

Comparison of two web analytics tools

(Scope can be beyond this, too)

[1] Installation

- Source
- Steps
- Simplicity
- Cost

[2] Installation

[3] KPIs covered

[4] Plots/Data Analysis

- Plots generated
- analyze plots
- statistics involved

[5] Limitations

[6] Suggestions for Jacobs University regarding which Web Analytics tool.

[7] Provide your analysis regarding the tool selection

[8] Final evaluation of the tools used

Provide the references to support the analysis (in Harvard style)

Pages: 10 – 15 pages

Deadline: 7th October 2018 23:59 hours.

