

Project 1 Analytics Report

GROUP-8

The following steps show the step by step analytics setup

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

Create an Admin

Fill in the property details

Choose the business information for web application

Fill in the website name and for the website url- inserted our facebook application URL.

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

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

Client-side analytics collection :

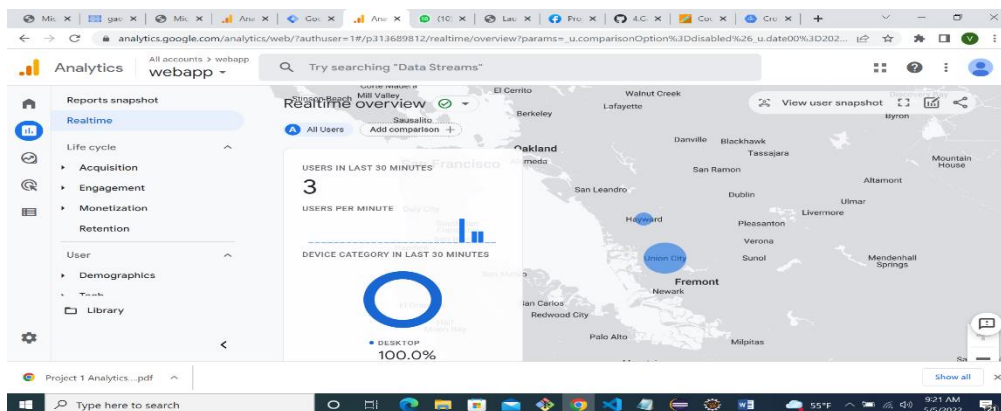
Retrieved user traffic using google analytics by creating a property in the analytics website, adding the tracking

code snippet into our website's jsp pages

Code for tracking traffic :

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-1V141NCJED"></script>
```

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



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

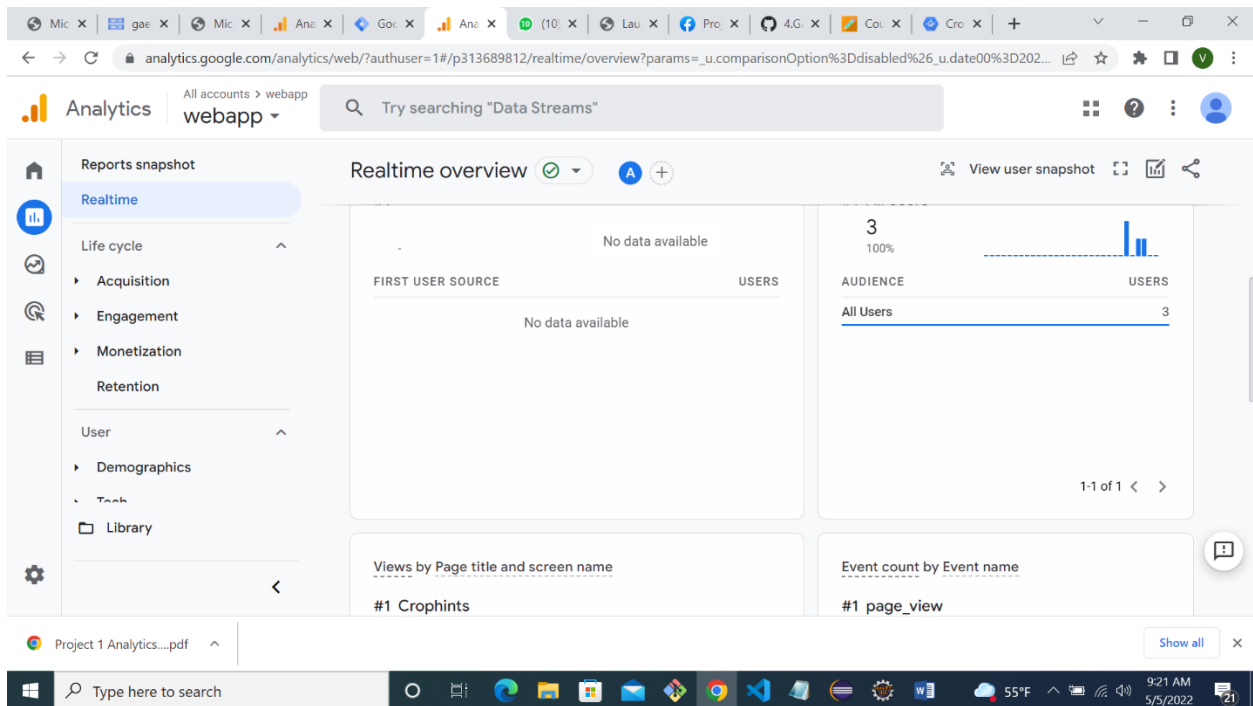
It shows users in last 30 minutes also shows used devices.

1.1.c. Limitation of Metric 1:

Google Analytics works by loading a snippet of javascript code on each page of a website.

When the page is loaded, the code sends a long string of data back to the Google servers to be processed. Not all browsers allow javascript code to run.

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



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

This metric shows the users by both user source and audience.

1.2.c. Limitation of metric 2:

It is not showing how much time user is spending on website

1.3.a. metric 3- provide a graphs/plots/visualization

