

# Pivotal/Analytics/README.md

## Pivotal Analytics Extension

### Overview

The Pivotal Analytics extension for Magento 2 provides advanced analytics capabilities to enhance your e-commerce platform. This extension allows you to track user behaviour, analyse sales order events, and generate insightful reports to improve your business decisions.

The extension uses event observers to track configured user activities without affecting website's UI/UX.

Configuration is provided in admin area of the e-commerce store where site owners can enable/disable particular events to track. Currently the extension only provide option to track events server-side.

The extension is under open-source licensing and its code can be customised by the store owner or their team.

### Features

- Add to cart event tracking
- View cart activity tracking
- Purchase event tracking
- Refund order event tracking
- Order cancellation event tracking

### Installation Instructions

#### Composer installation:

Run below commands:

```
composer require pivotal/module-analytics-app
```

#### Manual installation:

1. **Download the Extension:** Clone or download the Pivotal Analytics extension from the [repository](#).
2. **Copy to Magento Root:** Place the `Pivotal` folder in the `app/code` directory of your Magento installation.

### Magento setup commands

1. **Enable the Module:** Run the following command in your Magento root directory:

```
php bin/magento module:enable Pivotal_Analytics
```

2. **Run Setup Upgrade:** Execute the setup upgrade command:

```
php bin/magento setup:upgrade
```

3. **Deploy Static Content** (if in production mode):

```
php bin/magento setup:static-content:deploy
```

4. **Clear Cache:**

```
php bin/magento cache:clean  
php bin/magento cache:flush
```

### Usage Guidelines

After installation, you can configure the Pivotal Analytics extension from the Magento admin panel. Navigate to `Stores > Configuration > General > Pivotal Analytics` to set up your preferences.

### Support

For any issues or feature requests, please open an issue in the repository or contact our support team.

# License

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This extension is licensed under the Open Software License 3.0 (OSL-3.0).