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

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:
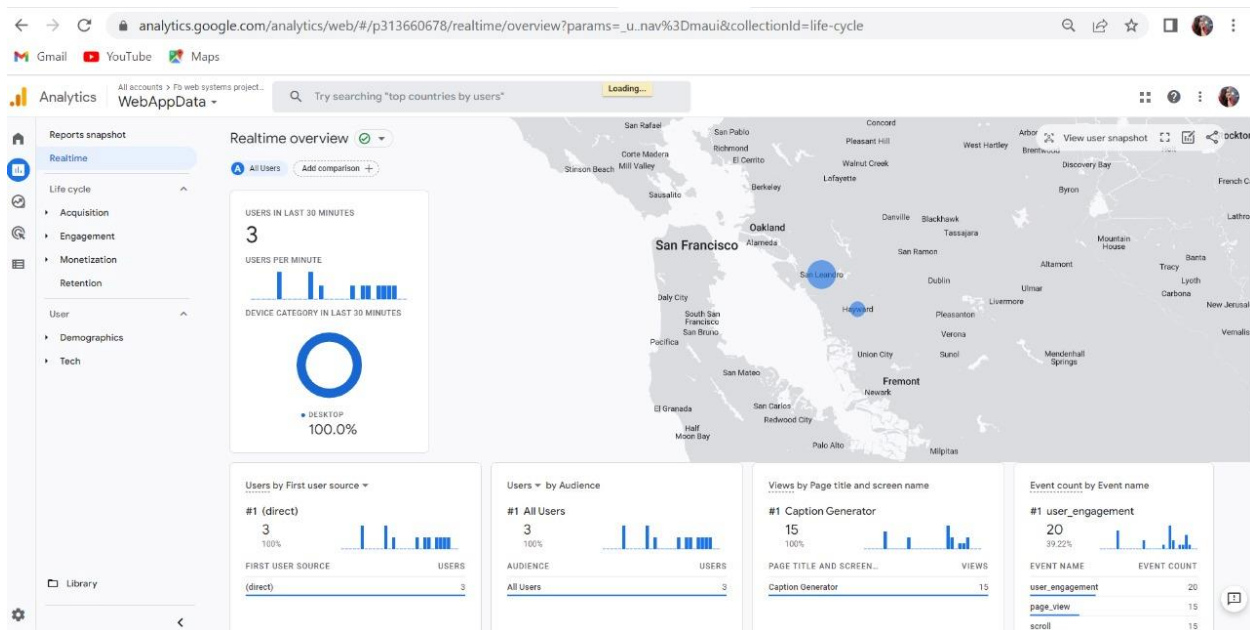
1.1.b interpret the metric 1's trends:

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.

It is showing the number of users in the last 30 minutes and also the number of devices.

1.1.c: limitations of metric 1:

The limitation is that Google Analytics works by loading a javascript code snippet on each page of the web application, but not all pages support javascript.
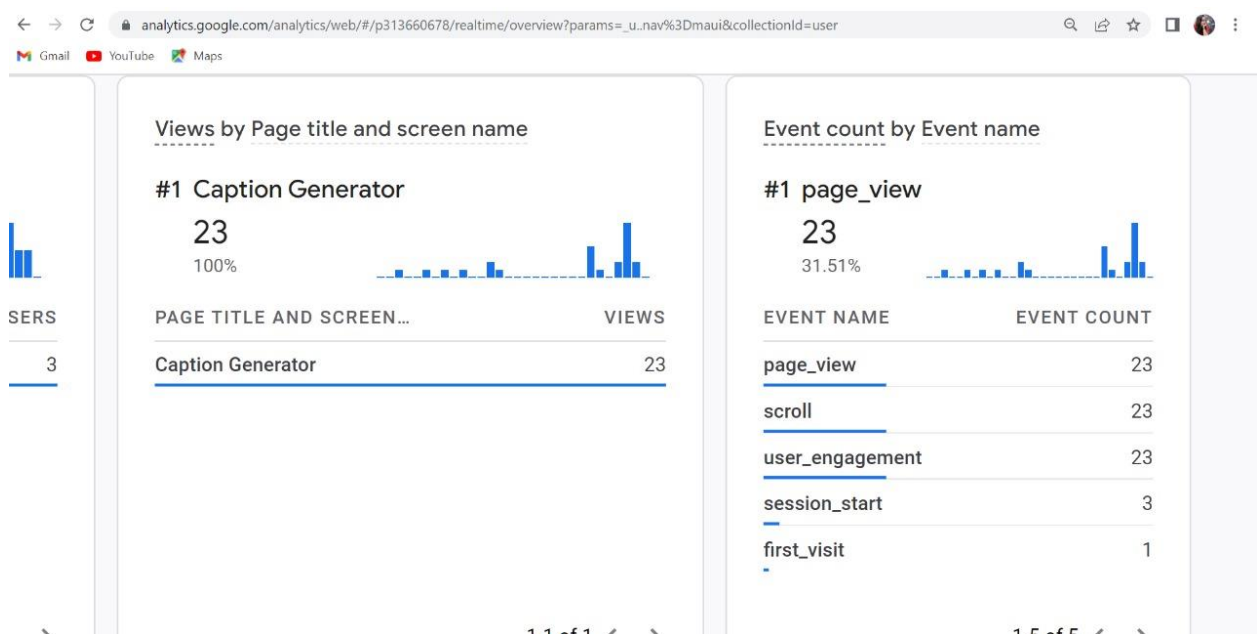
1.2.a: metric 2- provide a graphs/plots/visualizations:
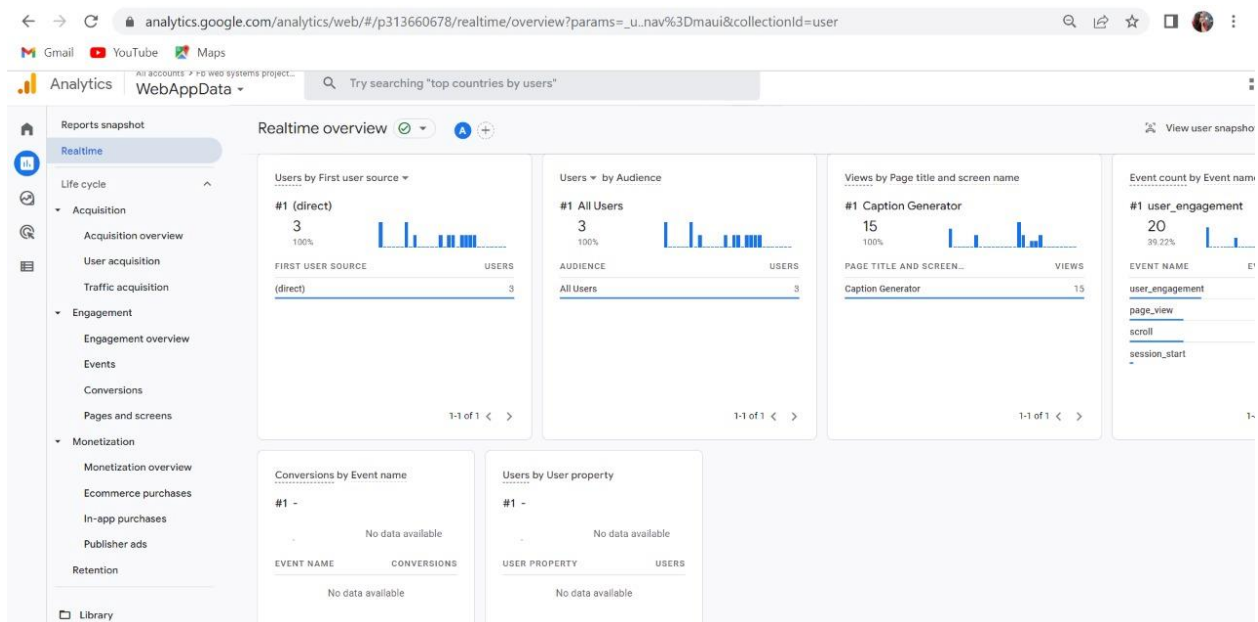
1.2.b: interpret the metric 2's trends:

- This metric of Google analytics is showing the number of users both by source and audience.

1.2.c: limitations of metric 2:

- The limitation is that it does not display how much time each user spends on the website while utilizing.

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

1.3.b: interpret trends:

- This metric of google analytics shows the number of views by page title and screen name, also the event count by the event count name, such as page view, scroll, user engagement etc.

1.3.c: limitations of metric 3:

- The limitation is that it does not display all of the pages that the user has viewed.

Section 2: Facebook Analytics.

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

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. Google analytics allows custom models. We think that Google's Analytics is clearer and accurate.

Our favorite metric from Google analytics was the real time Demographic overview. This metric gives the location of users. Additionally, we can also know the users Demographic location based on the countries of website users.