

## Technical Architecture

|              |                                 |
|--------------|---------------------------------|
| Date         | 03 November 2023                |
| Team ID      | NM2023TMID02276                 |
| Project Name | Add Google Analytics to Website |

### 1. Website Front-End:

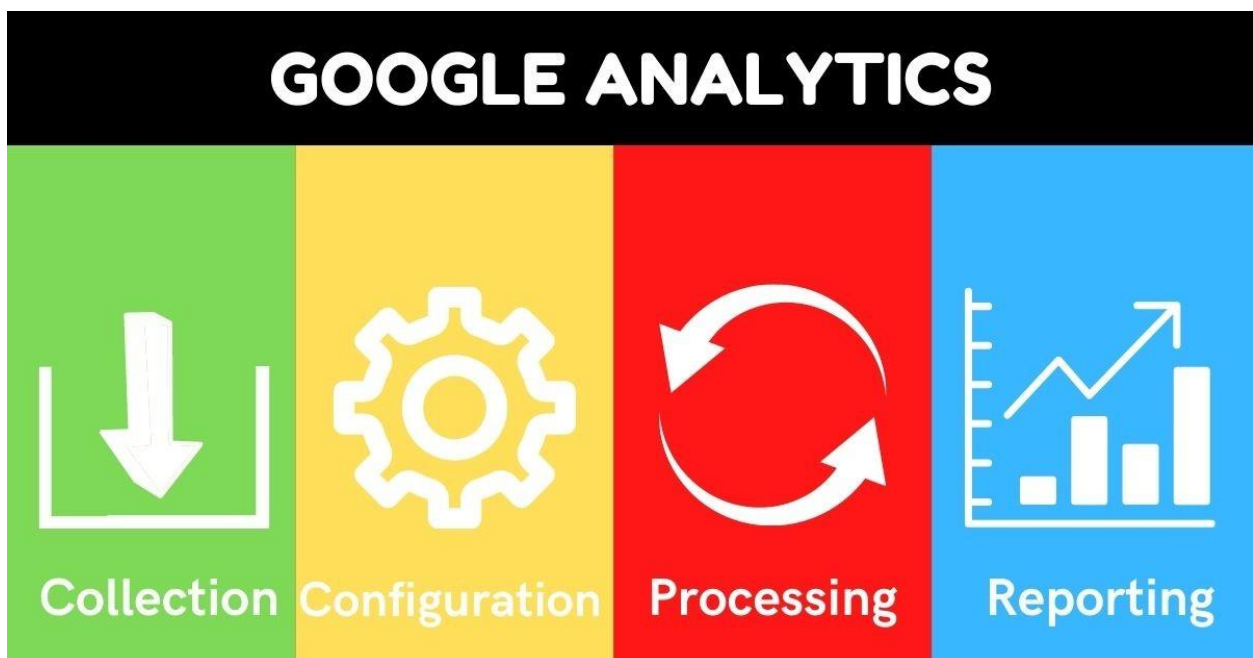
- The user interface of the website where visitors interact.
- Contains the HTML code where the Google Analytics tracking code will be embedded.

### 2. Google Analytics Tracking Code:

- A JavaScript code snippet provided by Google Analytics.
- Embedded in the website's HTML pages to collect user interaction data.

### 3. Google Analytics Servers:

- Backend infrastructure managed by Google to receive, process, and store tracking data.



## Data Flow:

### 1. Visitor Interaction:

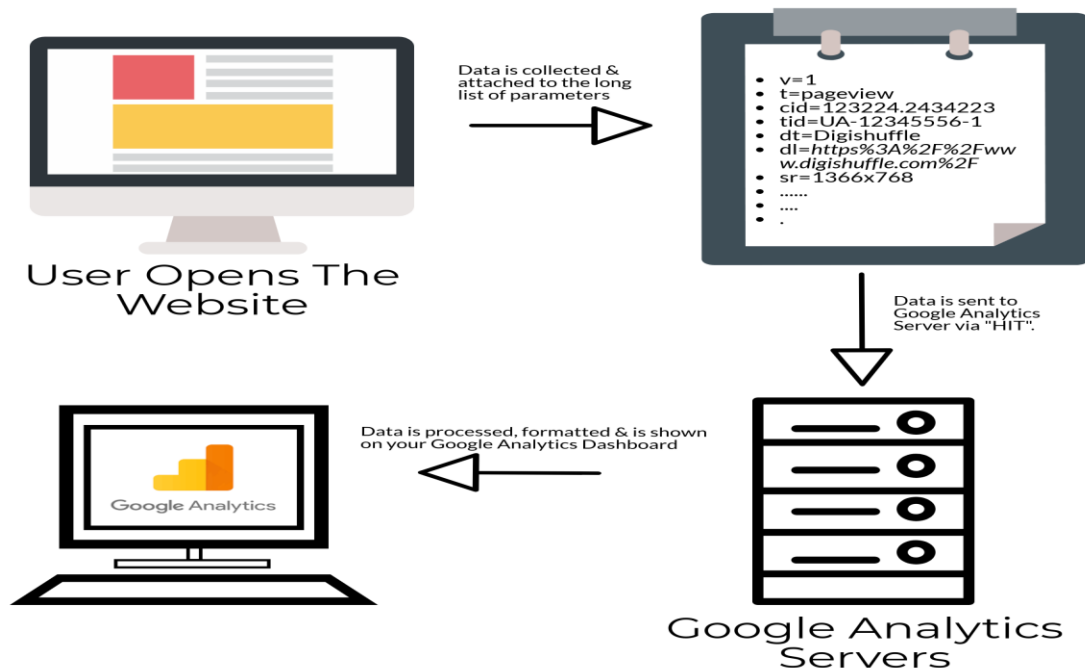
A visitor interacts with the website by viewing pages, clicking links, submitting forms, etc.

### 2. Tracking Code Execution:

When a page is loaded, the Google Analytics tracking code is executed in the visitor's browser.

### 3. Data Collection:

The tracking code collects data on user interactions (e.g., pageviews, clicks) and sends it to Google Analytics servers.



### 4. Data Processing:

Google Analytics servers process the received data to generate reports and insights about user behavior.

### **5. Storage and Analysis:**

Processed data is stored in Google's database and made available for website owners to analyze.

### **Reporting and Insights:**

Google Analytics provides a range of reports on user behavior, acquisition channels, conversion rates, and more.

### **Monitoring and Maintenance:**

Regular monitoring of analytics data helps identify trends and make informed decisions for website optimization.