# **Assignment #4 - Analytics & Push notification**

In the following assignment you should extend the application that your have created in the previous assignment to include the following analytics & push notification capabilities:

### Analytics:

- Add to you app at least 7 custom events that will track the main feature of the apps that you would like to measure. Each event should include the relevant event properties/
- Add to your app at least 5 user properties.
- Integrate your analytics implementation with Firebase analytics and also one more 3rd party analytics tool from the following option:
  - Mixpanel www.mixpanel.com
  - Appsee <u>www.appsee.com</u>
  - Flurry <a href="https://y.flurry.com/">https://y.flurry.com/</a>

#### Push notification:

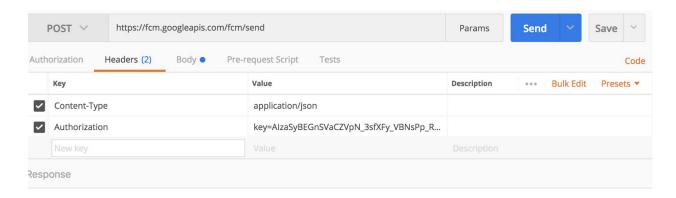
- Extend you app to support push notification handling
- Implement 3 different push notification campaigns make sure to apply to your campaigns advanced PN capabilities to improve the overall effectiveness of the campaign

### **Submission Guidelines:**

- 1. A Video clip that demonstrates the main use case of the app.
- 2. A presentation file in PDF format that include a summary of the main insights from the analytics data that was gathered and the actions (push campaigns) that you plan to take based on them
- 3. A zip file that contains the project's source code (Note: Make sure to execute 'gradlew clean' command before zipping the project folder).
- 4. Due date: 08/01 by 23:59 PM

### Postman App:

It is recommended to use postman (https://www.getpostman.com/) app to simulate send of data push message. The send message format is illustrated in below screenshots:



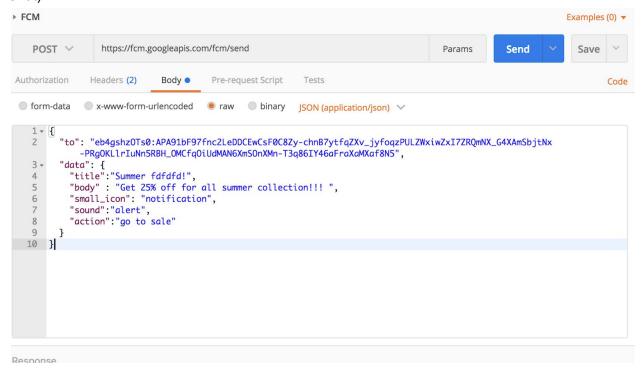
POST: https://fcm.googleapis.com/fcm/send

Header:

Key: Content-Type Value: application/json

Authorization: key=AlzaSyBEGnSVaCZVpN\_3sfXFy\_VBNsPp\_RoQ69M

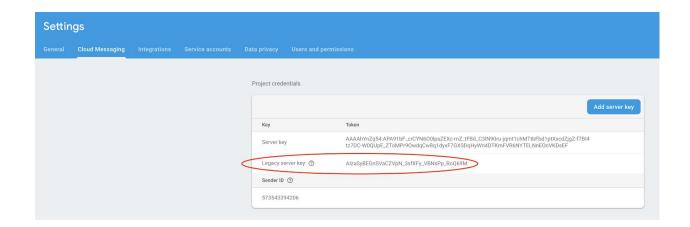
Note: the key should be taken from the Firebase settings of cloud messaging (see below screen shot)



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```
{
    "to":
"ezN-ygeyoaA:APA91bErcjc_1l5LdD3wBahlKXgxKLglU-qQSG0zQYbr-9fSCvEiPKe0ubYNh3-4z
_Y2K3JSc0sEK2tWZPT3UjphVFxiCEGhS2SMul8T1qqLGDYCD_3Wb73TUt6RleTcLXo6CjsVfv
oz"
    "data": {
         "title": "New Year Sale!"
          "body": "Get 50% off from all of our products"
          "small_icon": "notification"
          "sound": "alert"
          "action": "share"
     }
}
```



## Goodluck!