Project 1 Analytics Report

Submitted by Group – 3 :

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Section 1: Google Analytics

The summary of implementation of both client and server side analytics options: There are two different kinds of setup we have done to set up client and server side analytics. Client side we have to set up an admin account and integrate our app, whereas for the server side the standard code we have to add in our code.

Client-side implementation

The following steps shows the step by step client side analytics setup:

Step1: Sign into the account using the url:analytics.google.com

Step 2: Being an admin, create an account.

Step 3: Fill the account details setup

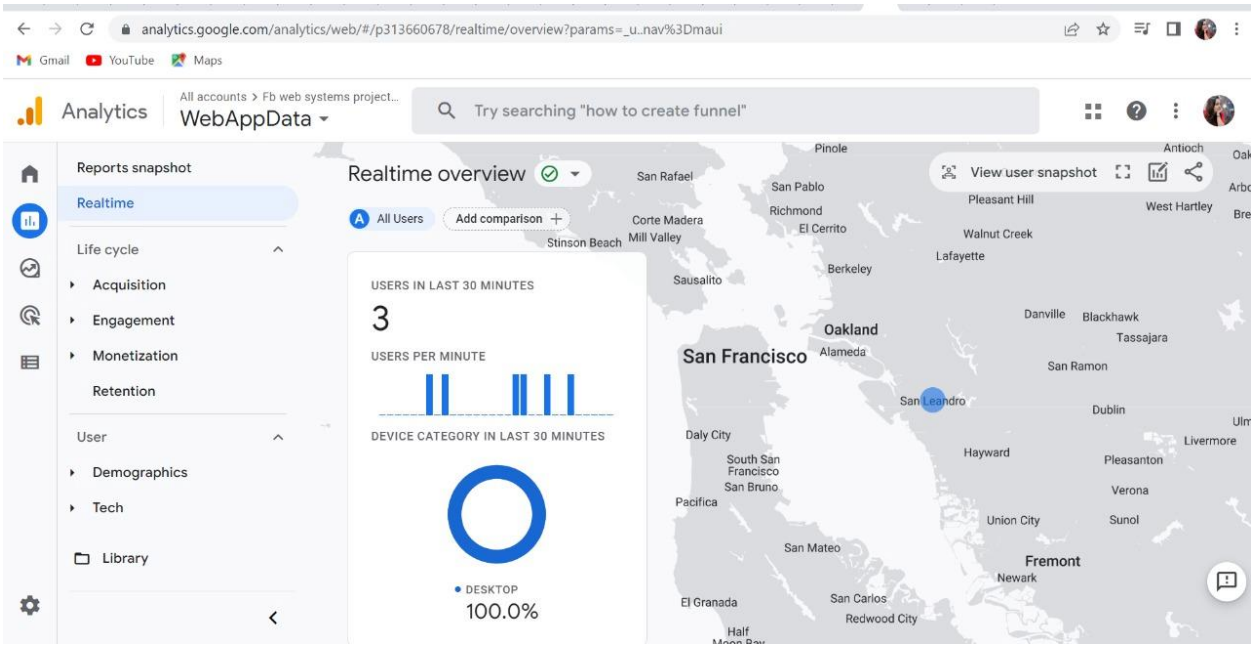
Step 4: Choose analytics for web application

Step 5: Fill in the website name and for the website url, inserted our facebook application url

Step 6: After the setup website tracking information can be seen in tracking code under admin, like tracking id and the piece of code should be added in all our .jsp pages. The tracking ID is the one which links application to analytics account.

Step 7: After connection, we will be able to see our application under an analytics account

1.1.a: metric 1- provide a graphs/plots/visualizations:



1.1.b interpret the metric 1's trends:

This metric provides the below information:

Number of active users at the point of time - in our case, there were 3 active users.

Number of page views per minute in the form of bar chart- when multiple users using it shows at that minute how many pages have been viewed.

Name of the active pages with page title and count of page views for each page at the point of time - In our case one person is viewing the home page and 2 users are uploaded the images.

Name of the active pages with their page title with number of page views for each page.

The above information provides a number of active users using our application along with a number of hits. It also provides information on active pages on our app with it's page titles and number of hits per each page. All this information is useful for a developer to understand what are the pages that are being viewed most at what time.

1.1.c: limitations of metric 1:

When there are many active users and hitting multiple [pages tracking information is hard as it keeps on updating. Real time is limited to only page view options

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

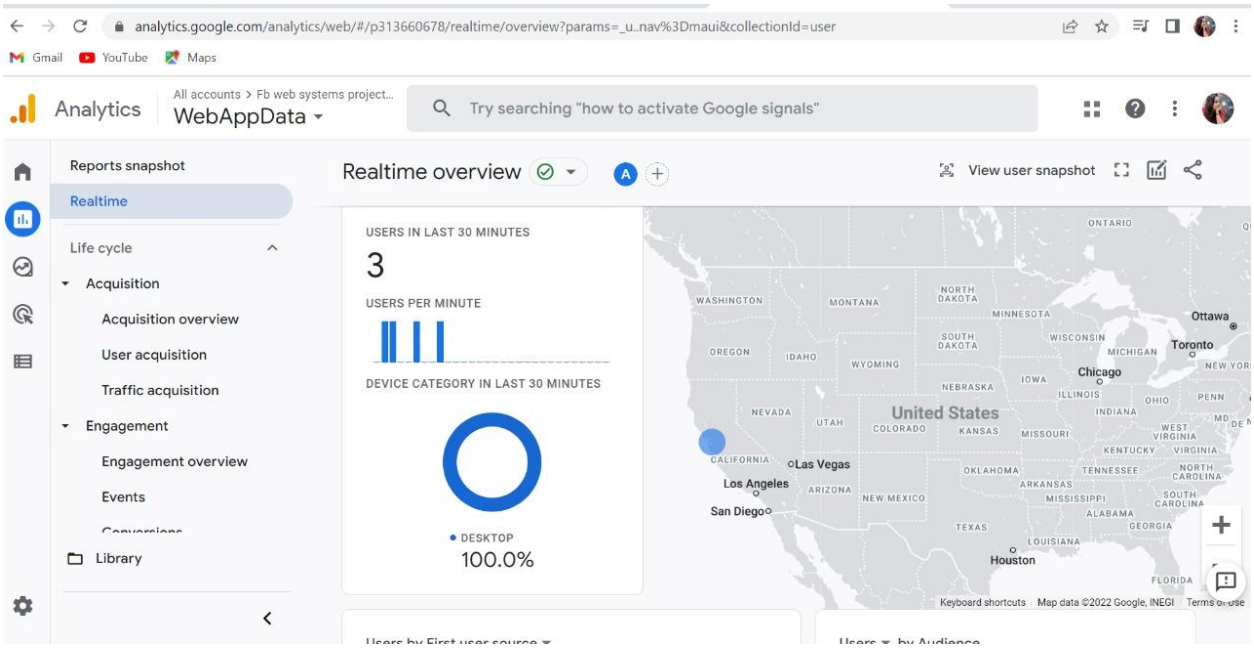
1.2.b: interpret the metric 2's trends:

- It reports on how often visitors come back to your website over a certain time period. It will show 1-Day Active users, 7-Day Active
  Users, 14-Day Active Users and 28-Day Active Users.

1.2.c: limitations of metric 2:

- This only shows the number of active users. Doesn't give any information about the amount of time each user spent or what time they were active.

1.3.a: metric 3- provide a graphs/plots/visualizations:



1.3.b: interpret trends:

- Real-time location shows the locations that had the most visits and those that didn't have any. In our case 3 users are from the United States.

1.3.c: limitations of metric 3:

- Google Analytics tracks a user's location based on their IP address. That means users are tracked based on where their internet connection is, not necessarily where they are.

Section 2= Facebook Analytics.

The Facebook Analytics tool is no longer available since July 1, 2021. Thus we couldn't analyze the Facebook app

Section 3: compare Google & Facebook analytics-

As the Facebook Analytics is no longer available, we can not compare it with Google Analytics. However we think Google Analytics has a much broader spectrum of customizations with full-flavoured metrics. For enhanced checking, we were able to customize the graph with our own conditions. Google analytics allows custom models. We think that Google's Analytics were clearer and accurate.

Our favorite metric from Google analytics was the real time locations. This metric gives the location of users, derived from IP addresses. Additionally, we can also know the users Geo location based on the countries of website users, the region of users and latitude and longitude.