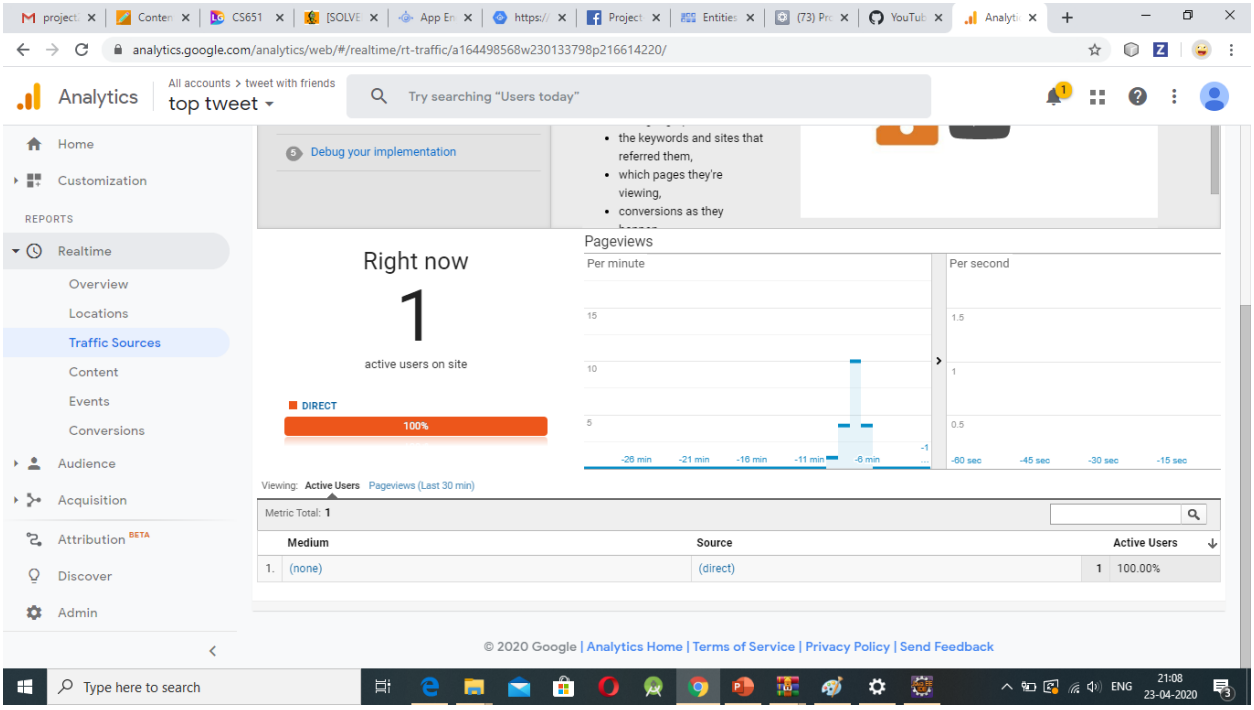
Analytics Report Group 3:

Section 1=Google Analytics

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



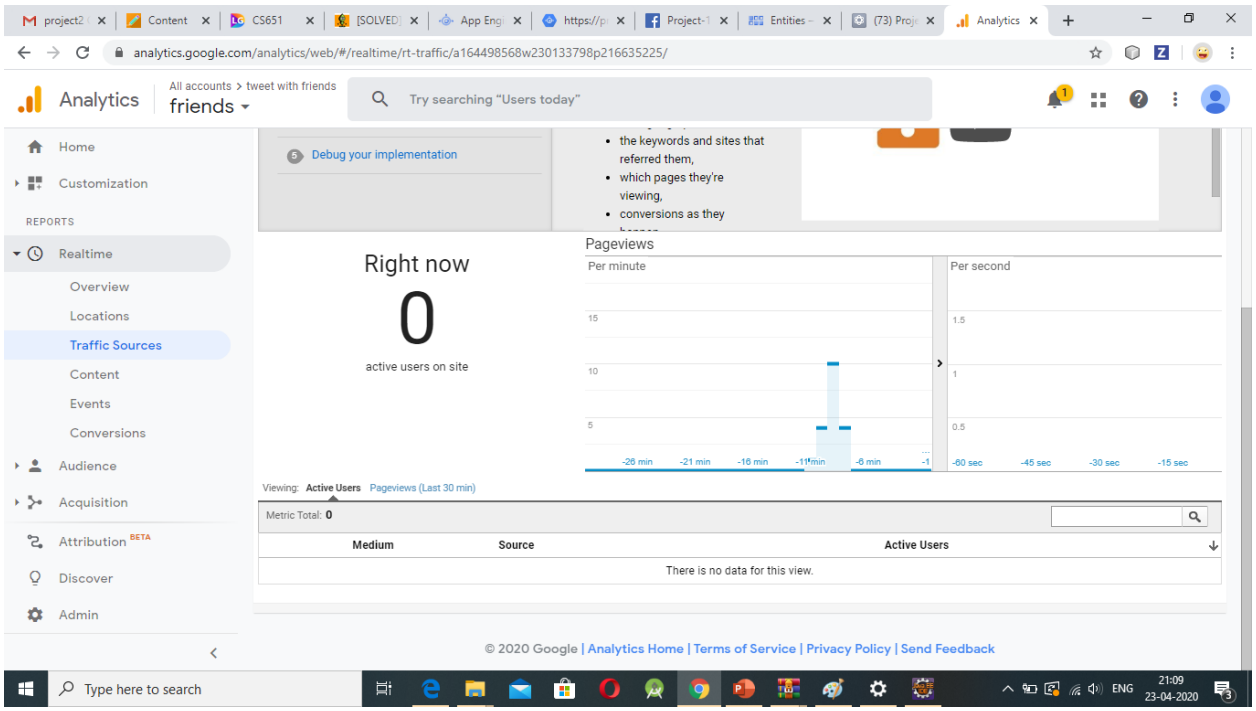
- 1.1.b. Interpret the metric 1's trends:

It shows the top tweets we created and page views per minute and second.

- 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



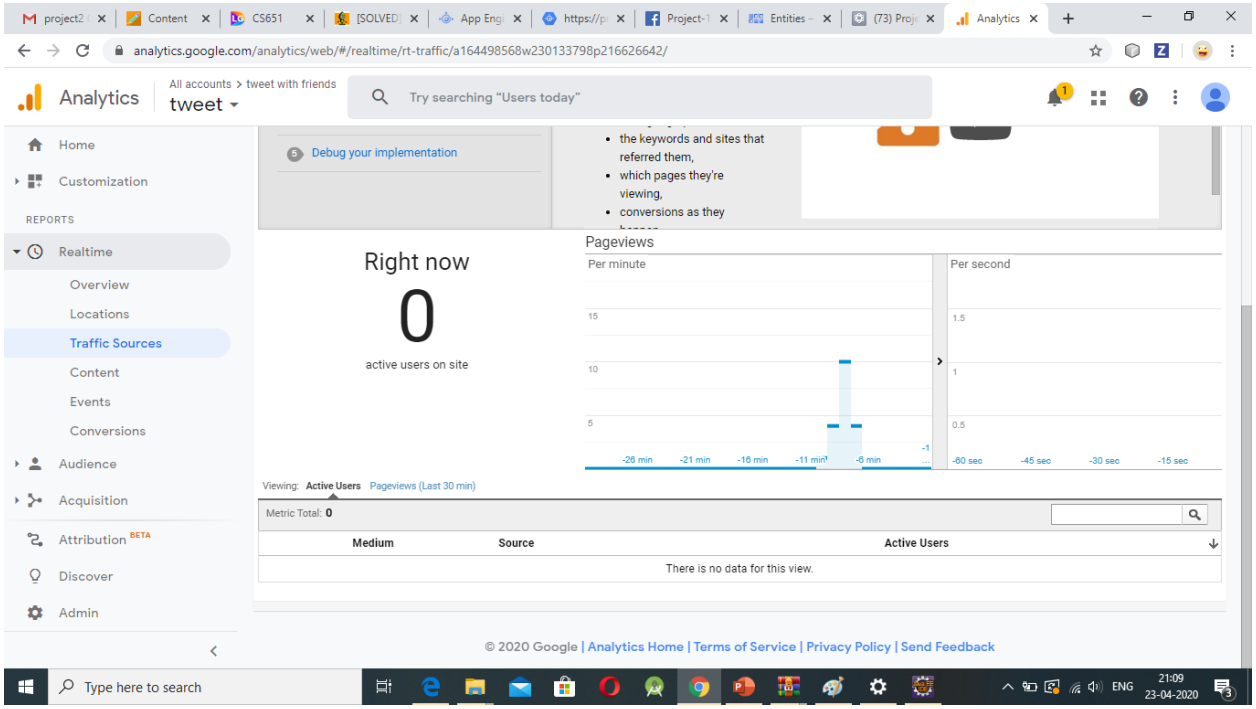
- 1.2.b.Interpret the metric 2's trends:

  This metric shows the page views by the friend and how much time he is spending on the page and gives the plot based on per minute and second.

- 1.2.c.Limitation of metric 2:

  The time it displays that the user is spending is not very accurate.

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



- 1.3.b.Interpret metric 3's trends:

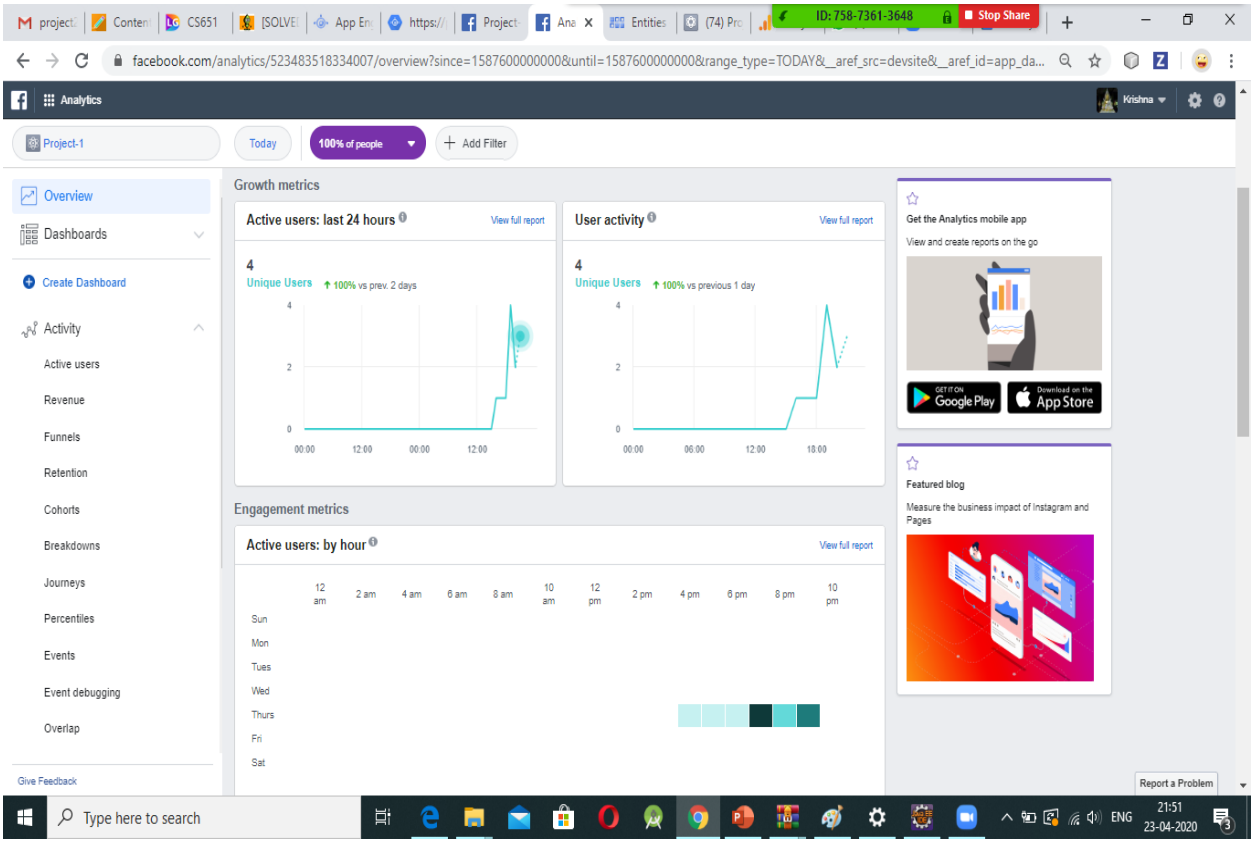
  This metric displays the tweet and the page views per minute.

- 1.3.c.Limitation of metric 3:

  The limitation of this metric is that not all the pages are shown visited by them.

Section 2= Facebook Analytics

- 2.1.a: metric 1- provide a graphs/plots/visualizations: Growth Metric



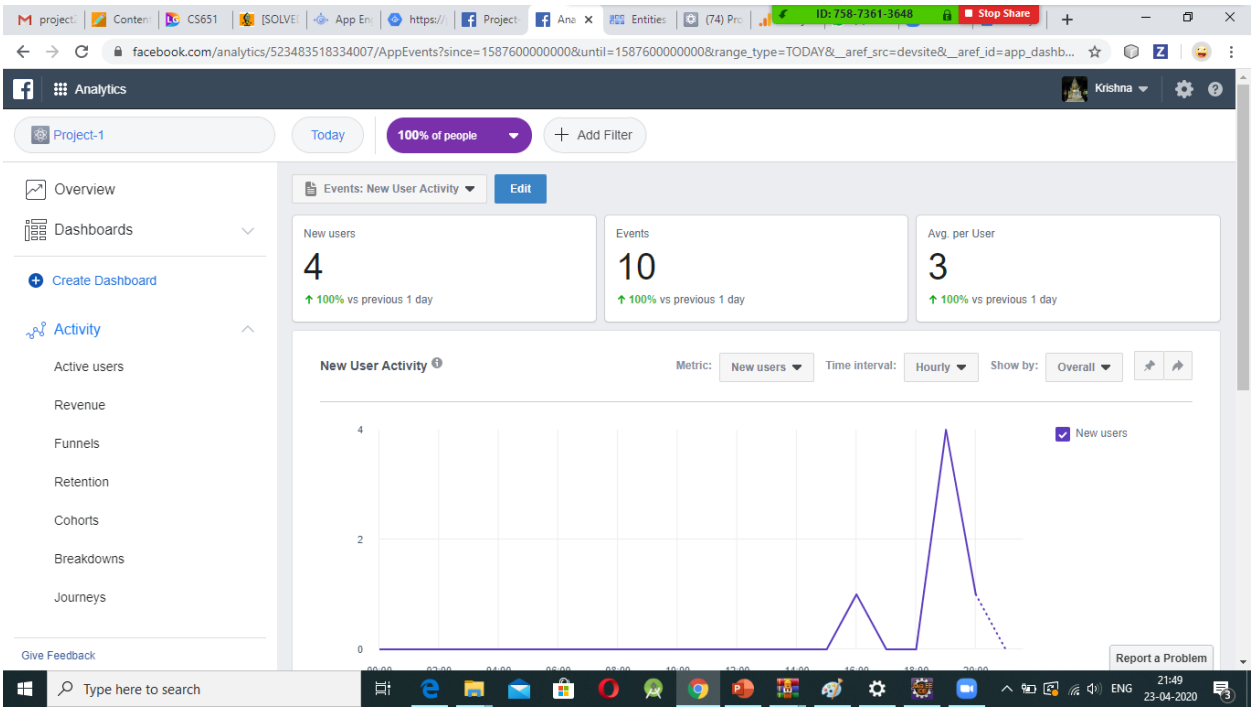
- 2.1.b: interpret the metric 1's trends:
    - In the above graphs we can visualize the growth metric of our application. It depends on various metrics such as user activity, active user activity and unique users.

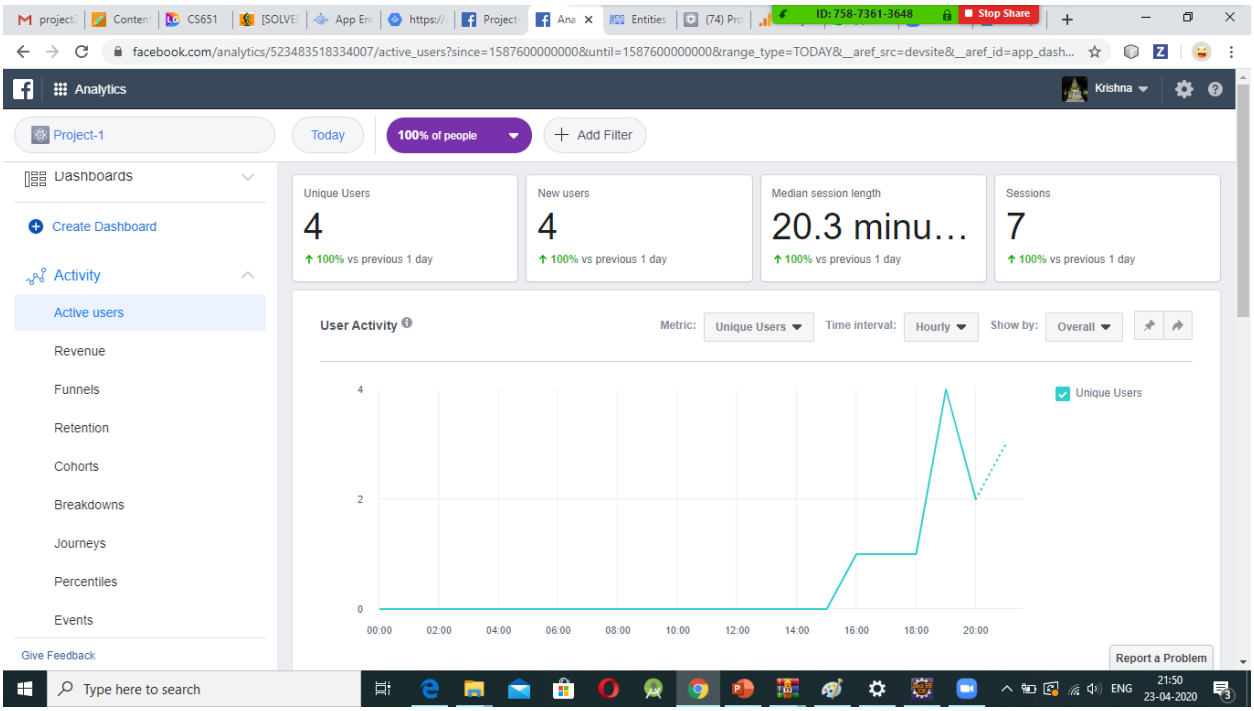
- 2.1.c: limitations of metric 1:
    - Google has more customizable options, rather than of Facebook analytics.

- 2.2.a: metric 2- provide a

  graphs/plots/visualizations: Engagement

  Metric





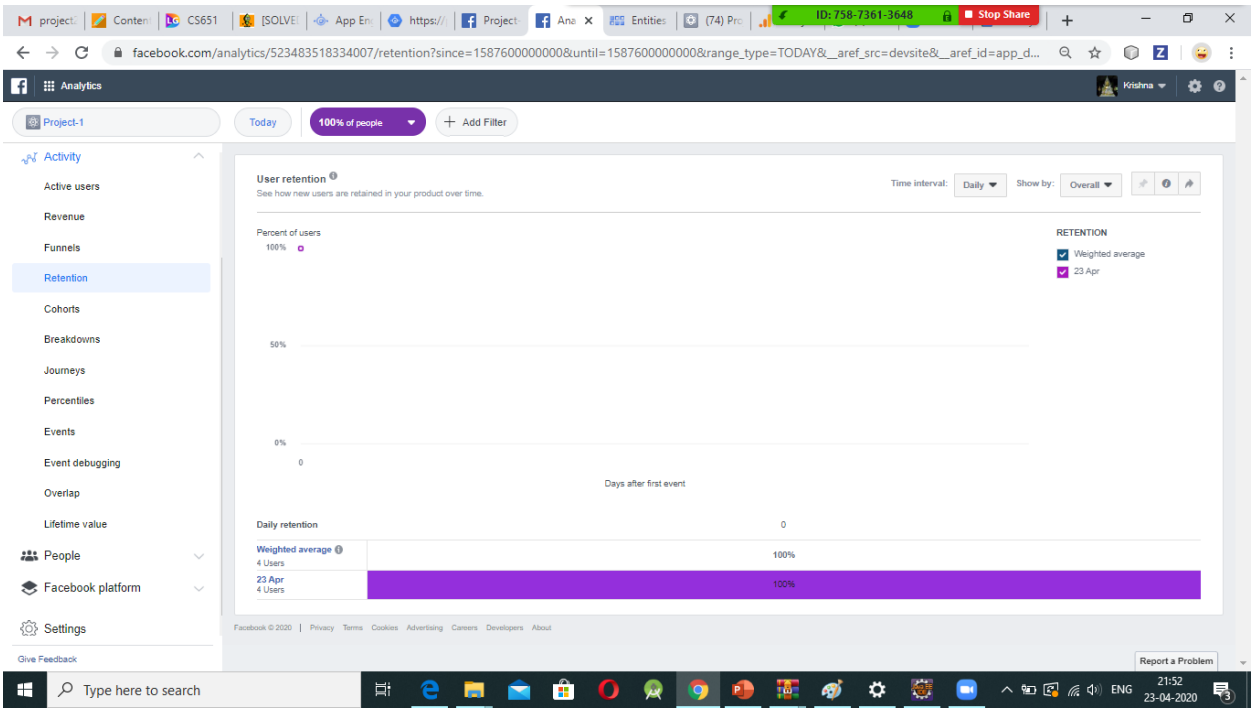
- 2.2.b: interpret the metric 2's trends:

  In the above graphs we can visualize the engagement metric of our application. It depends on various metrics such as number of events, unique users and avg. event per user.
- 2.2.c: limitations of metric 2:

  It does not show activity per sessions.

- 2.3.a: metric 3- provide a

  graphs/plots/visualizations: User Retention



- 2.3.b: interpret the metric 3's trends:

  The User Retention metric shows the percentage of people who return to our application after first interaction. Retention can be viewed in daily, week or monthly intervals.

- 2.3.c: limitations of metric 3

  It is not good as google analytics.

Section 3: compare Google & Facebook analytics

- Google analytics focuses data coming from the cookies whereas Facebook provides data for each user.

- Google analytics provides a much more customizable and robust system that can be modified based on our personal business model.