ANALYTICS REPORT

Section 1: Google Analytics

Step by step analytics setup -

- Sign into your analytics account at analytics.google.com.
- Make an administrator.
- Complete the property information.
- Select the business data for the online application.
- For the website name, enter our facebook application URL, and for the website url, enter our facebook application URL.
- After the setup, website tracking information, such as tracking id and tracking code, may be found in the tracking code under admin.
- The code should be included in all of our.jsp pages. The tracking id is the number that links an application to analytics account.
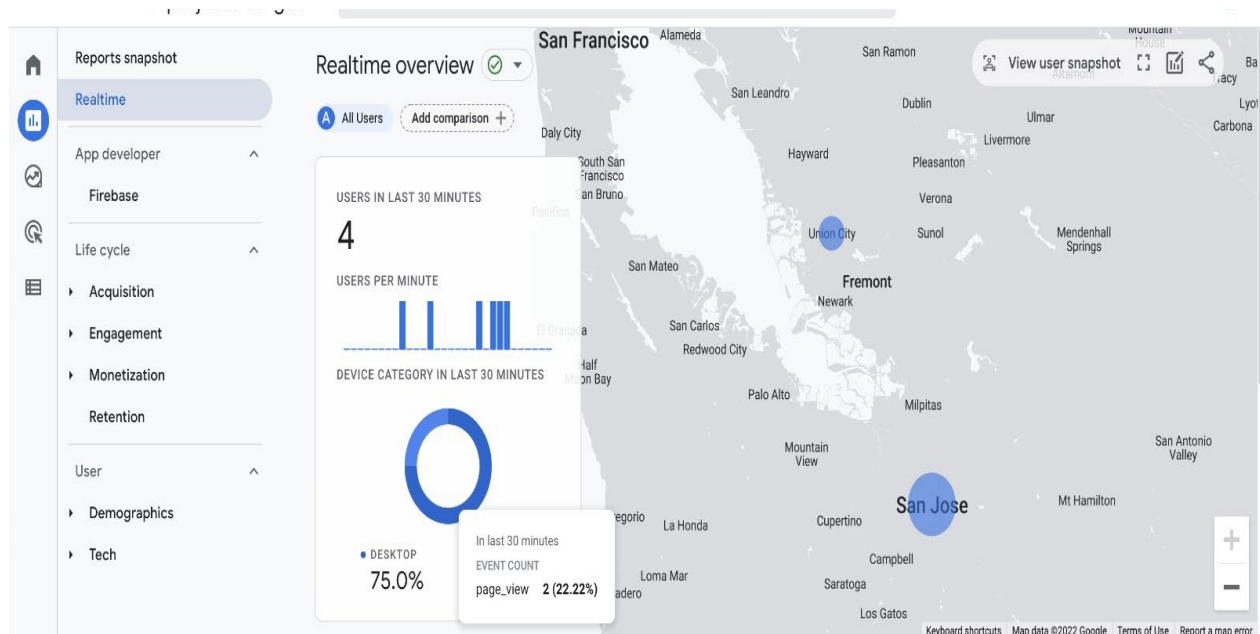- Once we've connected, we'll be able to see our app in an analytics account.

Client-side analytics collection :

By creating a property on the analytics website and inserting the tracking code snippet into our website's jsp pages, we were able to get visitor traffic.

Code for tracking traffic :

/script>script async src="https://www.googletagmanager.com/gtag/js?id=G-1V141NCJED">script async src="https://www.googletagmanager.com/gtag/js?id=G-1V141NCJED">script async src="https://www.

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

Reports snapshot

Realtime

App developer ^

Firebase

Life cycle ^

 › Acquisition

 › Engagement

 › Monetization

Retention

User ^

 › Demographics

 › Tech

Realtime overview ⊘ ▾

(A) All Users   Add comparison +

USERS IN LAST 30 MINUTES

4

USERS PER MINUTE

DEVICE CATEGORY IN LAST 30 MINUTES

● DESKTOP
75.0%

In last 30 minutes
EVENT COUNT
page_view   2 (22.22%)

View user snapshot

San Francisco

Keyboard shortcuts   Map data ©2022 Google   Terms of Use   Report a map error

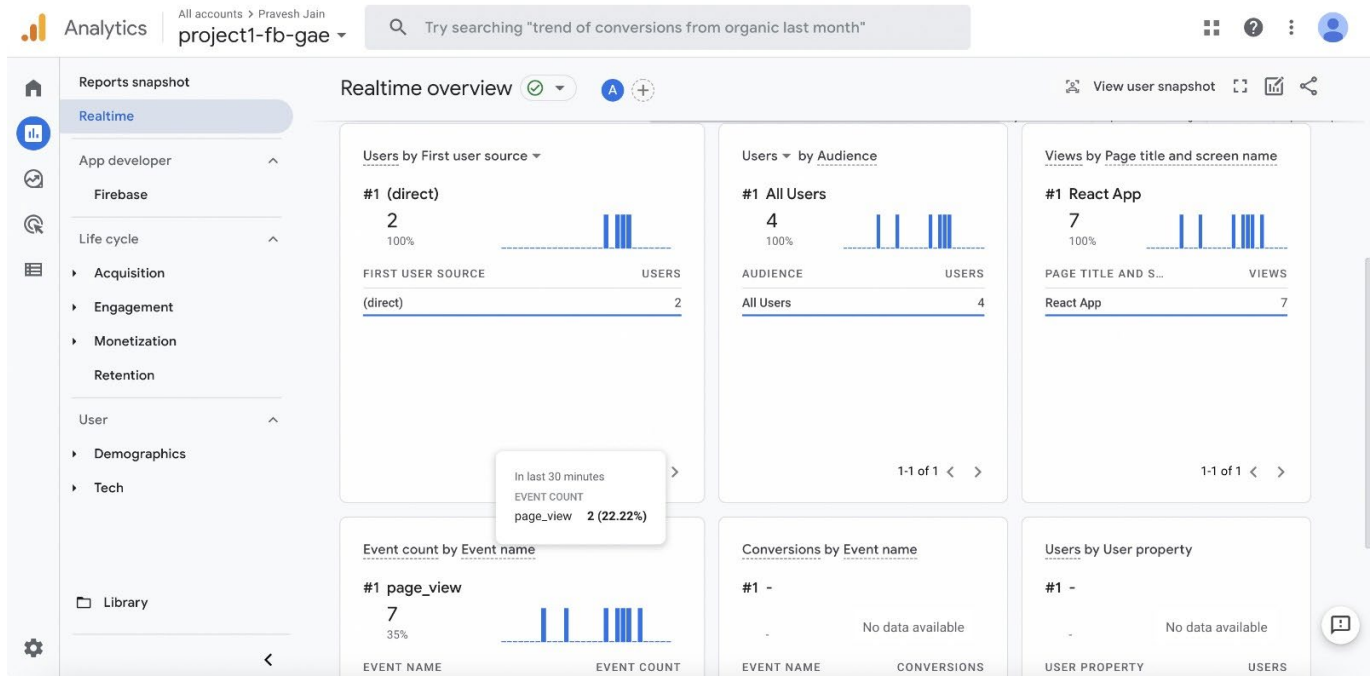### 1.1.b. Interpret the metric 1's trends:

It displays the number of users in the previous 30 minutes as well as the devices they utilized.

1.1.c. Limitation of Metric 1:

Google Analytics functions by loading a snippet of javascript code on each page of a website.

When the website is loaded, the code transmits a lengthy string of data to Google's servers, where it is processed. Javascript code is not supported by all browsers.

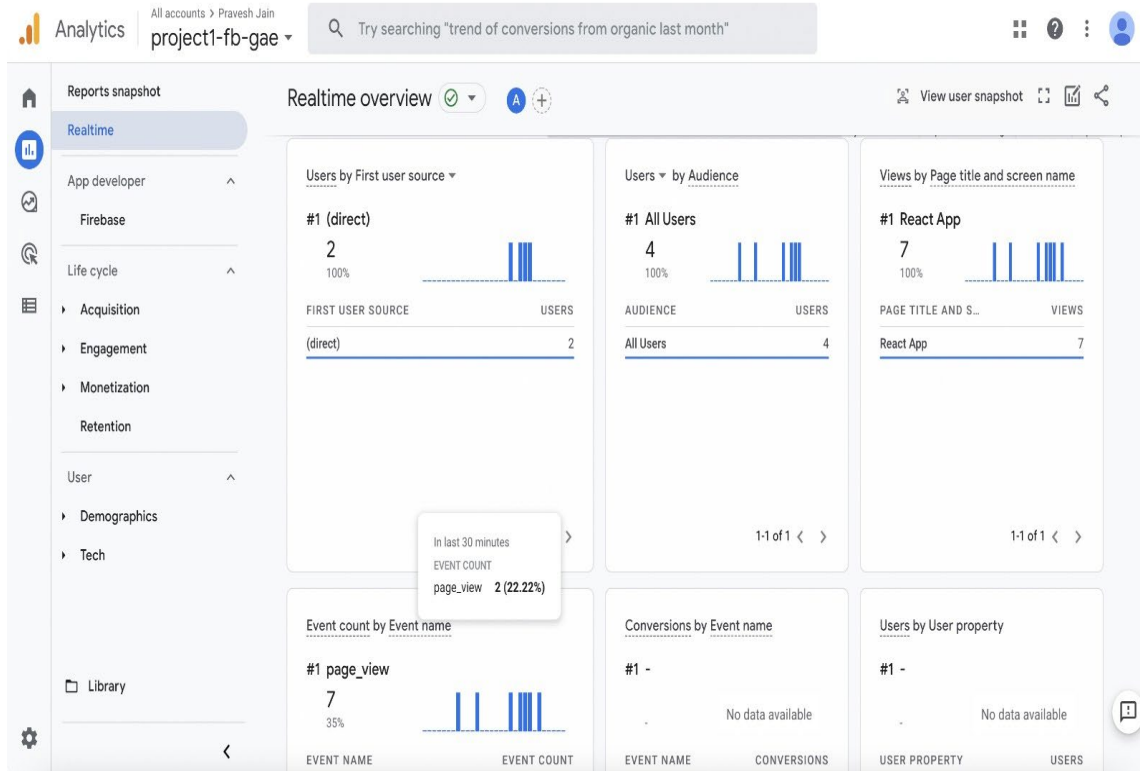### 1.2.a. metric 2- provide a graphs/plots/visualizations:

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

 This statistic displays users by user source and audience.

1.2.c. Limitation of metric 2:

it does not reveal how much time a person spends on the website.

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

1.3.b. Interpret metric 3's trends:

This metric shows visits by page title and screen name, as well as event count by event name.

1.3.c. Limitation of metric 3:

The restriction of this measure is that not all of the pages viewed by them are displayed.

Section 2: Facebook Analytics

• Facebook Analytics has been removed as per July 2021. - https://www.facebook.com/business/help/966883707418907

SECTION 3 - Comparing Google and Facebook Analytics

• Facebook Analytics has been removed as per July 2021. - https://www.facebook.com/business/help/966883707418907

• Google Analytics focuses on cookie data, whereas Facebook gives data for each individual user.

• Google Analytics is a far more adaptable and sophisticated solution that can be tailored to our specific business needs.