

MMM006-340161/340161 Web Analytics

Assignment: Evaluation of tag-based Web Analytics tool, e.g., Google Analytics

Write a paper to analyse, evaluate a tag-based Web Analytics tool on the market today. Your evaluation must be formal and objective. Provide a model for the analysis and using this model evaluate the tool you have identified. Make sure you provide several references (at least half of them must be peer-reviewed) to support the analysis and evaluation. The references must conform to either the APA style or the Harvard style of referencing and citation.

Due date: Wednesday 18th October 2018

Number of pages: 10 pages (maximum)

Type of task: Individual

Submission mode: Email to TA with cc to me.