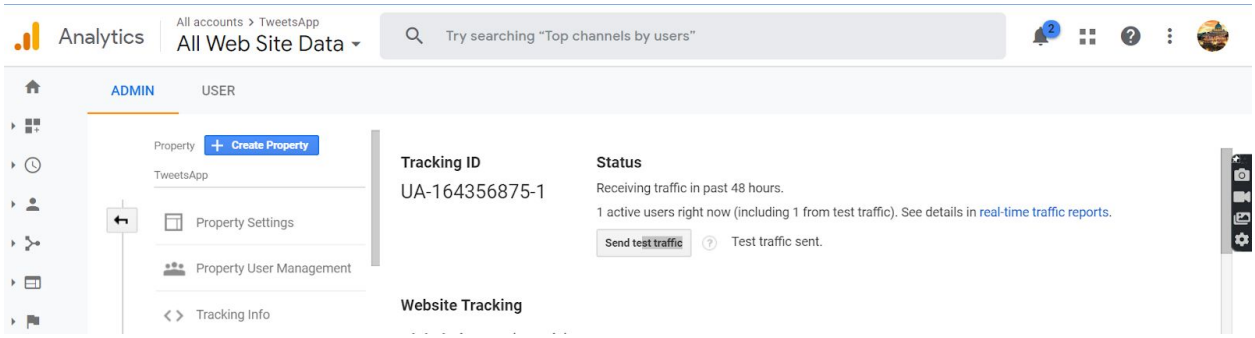
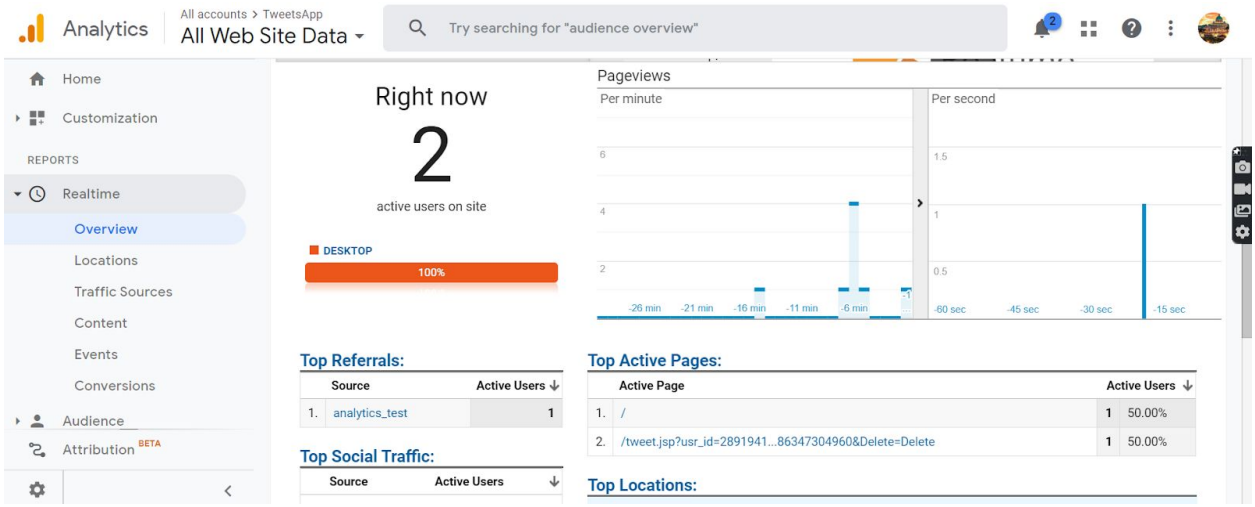
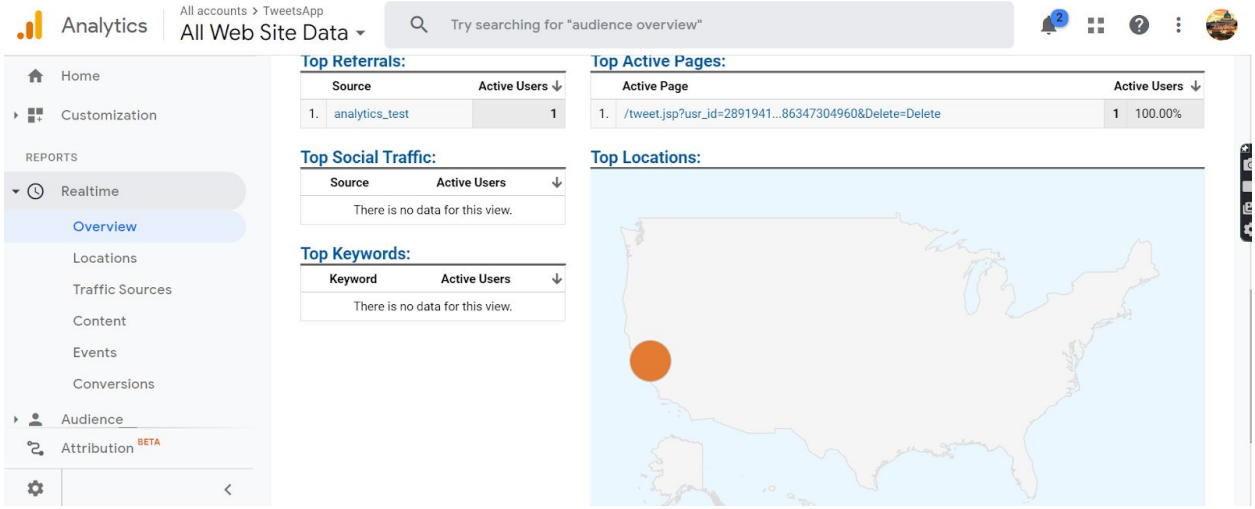
Analytics Report Group 5:

Section 1=Google Analytics

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





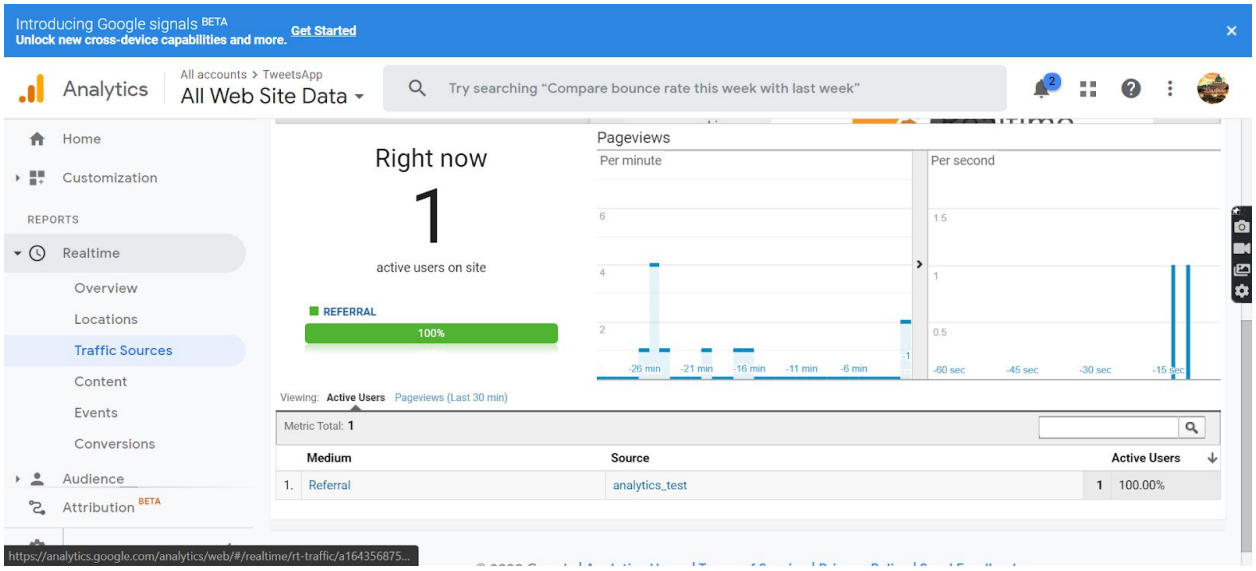


- 1.1.b.Interpret the metric 1's trends:

It shows the number of users accessing the url we created. And depends on the number of active users using it and on what kind of devices they are accessing such as mobile phones or desktop.

- 1.1.c.Limitation of Metric 1:
  Google Analytics works by loading a snippet of javascript code on each page of a website. When the page is loaded, the code sends a long string of data back to the Google servers to be processed. Not all browsers allow javascript code to run. On top of that, Google Analytics uses cookies to track information from a user's browser. Cookies can be blocked by web browsers and ad blockers. With the limitations of javascript and cookies, not all users are tracked.
- 1.2.a.metric 2- provide a graphs/plots/visualizations

PageViews:



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

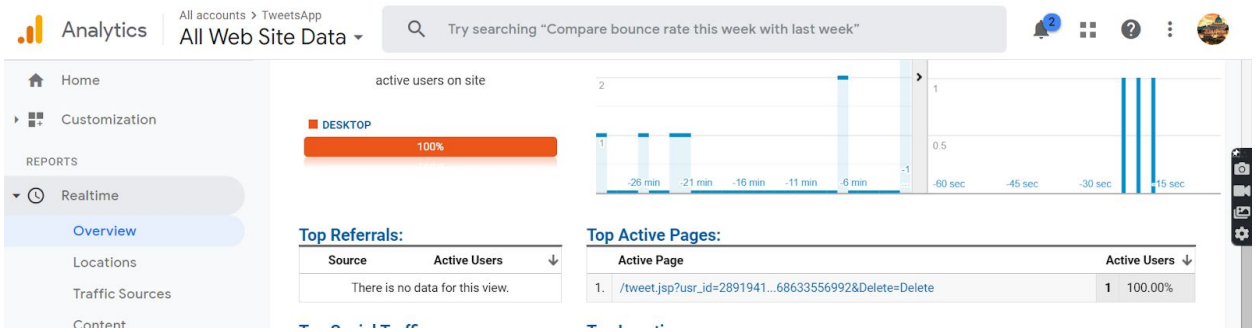
  This metric shows the pageviews by each user and how much time he is spending on the page and gives the plot based on per minute and second.

- 1.2.c.Limitation of metric 2:

  The time it displays that the user is spending is not very accurate and can create problems for analysis for companies relying on google analytics.

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

Top Active Pages:



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

  This metric displays the top pages being viewed or edited by a user for this application. It gives a detailed text saying this particular jsp page is being used.

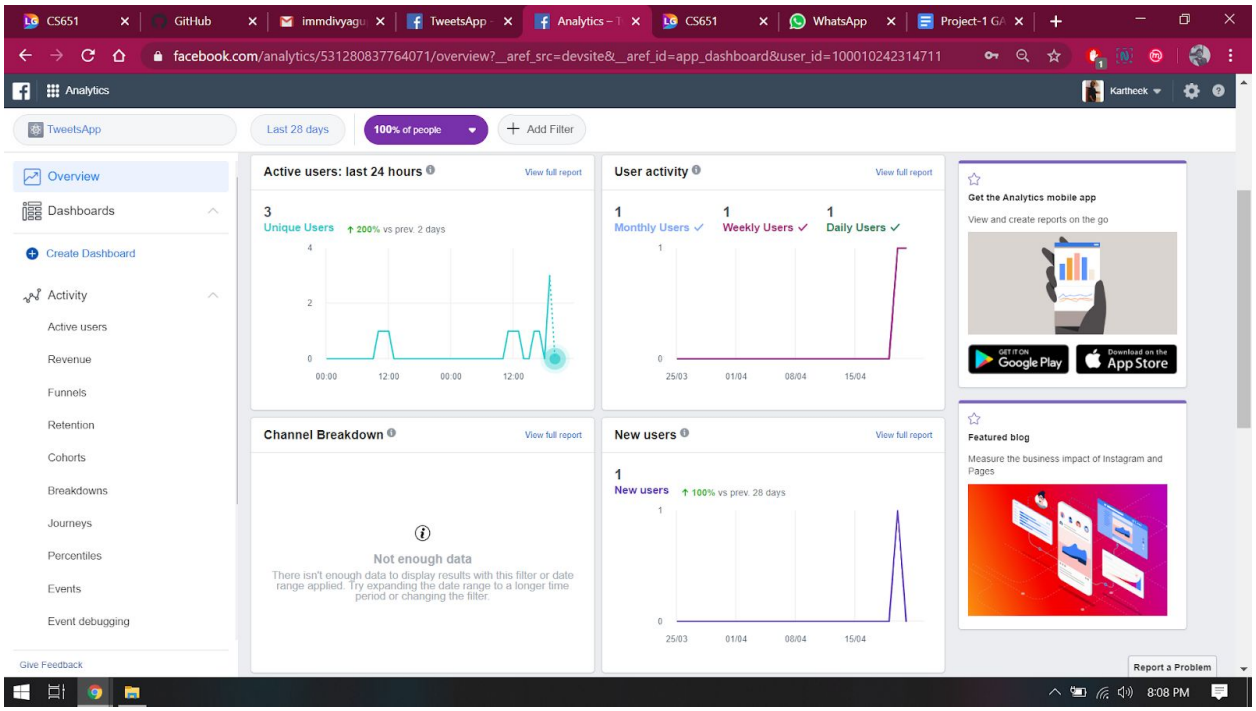
- 1.3.c.Limitation of metric 3:

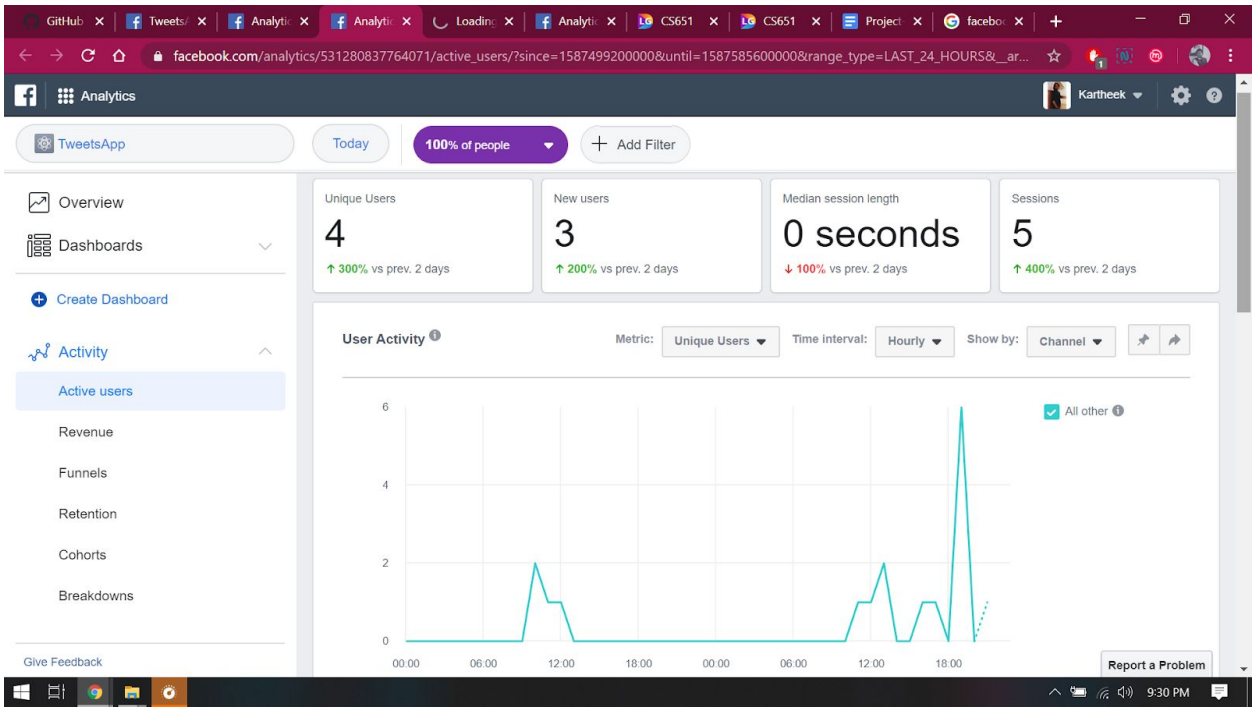
  The limitation of this metric is that for each user only one last accessed page is displayed, not all the pages visited by them.

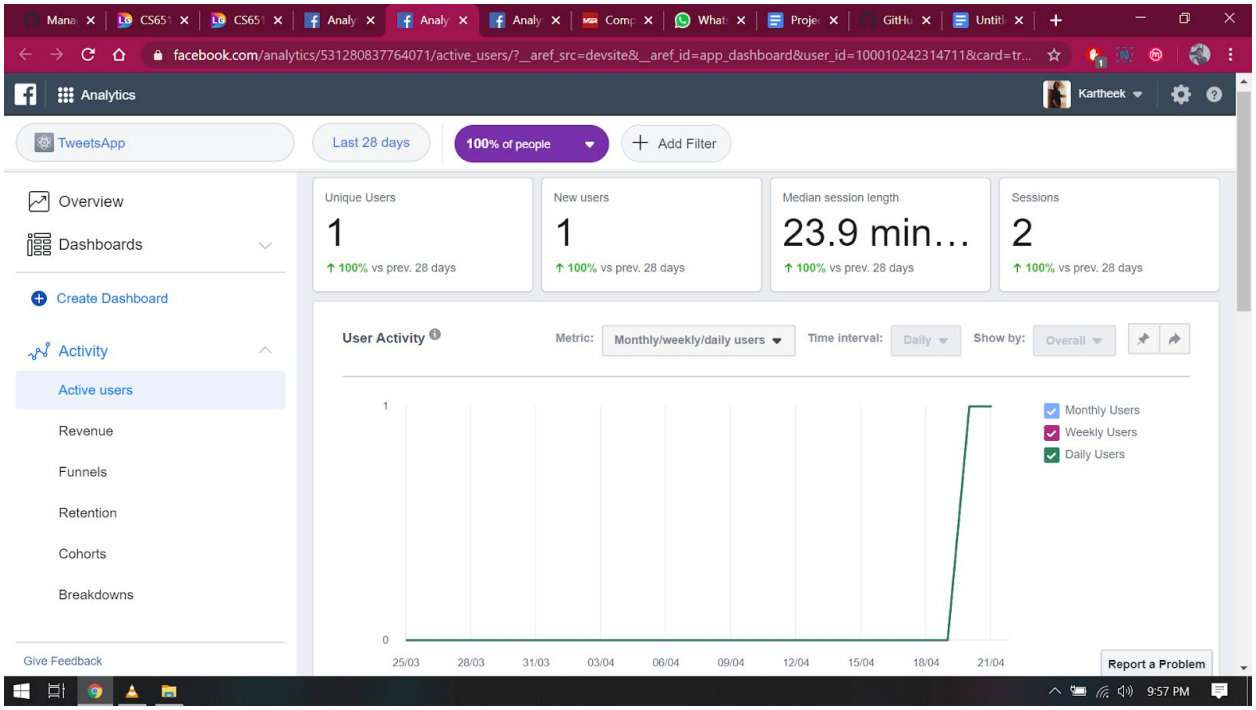
Section 2= Facebook Analytics

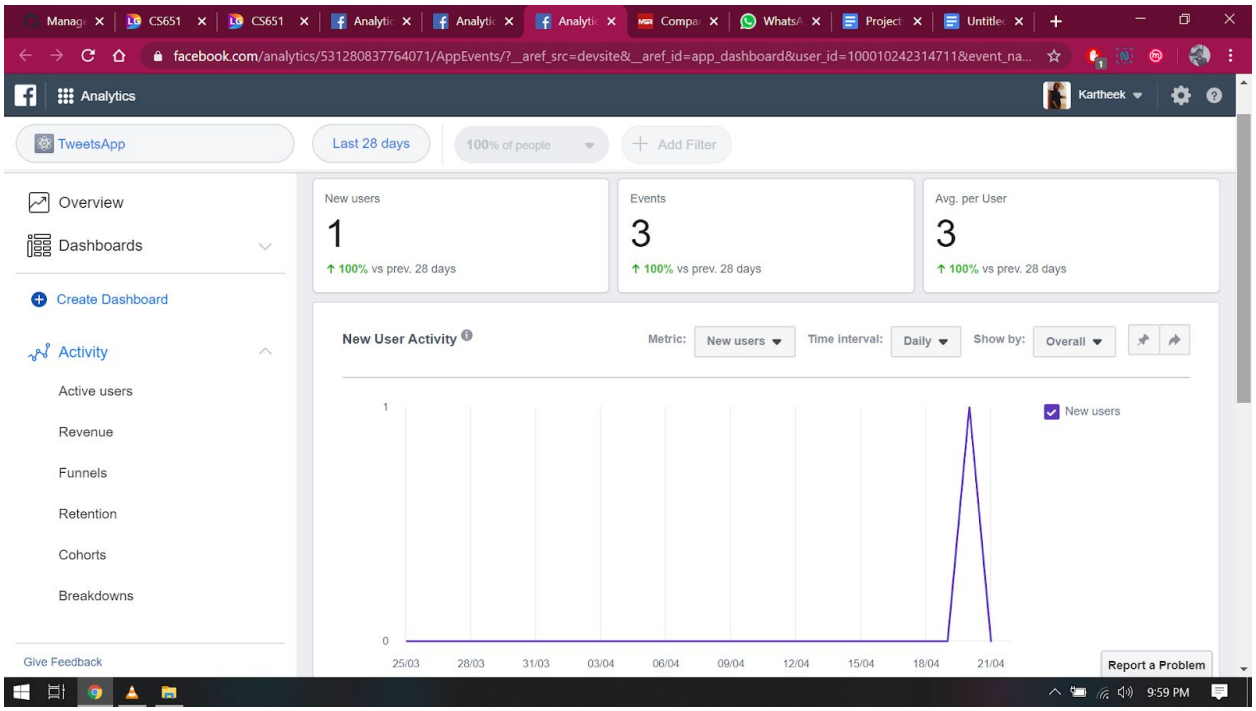
- 2.1.a: metric 1- provide a graphs/plots/visualizations:

  Growth Metric -




facebook.com/analytics/531280837764071/active_users/?since=1587499200000&until=1587585600000&range_type=LAST_24_HOURS&__ar...
Analytics
Kartheek
TweetsApp
Today
100% of people
Add Filter
Overview
Dashboards
Create Dashboard
Activity
Active users
Revenue
Funnels
Retention
Cohorts
Breakdowns
Give Feedback
Unique Users
4
↑ 300% vs prev. 2 days
New users
3
↑ 200% vs prev. 2 days
Median session length
0 seconds
↓ 100% vs prev. 2 days
Sessions
5
↑ 400% vs prev. 2 days
User Activity
Metric: Unique Users
Time interval: Hourly
Show by: Channel
All other
6
4
2
0
00:00
06:00
12:00
18:00
00:00
06:00
12:00
18:00
Report a Problem
9:30 PM


facebook.com/analytics/531280837764071/active_users/?__aref_src=devsite&__aref_id=app_dashboard&user_id=100010242314711&card=tr...
Analytics
Kartheek
TweetsApp
Last 28 days
100% of people
Add Filter
Overview
Dashboards
Create Dashboard
Activity
Active users
Revenue
Funnels
Retention
Cohorts
Breakdowns
Give Feedback
Unique Users
1
↑ 100% vs prev. 28 days
New users
1
↑ 100% vs prev. 28 days
Median session length
23.9 min...
↑ 100% vs prev. 28 days
Sessions
2
↑ 100% vs prev. 28 days
User Activity
Metric: Monthly/weekly/daily users
Time interval: Daily
Show by: Overall
Monthly Users
Weekly Users
Daily Users
1
0
25/03
28/03
31/03
03/04
06/04
09/04
12/04
15/04
18/04
21/04
Report a Problem
9:57 PM



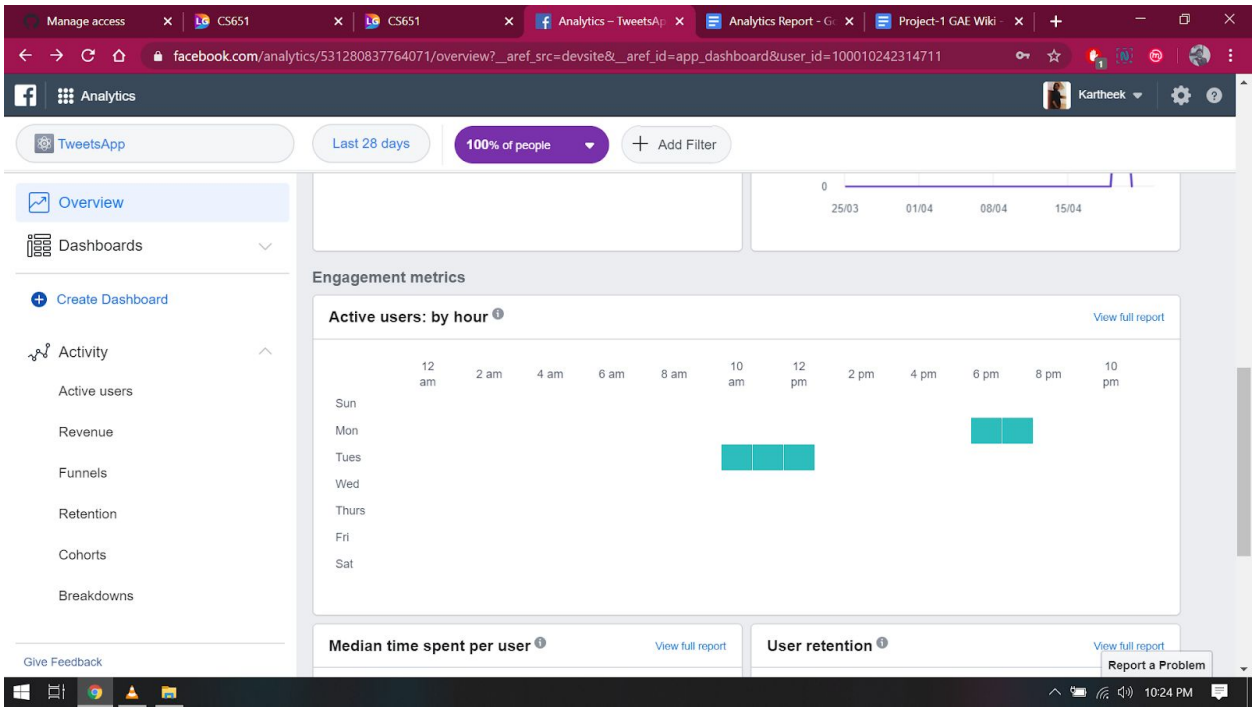
- 2.1.b: interpret the metric 1's trends:

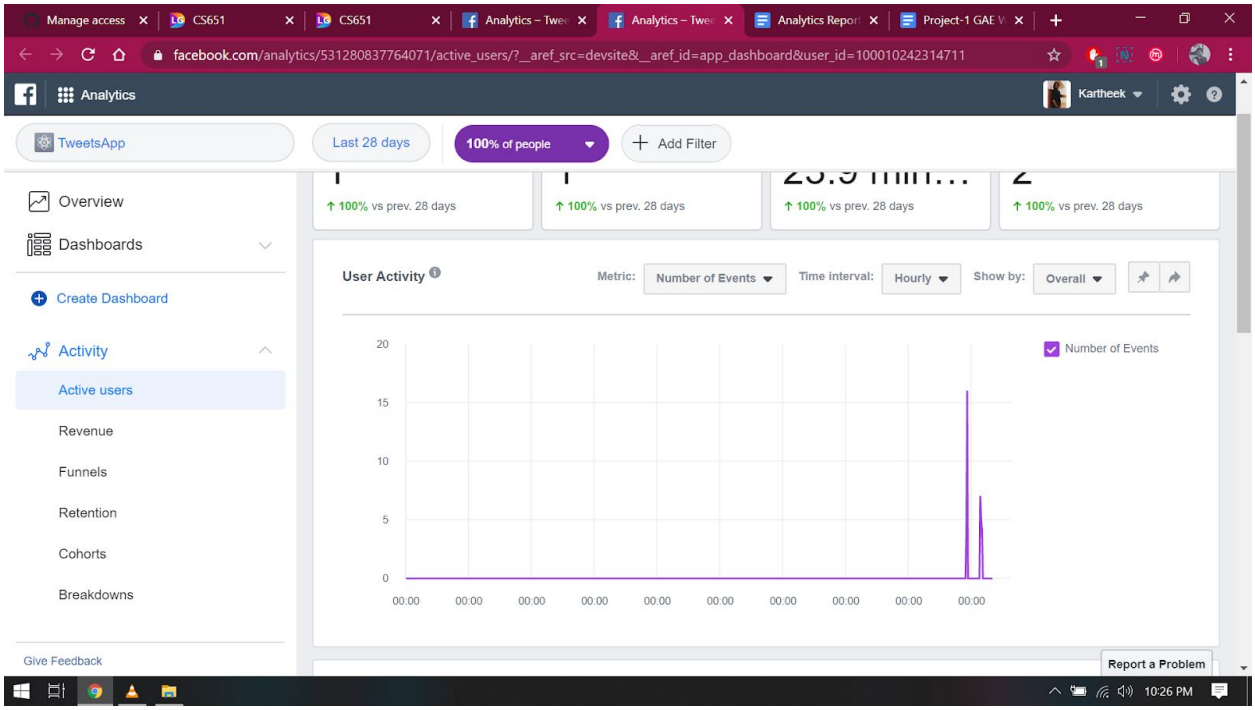
  In the above graphs we can visualize the growth metric of our application. It depends on various metrics such as user activity, new users activity, total and average number of events, unique users and stickiness.

- 2.1.c: limitations of metric 1:

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

  Engagement Metric





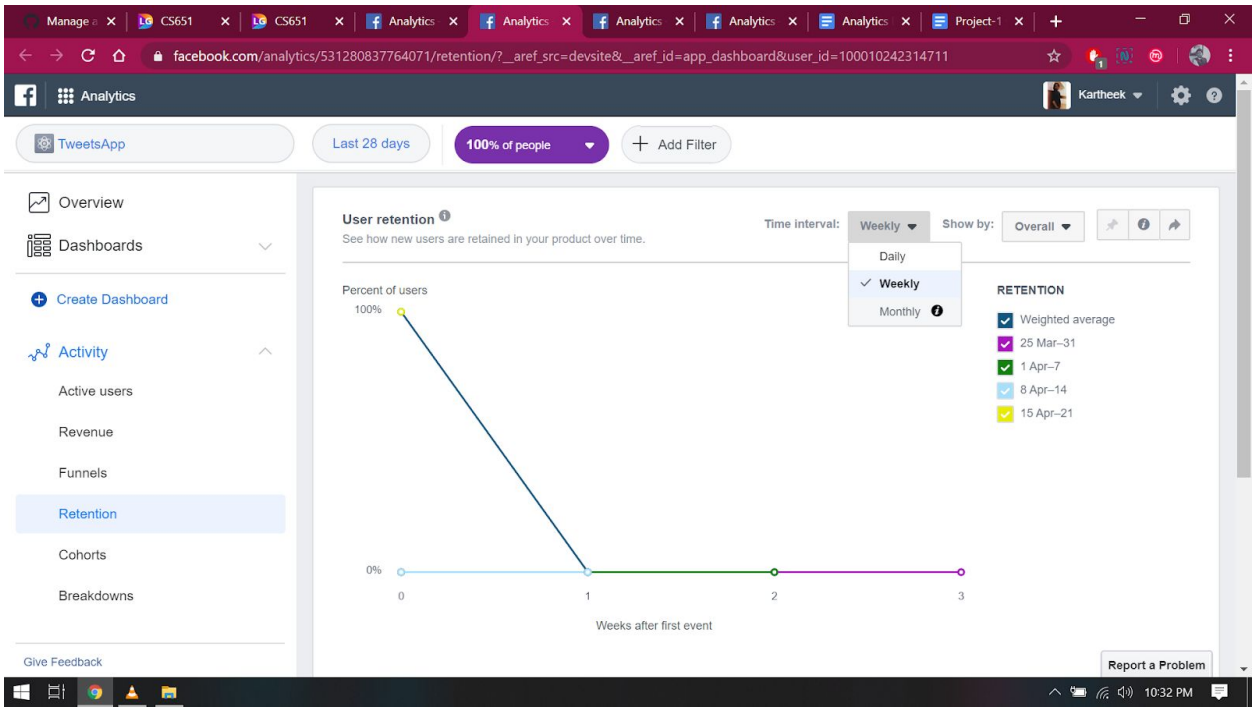
- 2.2.b: interpret the metric 2's trends:

  In the above graphs we can visualize the engagement metric of our application. It depends on various metrics such as number of events, unique users and avg. event per user.

- 2.2.c: limitations of metric 2:

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

  User Retention



- 2.3.b: interpret the metric 3's trends:

  The User Retention metric shows the percentage of people who return to our application after initial interaction. An initial interaction can be the first web view for a website, an app install for an app or the first Page view for a Page. Retention can be viewed in daily, week or monthly intervals.

- 2.3.c: limitations of metric 3:

Section 3: compare Google & Facebook analytics

While both Google and Facebook analytics serve a similar purpose their scope is entirely different, at least that is what facebook claims. Google analytics focuses data coming from the cookies (sessions, page use), while Facebook provides data for each user. This gives facebook a more detailed look into the user's activities than google. While google can’t differentiate between device switching and multiple clicks and

sessions, facebook analytics can detect and reflect these minute changes. However, Google analytics provides a much more customizable and robusts system that can be modified based on our personal business model.