Project Design Phase - Part 1

Proposed Solution

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

Aspect	Description
Novelty	Google Analytics integration is not a novel idea, as it has been a standard practice for website owners and businesses to track user behavior and gather insights. However, the novelty lies in utilizing the data effectively to drive meaningful actions and decisions.
Feasibility	Adding Google Analytics to a website is highly feasible. The process involves registering the website, obtaining a tracking code, and embedding it into the website's code. It requires basic technical skills and can be completed relatively quickly.
Business Model	The business model for integrating Google Analytics is typically straightforward. It is often provided as a free service by Google, with the intention of encouraging website owners to use other Google services, such as Google Ads, which generate revenue for Google.
Social Impact	Integrating Google Analytics can have a positive social impact by enabling website owners to improve user experience, optimize content,

	and make data-driven decisions. This can lead to better engagement and satisfaction for website visitors.
Scalability	Google Analytics is highly scalable and can handle large volumes of website traffic. It can accommodate the needs of both small websites and enterprise-level platforms. As the website grows, Google Analytics can adapt to handle increased data volume.
Data Privacy & Ethics	It's crucial to consider data privacy and ethics when implementing Google Analytics. Ensuring compliance with privacy regulations (such as GDPR or CCPA) and providing clear information to users about data collection practices is essential.
Integration with other tools	Google Analytics can be integrated with other marketing and analytics tools to create a comprehensive data ecosystem. This allows for more advanced analysis and optimization strategies.