret the metric 3's trends:

It shows us the median sessions length for a certain period of time. We can choose options like hourly, daily, weekly , monthly for this also. It is helpful in the way that it helps to understand that it will let you know that for how much time users are viewing your application and spending time on your application.

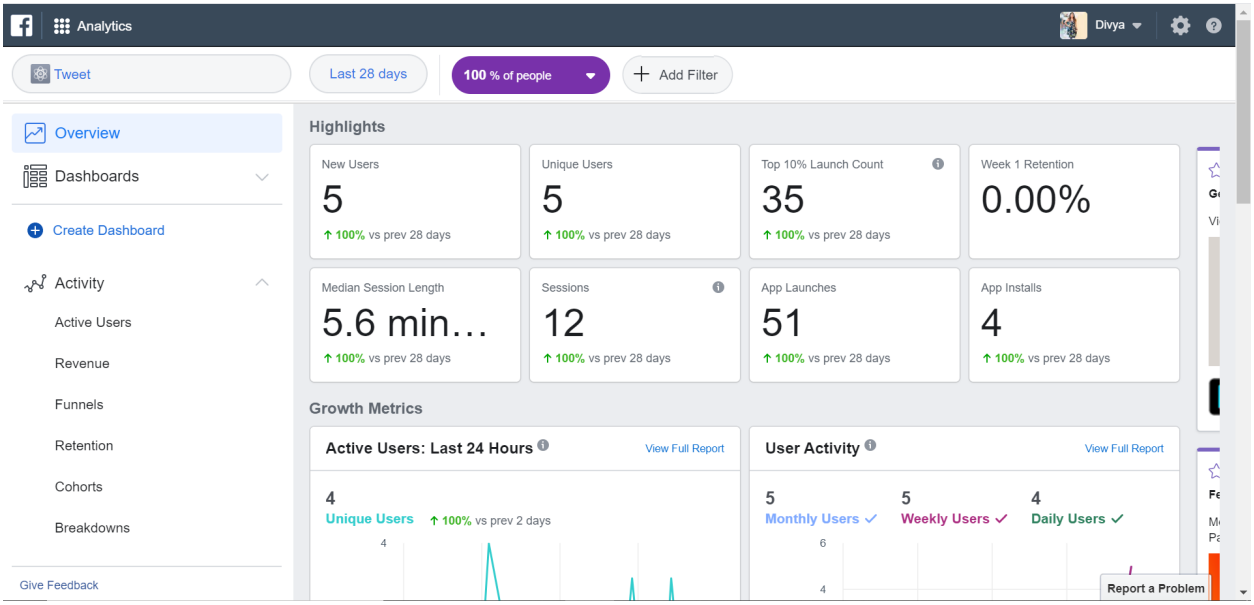
2.3.c: limitations of metric 3:

It does not include the details for the pages as it was present in google analytics with sessions option.

Section 3: compare Google & Facebook analytics-

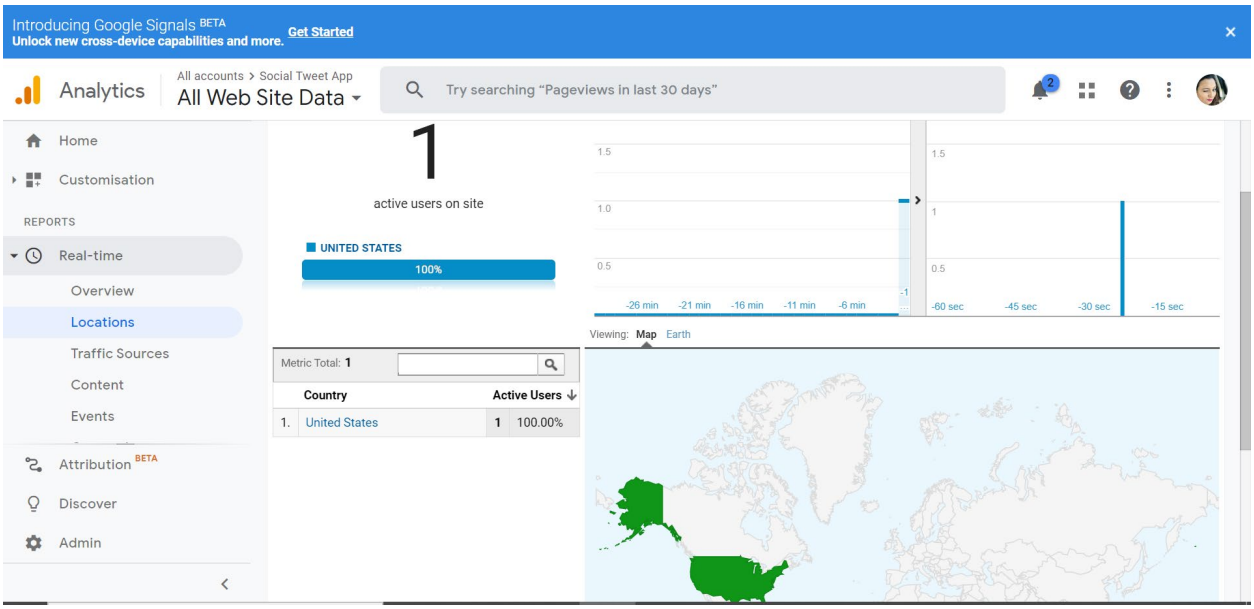
Based on the both analytics that we have used i.e. Facebook and Google , We felt that Facebook analytics includes very basic details for the analysis while the Google analytics involves analytics options based on so many metrics like bar charts, pie charts, locations, engagements, behavior, active users, sessions information, page depth etc. which is actually not available in the Facebook analytics.

Metric that is interesting in Facebook-



In overview section, you get the basic information to just go through in fraction of seconds related to your application like, retention percentage, new users, unique users, App launches. Etc which is basic information but very useful on the single page.

Metric that is interesting in Google-



In this option of Locations, we can get the real time data which users are accessing the application and we can track that where it is more popular and it is in huge demand like it is showing United States here. So, it can further help in expanding or planning to expand in that particular location.