This document is designed to be an evolving comparison that details some of the reasons that xAPI is a better fit for our needs compared to Google Analytics.

This document is not designed to be a comprehensive list of all the features of xAPI or Google Analytics.

Side-by-side Comparison		
	xAPI	Google Analytics
Ability to track users' views	X	X
Ability to show video views	X	X
Ability to show individual viewing habits and behavior	X	
Ability to track text entry	X	
Requires fewer upfront development resources		X
Allows us to own full data gathered	X	
Ability to incorporate data with the LRS	X	X
Ability to insert code into the LLamasoft product	X	
Ability to track games, mobile apps, simulations, webinars, classroom attendance, etc.	X	
Open source development process	X	
Designed for the e-learning industry (competency model)	X	
Ability to tailor code to meet the objectives of a specific organizational need	X	

Designed to track a user experience in multiple interactions	x	x
Design decisions intended to be made based on institutional needs	x	

Resources: https://experienceapi.com/webinar-qa-empowering-continuous-learning-tin-can-api-xapi/