

Project Development Phase

Functional Features

Date	03 November 2023
Team Id	NM2023TMID02276
Project Name	Add google analytics to a Website

Functional Requirement (Epic)	Sub-Requirement (Sub-Task/Story)
Google Analytics Integration	
Epic Description: Implement Google Analytics to track user behavior and gather insights on website usage.	
Sub-Requirements:	
1. Obtain Google Analytics Tracking Code	
	- Generate a Google Analytics tracking code for the website.

	<ul style="list-style-type: none"> - Provide instructions for where to place the code in the website's HTML.
2. Configure Website for Tracking	
	<ul style="list-style-type: none"> - Ensure that the tracking code is correctly implemented in all relevant pages.
	<ul style="list-style-type: none"> - Verify that the tracking code is firing and collecting data.
3. Set Up Google Analytics Account	
	<ul style="list-style-type: none"> - Create a Google Analytics account for the website.
	<ul style="list-style-type: none"> - Configure account settings and preferences.

4. Define Goals and Events	
	<ul style="list-style-type: none"> - Identify specific website interactions to track as goals or events (e.g., form submissions, button clicks).
	<ul style="list-style-type: none"> - Configure goals and events in the Google Analytics dashboard.
5. Customized Reporting	
	<ul style="list-style-type: none"> - Create custom reports to track specific metrics and KPIs.
	<ul style="list-style-type: none"> - Set up scheduled reports for regular analysis.
6. Implement E-commerce Tracking	
	<ul style="list-style-type: none"> - If applicable, set up e-commerce tracking to monitor online transactions.

	<ul style="list-style-type: none"> - Configure product and transaction data.
7. Test and Validate Tracking	
	<ul style="list-style-type: none"> - Conduct testing to ensure that tracking is working as expected.
	<ul style="list-style-type: none"> - Verify that data is being accurately collected in the Google Analytics dashboard.
8. Data Privacy Compliance	
	<ul style="list-style-type: none"> - Ensure compliance with data privacy regulations (e.g., GDPR).
	<ul style="list-style-type: none"> - Provide information to users about data collection practices.

9. User Training and Documentation	
	- Provide training for relevant team members on how to use Google Analytics for insights and reporting.
	- Create documentation for future reference and onboarding.
10. Ongoing Monitoring and Maintenance	
	- Establish a process for regular monitoring of analytics data.
	- Perform periodic reviews to ensure data accuracy and relevance.