

# PROJECT-1 ANALYTICS REPORT

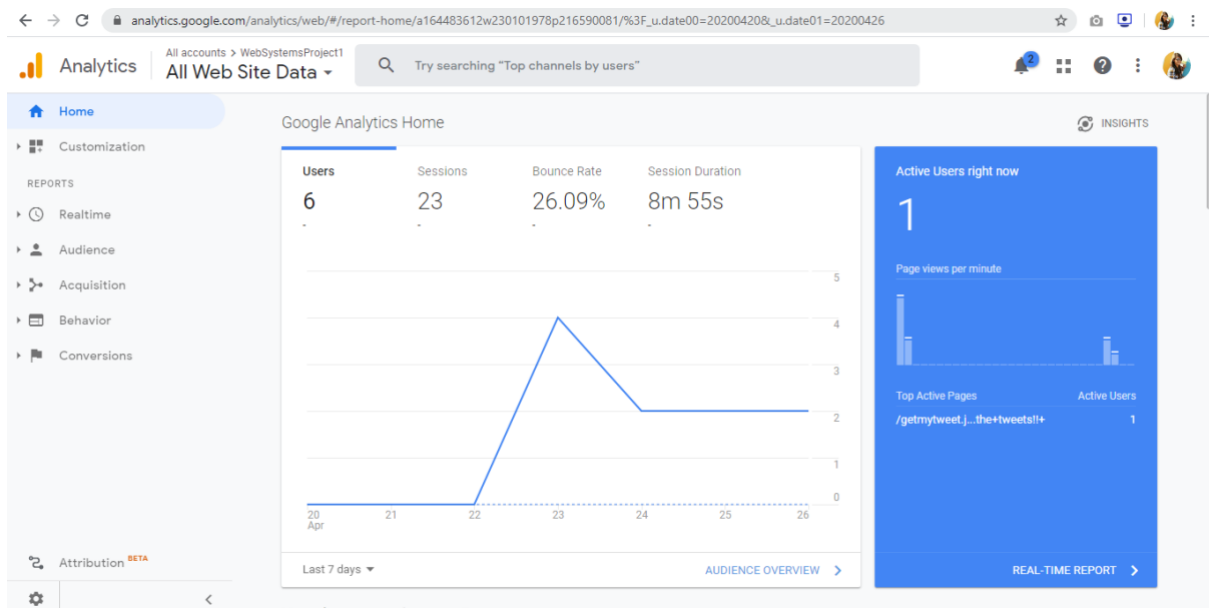
(Group 6) – Pavani Lonavath, Nikita Mehta, Tamish Patel

## SECTION 1 : GOOGLE ANALYTICS

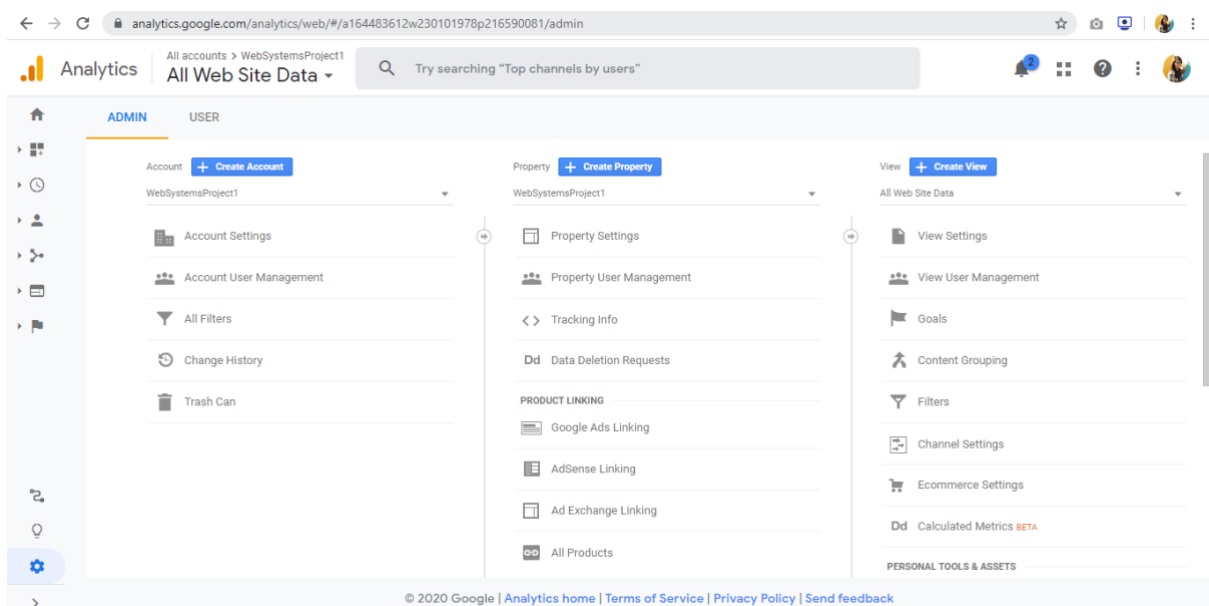
### Google Analytics: Client-side implementation:

**Step 1:** Sign into the analytics account using the url: analytics.google.com

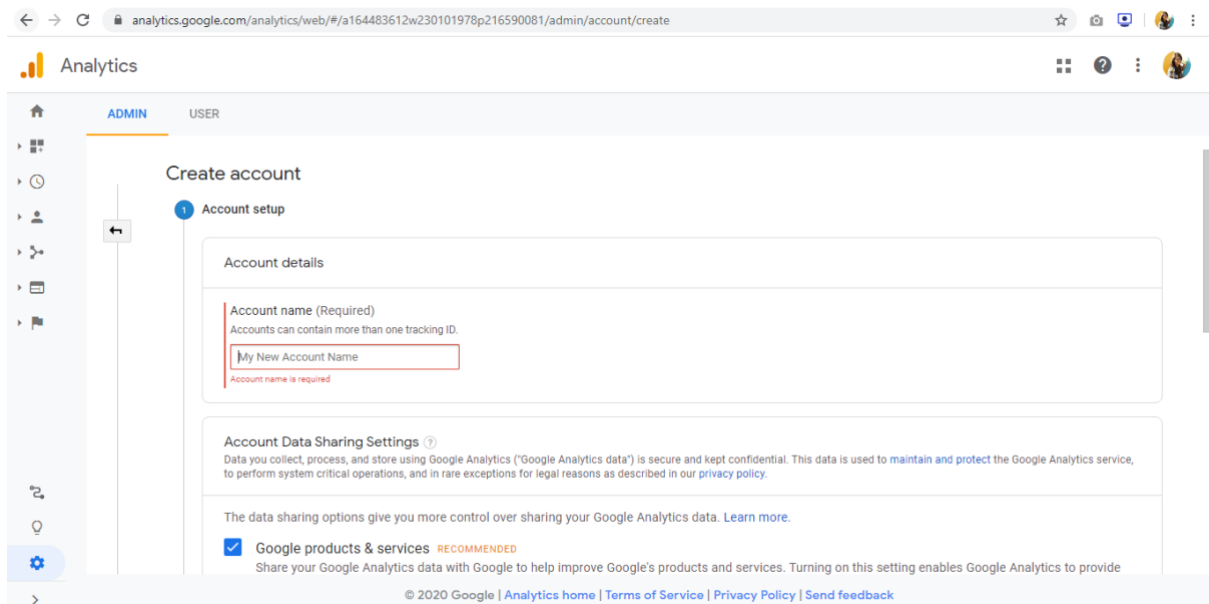
**Step 2:** Go to the Admin located in left bottom



**Step 3:** Click on create account



## Step 4: Give the My Account Name and click next



analytics.google.com/analytics/web/#/a164483612w230101978p216590081/admin/account/create

Analytics

ADMIN USER

### Create account

1 Account setup

Account details

Account name (Required)  
Accounts can contain more than one tracking ID.

My New Account Name

Account name is required

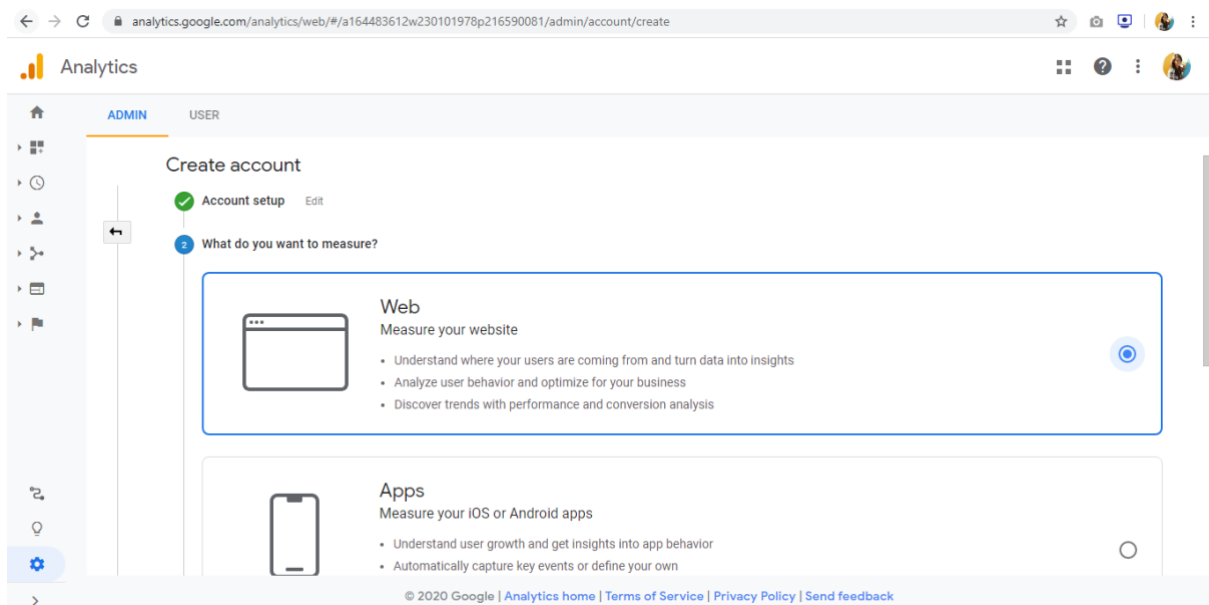
Account Data Sharing Settings ⓘ  
Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

☒ Google products & services **RECOMMENDED**  
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide

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## Click next again



analytics.google.com/analytics/web/#/a164483612w230101978p216590081/admin/account/create

Analytics

ADMIN USER

### Create account

✓ Account setup Edit

2 What do you want to measure?

Web  
Measure your website

- Understand where your users are coming from and turn data into insights
- Analyze user behavior and optimize for your business
- Discover trends with performance and conversion analysis

Apps  
Measure your iOS or Android apps

- Understand user growth and get insights into app behavior
- Automatically capture key events or define your own

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**STEP 5:** Fill the website name and Website URL for which we need google analytics to be done and click create

analytics.google.com/analytics/web/#/a164483612w230101978p216590081/admin/account/create

Analytics

ADMIN USER

Property setup

Property details

Website Name

My New Website

Value is required.

Website URL

http:// Example: http://www.mywebsite.com

Industry Category

Select One

Reporting Time Zone

United States (GMT-07:00) Los Angeles Time

Create Previous

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After the account has been added we will be able to see the below code

analytics.google.com/analytics/web/#/report-home/a164483612w230101978p216590081

All accounts

Analytics Accounts	Properties & Apps	Views
WebSystemsProj... 164483612	WebSystemsProject1 UA-164483612-1	All Web Site ... 216590081

Active Users right now

1

Page views per minute

Top Active Pages

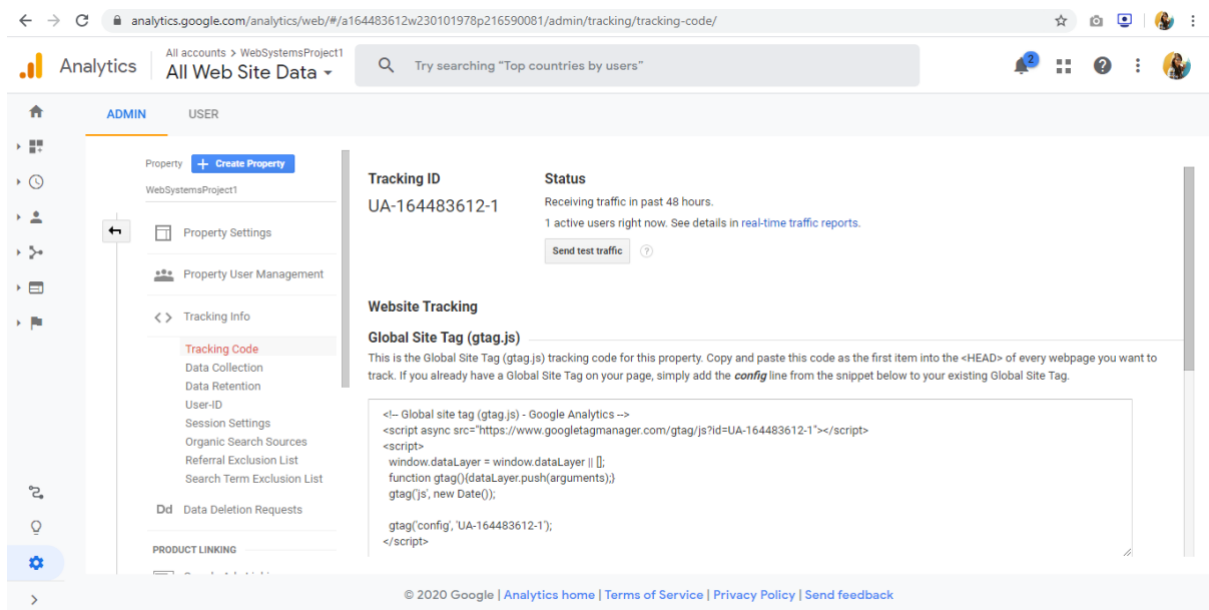
/GaeStore?text...&save=Submit

Active Users

1

REAL-TIME REPORT

## Step 6: Now go to the Admin→ Property --→Tracing Info→Tracking code



Here it gives you the code .

The code has to be pasted in all the jsp pages inside <head> tags and test it with “send test traffic” button on the same page.

## Google Analytics: Server-side implementation :

- Create the following in the project:

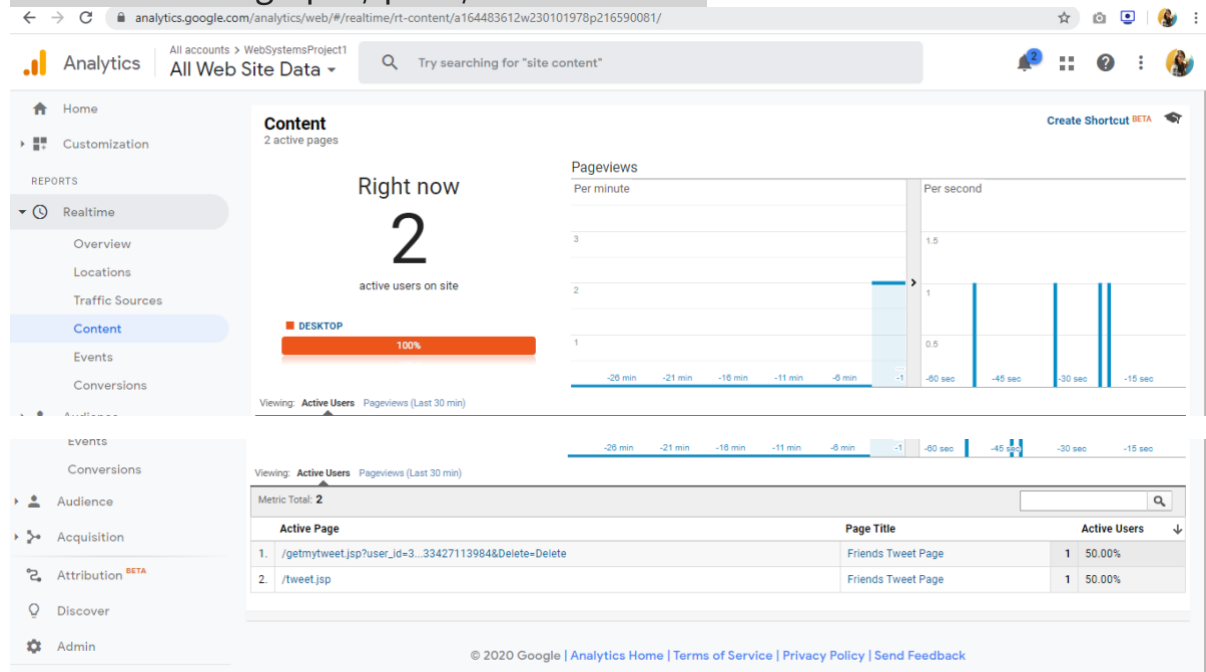
<src/main/java/com/google/appengine/analytics/tracking/>

- Create class with name GoogleAnalyticsTracking copy and paste the code present in the link below.

<https://github.com/GoogleCloudPlatform/appengine-googleanalytics-java/blob/master/src/main/java/com/google/appengine/analytics/tracking/GoogleAnalyticsTracking.java>

## METRIC 1: Content

### 1.1.a. Provide a graphs/ plots/ Visualizations:



### 1.1.b: Interpretation of Trends:

This metric provides below information

- Number of active users at the point of time.
- Number of page views per minute in the form of bar chart.
- Number of page views per second in the form of bar chart.
- Name of the active pages with page title and count of pageviews for each page at the point of time
- Name of the active pages with their page title with number of pageviews for each page in the last 30 mins from that point of time.

The above information provides number of active users using the facebook app along with the active pages with number of hits. It also provides information on active pages on our facebook app for last 30 mins with their page titles and number of hits per each page.

All this information is useful for a developer to understand what are the page that are being viewed most and at what time.

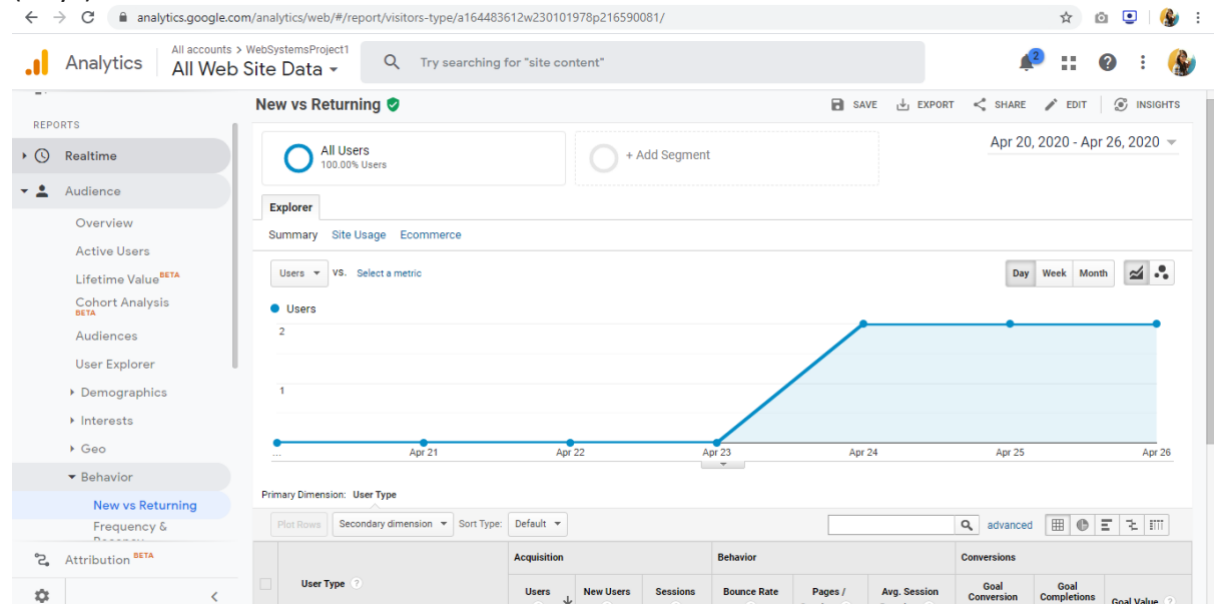
### 1.1.c: limitations of metric

When there are many number of active users and hitting multiple pages tracking information is hard as it keeps on updating

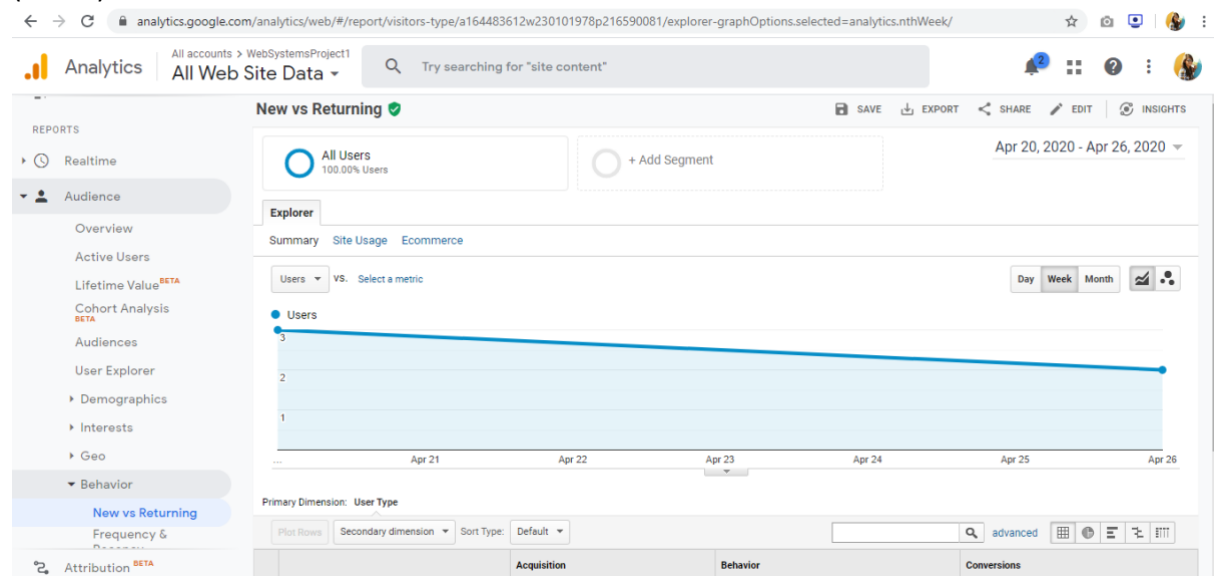
## Metric 2: Audience & behaviour & new vs returning

### 1.2.a: metric 2- provide a graphs/plots/visualizations:

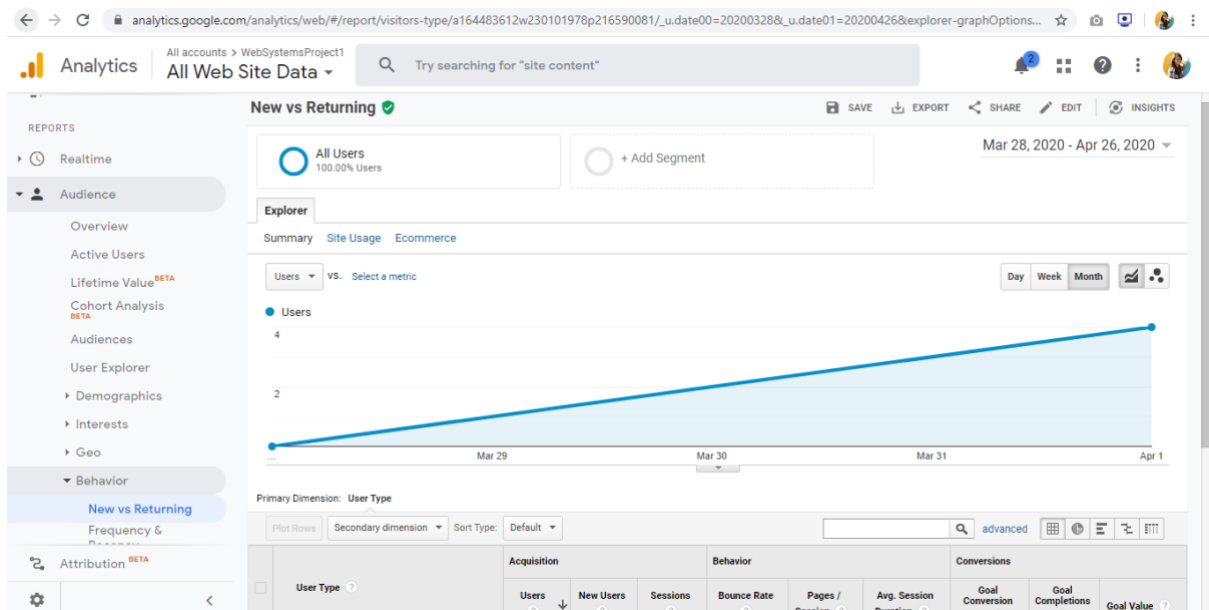
(Days)



(Week)



(Month)



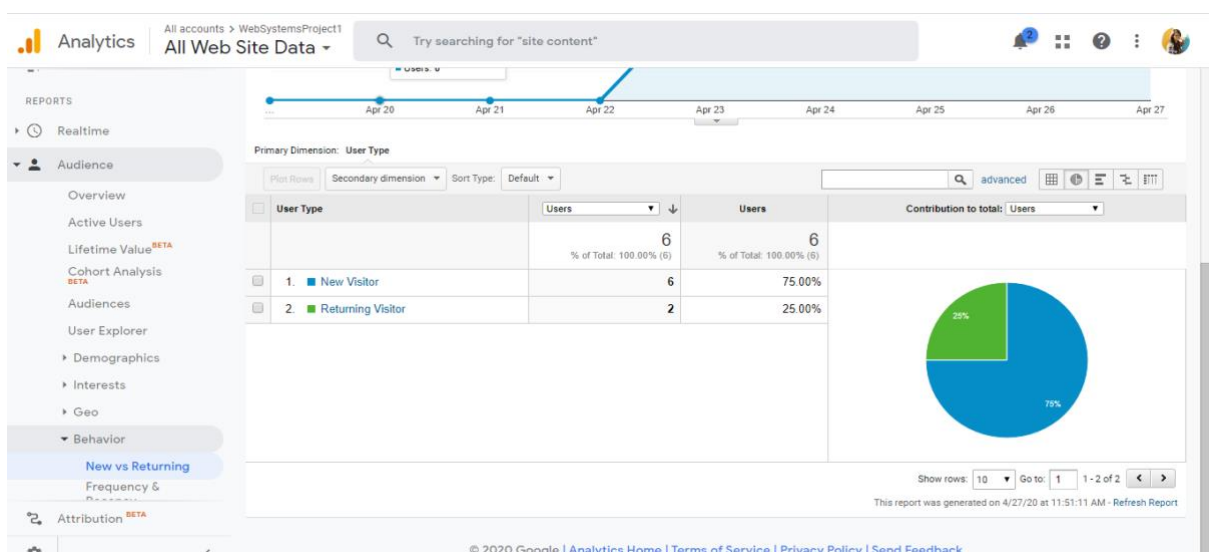
New users vs Returning Users- Table

Primary Dimension: User Type										
User Type	Acquisition			Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	6 % of Total: 100.00% (6)	6 % of Total: 100.00% (6)	26 % of Total: 100.00% (26)	23.08% Avg for View: 23.08% (0.00%)	9.69 Avg for View: 9.69 (0.00%)	00:08:29 Avg for View: 00:08:29 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. New Visitor	6 (75.00%)	6 (100.00%)	6 (23.08%)	50.00%	2.17	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. Returning Visitor	2 (25.00%)	0 (0.00%)	20 (76.92%)	15.00%	11.95	00:10:55	0.00%	0 (0.00%)	\$0.00 (0.00%)	

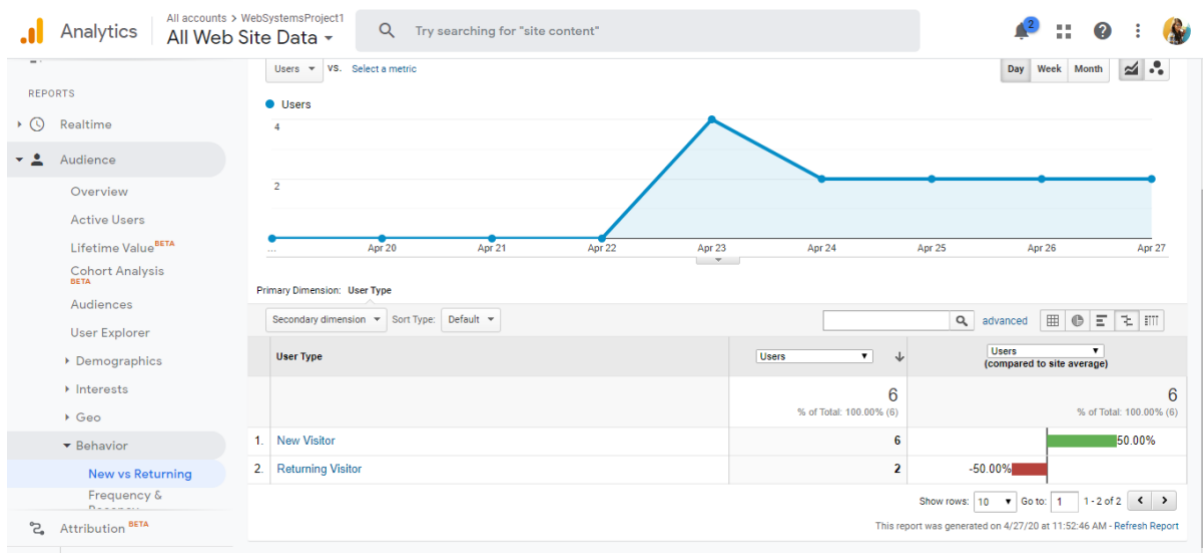
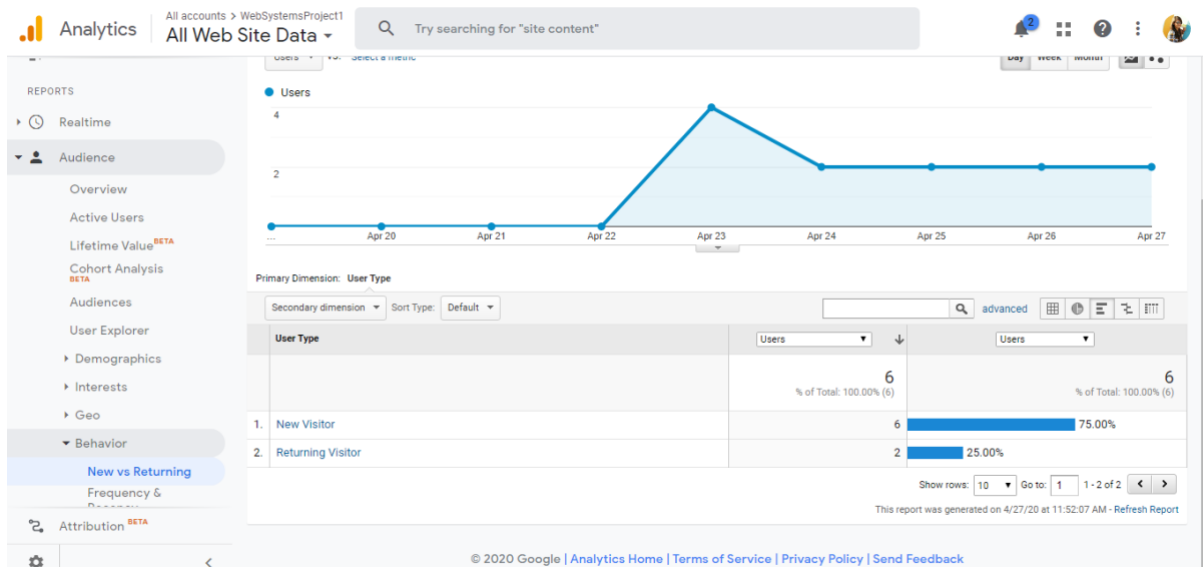
Show rows: 10 Go to: 1 1 - 2 of 2

This report was generated on 4/27/20 at 11:50:29 AM - Refresh Report

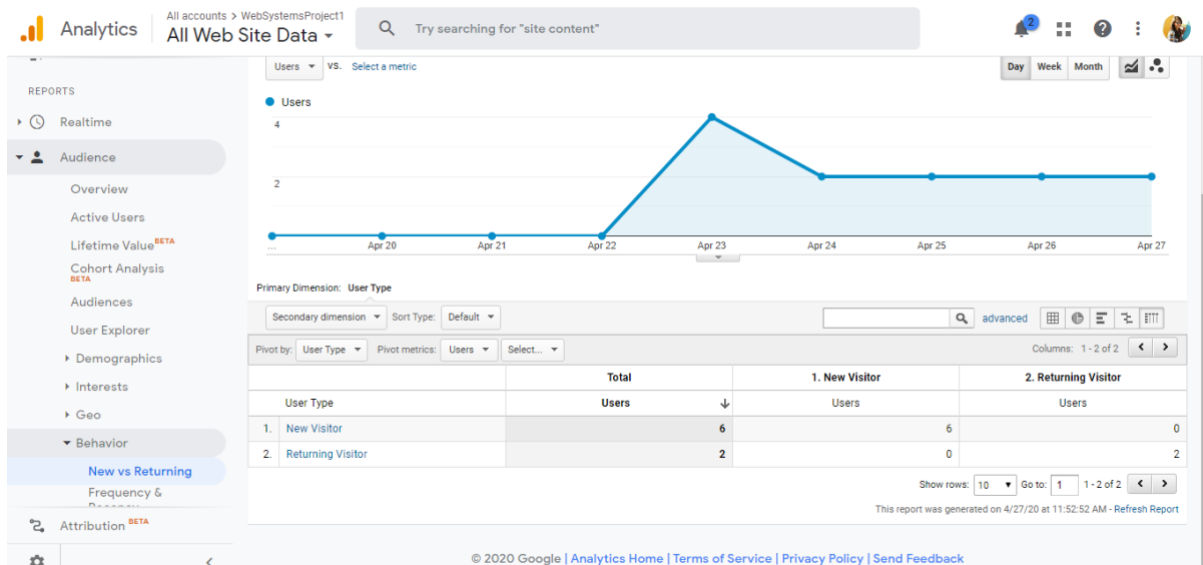
New users vs Returning Users- Pie Chart



## New users vs Returning Users- Bar Chart







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

This metric provides comparison between new user and returning user. Metrics provides the below information.

- It provides number of users in day, week, month,
- Comparison between new users and returning users for the below metrics.
  - ✓ **Sessions:** Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.
  - ✓ **Bounce Rate:** The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.
  - ✓ **Page/Session:** Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
  - ✓ **Average Session Duration:** The average length of the session.
  - ✓ **Goal Conversion Rate:** The sum of all individual goal conversion rates.
  - ✓ **Goal Completions:** The sum of all individual goal conversion rates.
  - ✓ **Goal Value:** Total Goal Value is the total value produced by goal conversions on your site. This value is calculated by multiplying the number of goal conversions by the value that you assigned to each goal.

The above information is used in our Facebook app to understand the new user and returning user by using the metrics provided. This is also helps to understand the graph for users and the mentioned above metrics.

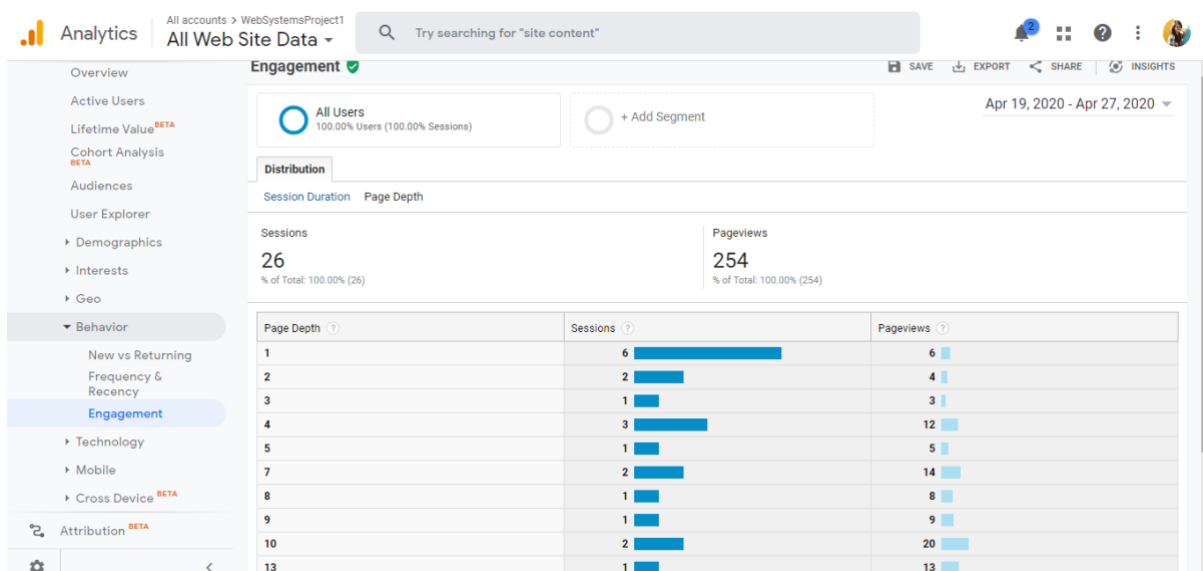
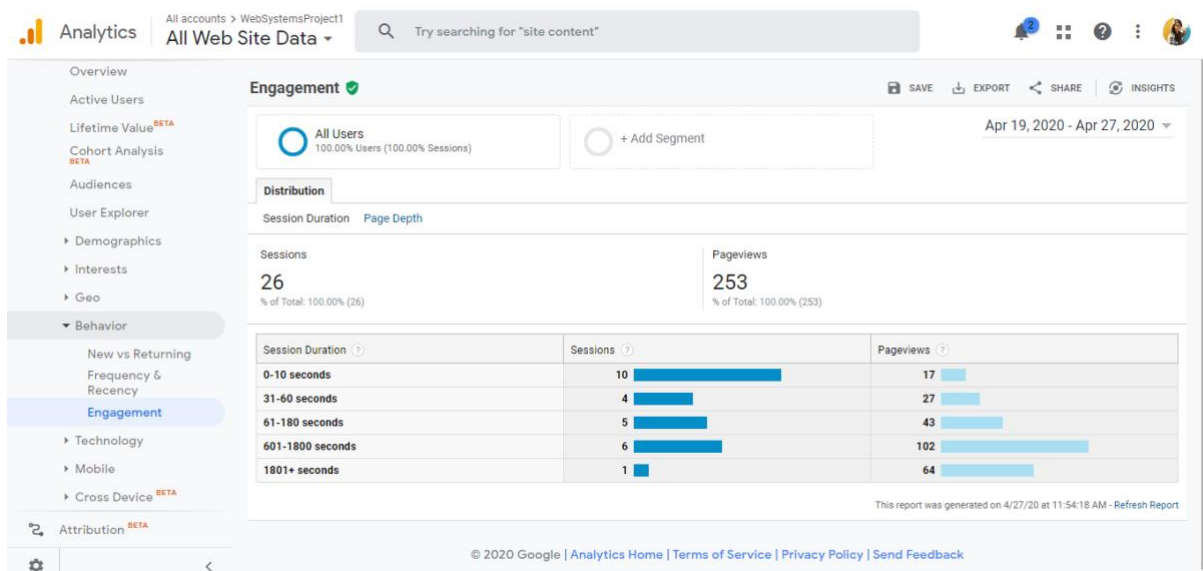
This metric is generally helpful to understand new visitor and returning visitor for their site by using the above values..

## 1.2.c: Limitations of metric 2

At particular point of time we cannot specifically find the number of new visitors as the returning visitor count is already added to the new visitor count.

## Metric 3 : Audience & behaviour & engagement

### 1.3.a: Metric 3- Provide a graphs/plots/visualizations:



### **1.3.b: Interpret the metric 3's trends:**

The above metric provides information about how long the user is using your product. The bar graph above depicts the below information.

For each length of a session in seconds, a session lasts as long as there is continued activity, it gives the sessions and pageviews

Where session is total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

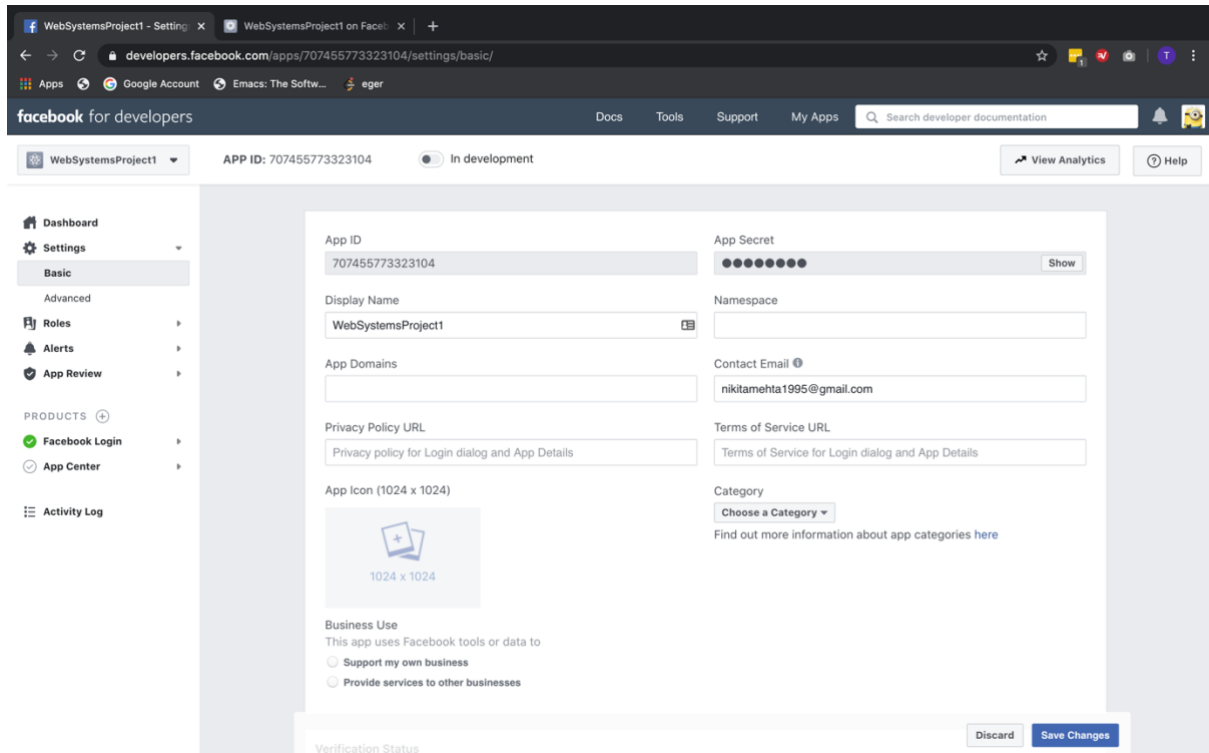
This metric is mainly useful for understanding marketing strategy. It gives number of seconds session lasts. With the help of this metric it helps product developers to understand make changes to app to retain and engage users for more time in the product.

### **1.3.c: limitations of metric 3:**

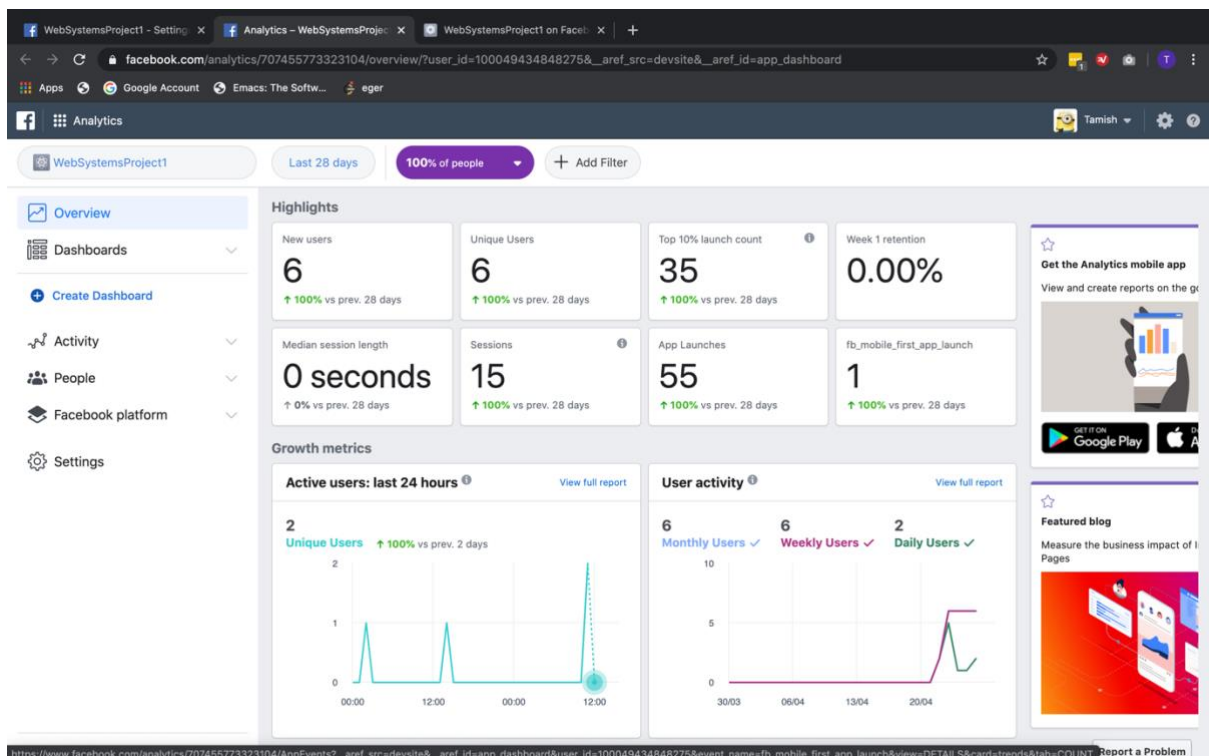
This metric gives idea on number of sessions in the duration but it did not specifically mention on what page did the user spend time on

## SECTION 2 – FACEBOOK ANALYTICS

After logging into the Facebook developers account, go to your app page. Now, click on the View Analytics button on the top right corner.

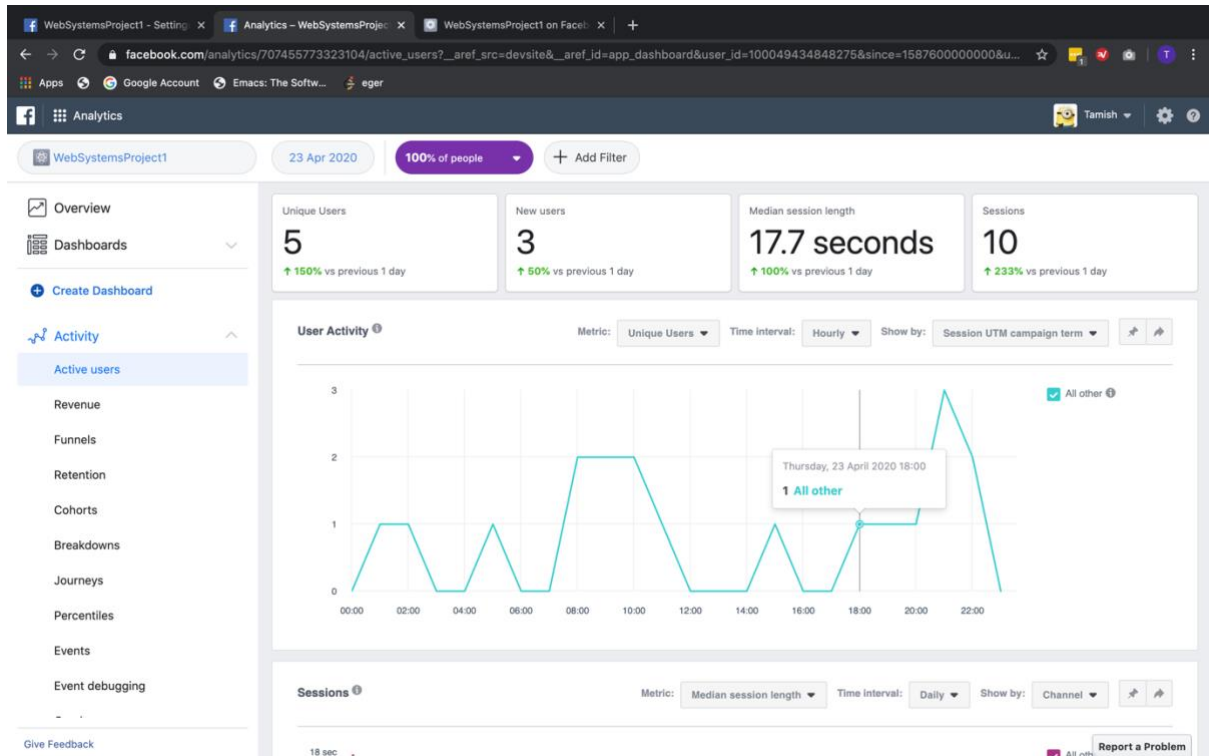


Below is the dashboard of the Facebook Analytics:

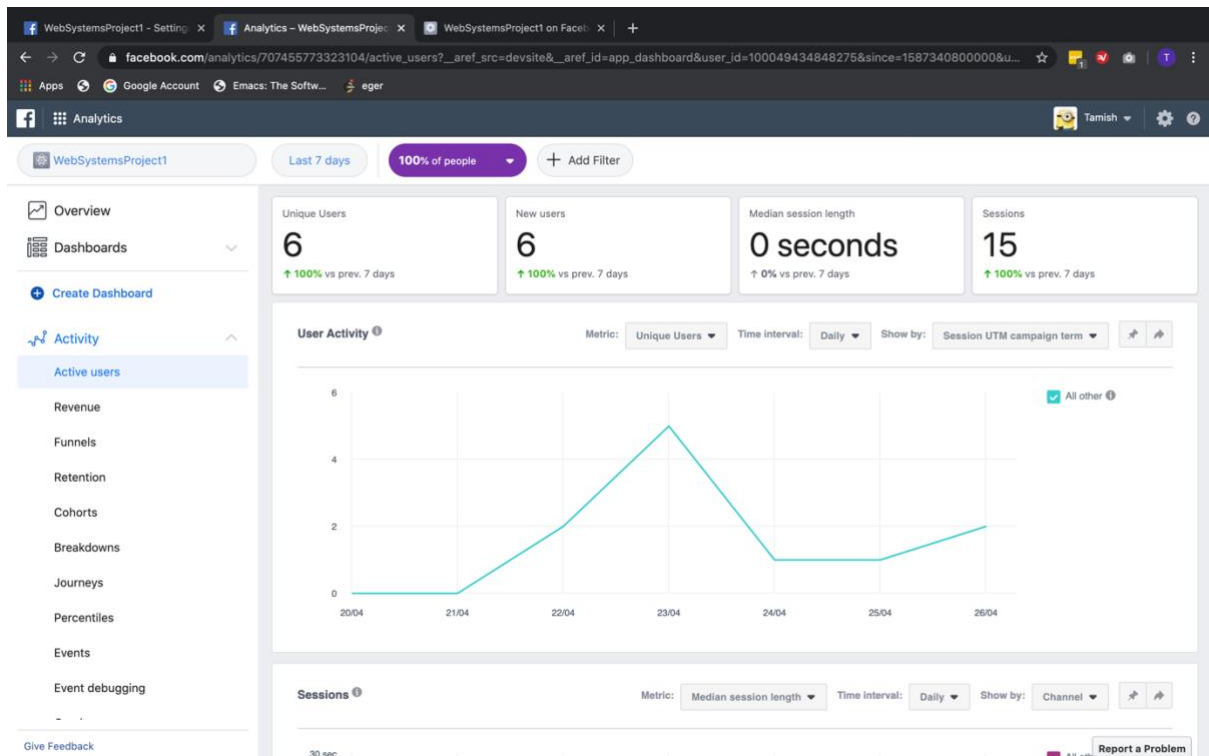


## 2.1.a: metric 1- provide a graphs/plots/visualizations:

Unique user—Hourly



Unique user—Daily



This can be viewed weekly and monthly also.

### 2.1.b: Interpret the metric 1's trends:

The view of this chart shows the number of unique users, also known as active users, who are using our Facebook app.

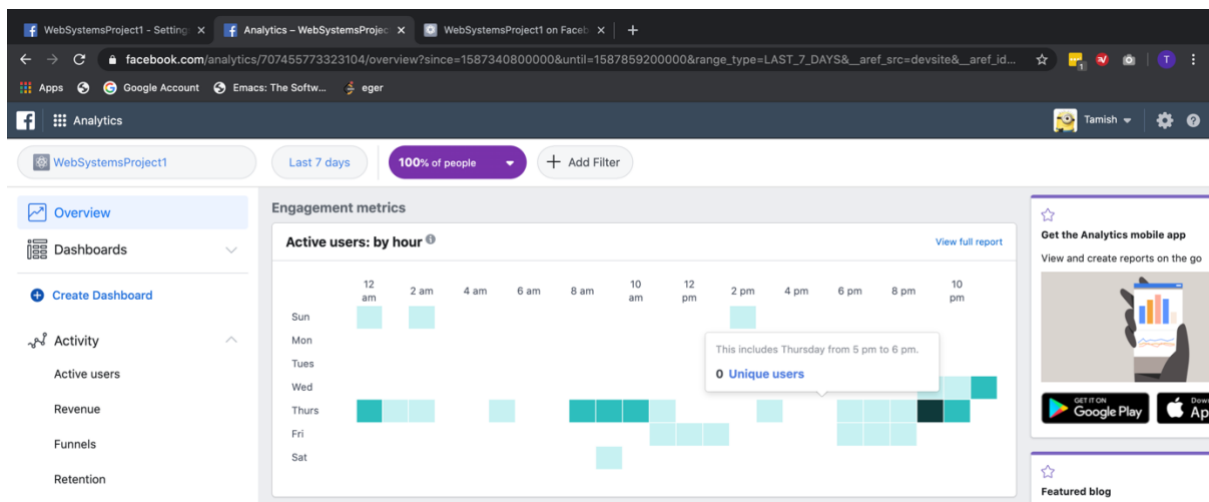
The metric helps us to understand at what time period in a day/week/month are people using your product the most.

### 2.1.c: limitations of metric 1:

With this metric we can get a knowledge about the time range unique users are using this app the most. But at the time we cannot predict that there would be high number of generic users at that point in the future.

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

Engagement metric: Active users by hour



## 2.2.b: Interpret the metric 2's trends:

Each cell shows the number of people that used your product by hour on a particular day. All data is shown in the time zone specified in your Settings. For a date range greater than 7 days, the data in each cell shows the sum of multiple days. For example, in a 14-day period, the cell that represents Sunday at 1 am will show the sum of 2 Sundays at 1 am.

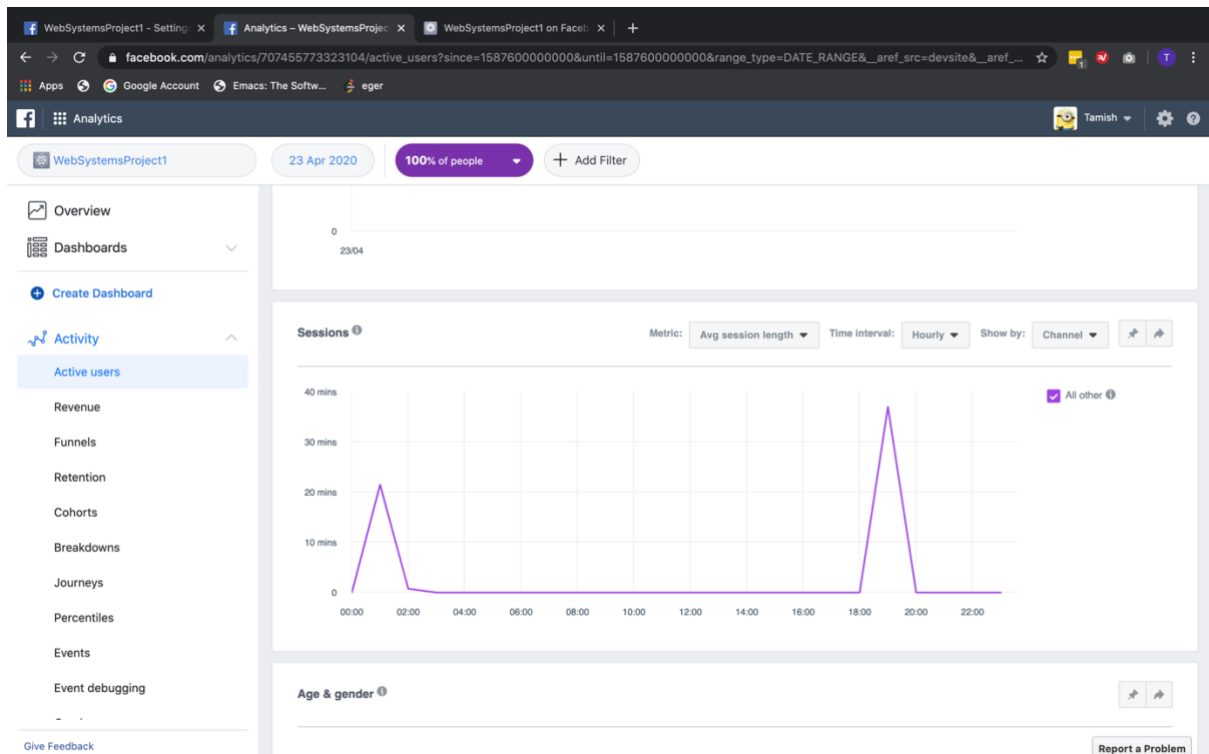
This metric is useful to know the number of people used your product on a particular day in an hourly manner.

## 2.2.c: limitations of metric 2:

With this metric we can get a knowledge about the time range active users are using this app the most. But at the time we cannot predict that there would be high number of generic users at that point in the future.

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

This view can be changed hourly, daily, weekly, monthly.



### 2.3.b: Interpret the metric 3's trends:

Shows the average amount of time unique users spend on your website per session. Session length is calculated by taking the time of the last event logged in a session and subtracting the time of the first event logged in the session.

This metric is useful to understand the time that users are spending on our app each time they visit our app.

### 2.3.c: limitations of metric 3:

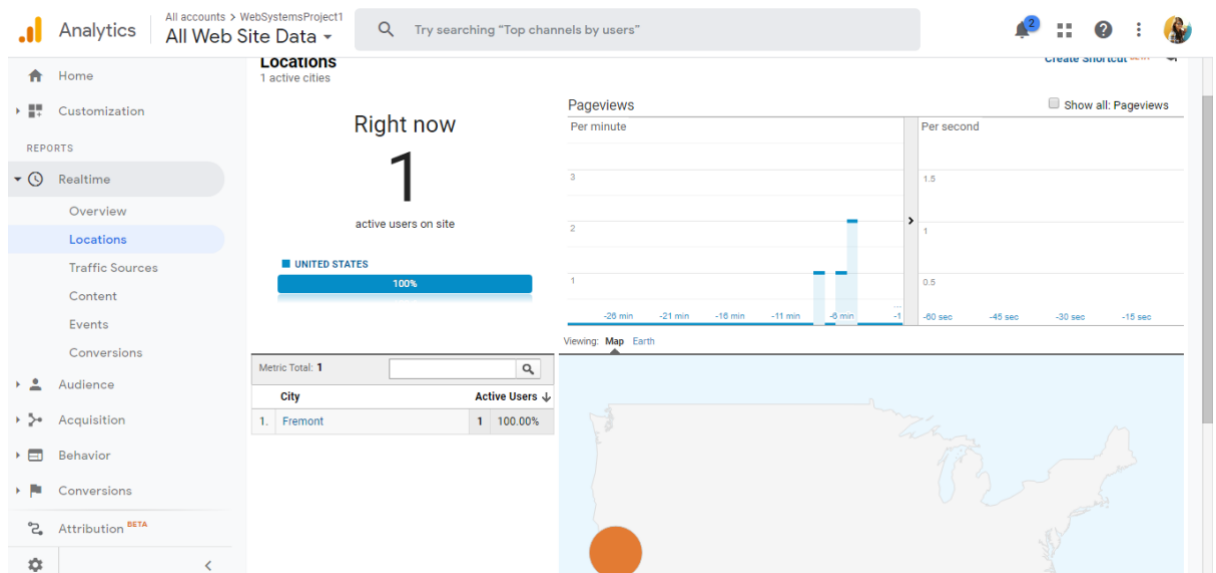
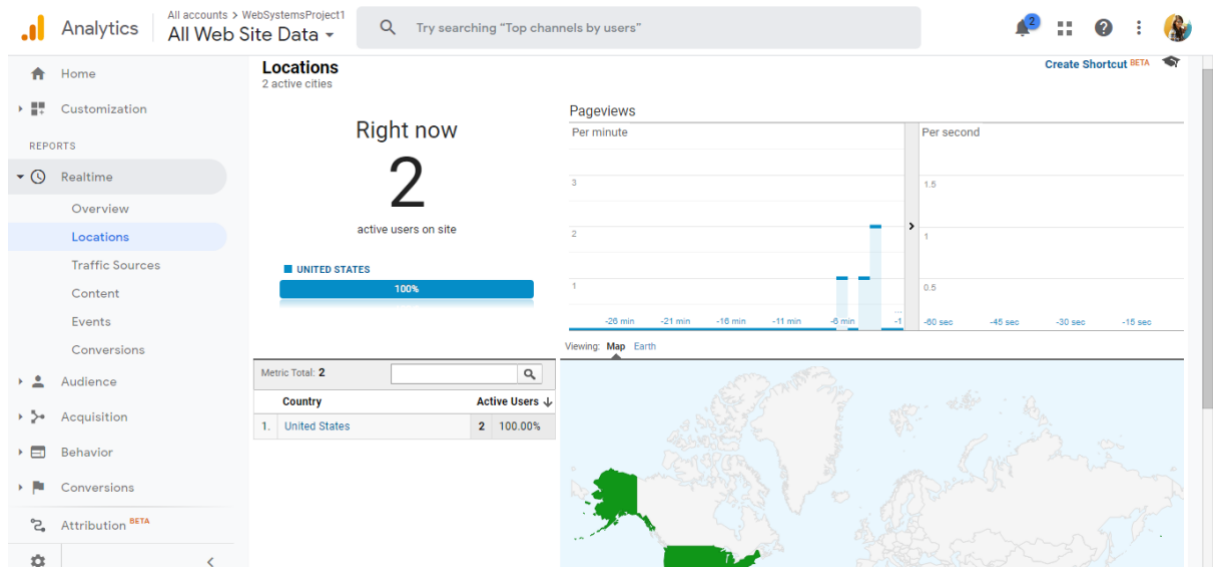
This metric shows the average time spent on the product but it's not specific to which page.

## SECTION 3 – COMPARE GOOGLE AND FACEBOOK ANALYTICS

As per our knowledge and our experience with both google and Facebook analytics, we feel google analytics is more robust with lot of information with larger view of all details and greater capabilities. Facebook has simple tracking details of the product.

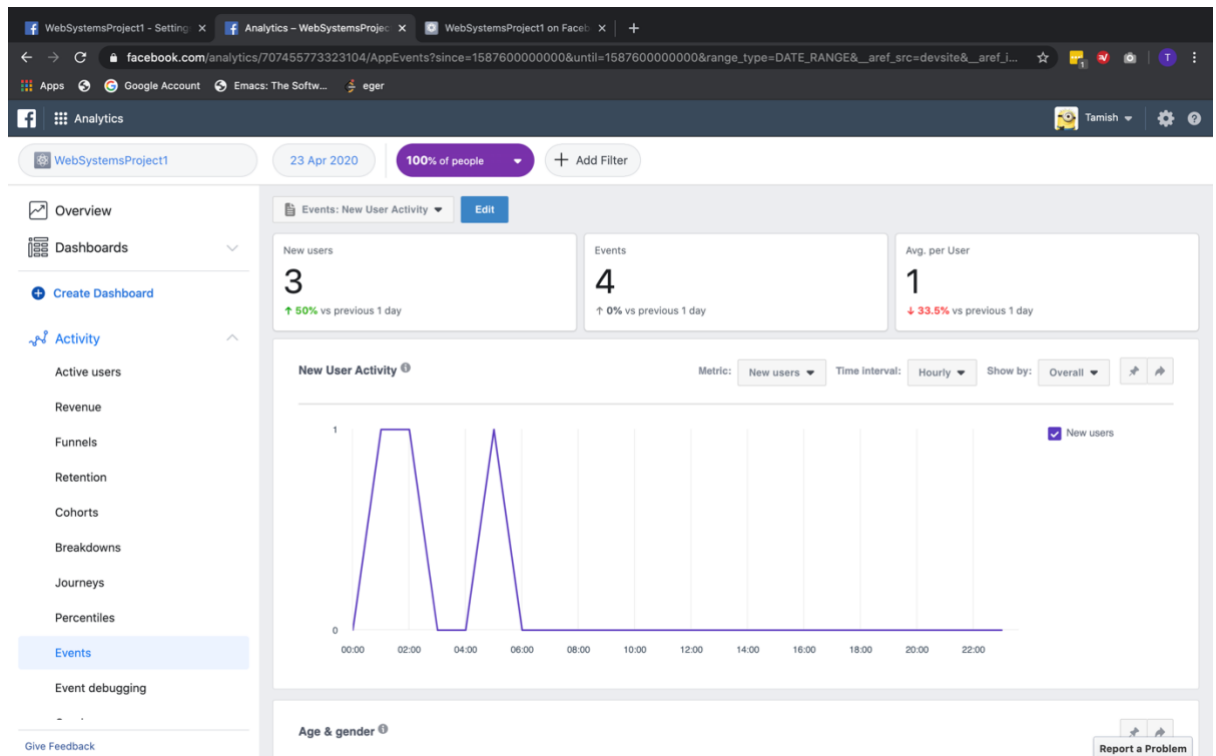
**Favourite metric in google: Realtime-> Locations**





This metric is useful for a product developer to understand and focus on the location where their product is being viewed at high rate. On clicking United States it shows an another map with specific region in United States

**Favourite metric in Facebook : Growth metrics (New user)**



This metric shows how many new users are viewing your product hourly, daily, weekly, monthly. This metric is lot useful to know about how many new users are viewing your product.