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Google Analytics Tracking for Flex

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Abstract: Modern hand held devices such as smart phones and PDA's have become powerful increasingly powerful in recent years. Dramatic breakthroughs in processing power along with the number of extra features included in these devices have opened the doors to a wide range of commercial possibilities. In particular most cell phones particularly include cameras, processors compatible to PC's from only a few years ago, and internet access. However even with all these abilities there are few applications that allow much passing of environmental information and location based events. As mobile devices had become more like PC's they will come to replace objects we tend to carry around such as check books, cameras, credit cards, planners, mp3 players, etc. In short, we will be using them to accomplish our daily tasks. One application that falls into this category is Google Analytics Tracking for Flex for the android phones. The prime objective of "Google Analytics Tracking for Flex" is to create a fully fledged android application which could locate a list of events holding nearby based on locations. The user not only finds all the events in the city but also he can make a choice of best events. This paper presents solution to track the locations and communicate with the members using Google MAPs API, Android Operating System.

Keywords: Mobile Application, Social Networks, Event Guide, Context-Awareness.

I. INTRODUCTION

Google Analytics is the process of analyzing, marketing, producing and evaluating an event. It is different way of promoting a product service or idea. Google Analytics can be used as very powerful promotional tool to launch or market a product or service and it will justify professional approach and achieve effective and efficient results**.** An event can be described as a public assembly for the purpose of celebration, marketing or reunion. For Example: Corporate events: Event likes HR summit, Y2B and etc. Education and career events: Events like education and career fair, workshop, seminar, debate, contest, competition and etc. Social Events: Events like Impact week, balkalakaar, Udaan and etc.

This project performs the task of developing a mobile application that enables the user to retrieve the data very easily. The main purpose of " Google Analytics Tracking for Flex" is to provide a platform for the users to view the information about the events that took place in the past and the ones which are about to take place in the near future. The users can be faulty. They can first login into the website and see through the information such as details about the events like the venue, theme of the event , participants, chief guests ,etc. Google Analytics Tracking for Flex manages all the events which are conducted in a particular area. System very efficiently store, maintain retrieve data from its database and can be use for further analysis. This system also provides latest notification to the user. Admin will make managers for different events. Manager can also change date time of the events. It's a web application that avoids more manual hours that need to spend in record keeping and generating reports. This application keeps the data in a centralized way which is available to all event managers and users. Very easy to manage historical data in the database. The administrator can login and update the information, delete any unwanted data, arrange the information accordingly so that the user can go through very easily and know all the whereabouts of their desired location. In GATF what we are going to do in the event i.e. what will be the event name, what it contains and the target audience and the chief guest, type of entry, charges, guest of honour. Strengths: These are the attributes of our application which are helpful in achieving project's objectives. For example: excellent PR, high motivation level, good market share etc.

Weaknesses: These are the attributes of our application which are harmful in achieving project's objectives. For example: lack of funds, low energy level, social loafing etc. Opportunities: These are the attributes of our application which are helpful in achieving project's objectives. For example: favorable economic conditions, support from the local authorities etc. Threats: These are those external factor which are harmful in achieving the project's objectives. For example: high competition, little or no support from local authorities, bad weather etc.

Controlling and managing scope change is critical to the success of any project, as scope changes can significantly impact the cost, schedule and quality. Traditionally, green house installations have required the great effort to connect and distribute all the sensor and data acquisition system. This installation needs many data and power wires to be distributed making the system complex.

II. RELATED WORK

A substantial body of information science literature documents the use of web analytics tracking services, including Google Analytics, to analyze the use of library web pages and digital libraries; some research in this area has been expanded into the field of archival studies as well. The literature in this field thoroughly documents the

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value of web data analysis and the process of developing a web analytics program at a library institution. Much of the published scholarship on the topic of web analytics in libraries has focused on the use of data to improve site usability and user experience. Sumner et al. documented the planning of a web metrics strategy for the National Science Digital Library, identifying goals for the initiative as well as potential challenges [9]. Khoo et al. present a general overview of web metrics providers, valuable metrics, and factors affecting implementation, as well as brief implementation case studies involving four digital libraries specifically focusing on session length data. Khoo writes that session length data is a problematic measure of visit quality in the context of libraries, as some visitors may be looking to recall one item quickly while others may pursue extensive research [10]. Fang et al. analyzes factors such as connection type and speed, browser type, screen resolution, page visits, and geographic statistics to better understand the Rutgers-Newark Law Library's user base and demonstrate that increasing the prominence of certain pages further promotes their use by digital library users [11]. Black investigates the analysis of web log data at The Ohio State University Libraries' to provide basic information regarding web user interaction, technology, and content preferences [12]. Paul investigates the implementation of Google Analytics on the University of Missouri's library web pages, reporting on the library's willingness to implement changes to links on pages but its reluctance to consider more widespread, large-scale changes based on data gathered [13]. Loftus discusses the use of Google Analytics by the Health Sciences Libraries of the University of Minnesota, including the use of custom variable to track data from more complex sites. His analysis explains how the institution used web use data to inform decisions to feature underused pages more prominently and how subsequent follow-up data analysis showed that the redesign achieved its aims [14]. Hess summarizes the functionality and installation of Google Analytics, highlighting useful features of the services and more complex data extraction strategies, and reports on the use of Google Analytics to evaluate the effectiveness of the Illinois Harvest Portal discovery layer [15].

Betty describes the implementation of Google Analytics to study use of online library screen cast tutorials at Regis University. Metrics regarding the user software and connection speed allowed for analysis of the accessibility of the screen cast videos [16]. Wagner and Arendt document the implementation of Google Analytics-based data analysis program to analyze use of the Morris Library at Southern Illinois University Carbondale website and inform a site redesign. They discuss challenges in interpreting Google Analytics data to draw meaningful conclusions about web use and to support design change [17]. Turner emphasizes the importance of establishing performance goals for a library website and recommends using Google Analytics goal conversion features to evaluate the successes of these goals [18].

Members of the archival community have also produced scholarship on the usefulness of web analytics data in the managing of online archival content. Prom provides an in-depth study of the use of Google Analytics at the University of Illinois Archives to provide data regarding use of online finding aid content. Prom's study focuses on the use of data to inform site redesigns to improve user experience and encourage greater user engagement [19]. O'English describes the use of Google Analytics to study how library patrons used and discovered HTML archival finding aids at the Manuscripts, Archives, and Special Collections at the Washington State University Libraries, highlighting the importance of web traffic in finding aid visibility and discoverability [20]. Ament- Gjevick studies the use of multiple tools for web data gathering, including Google Analytics and Quantcast, and demonstrates the value of using referral site metrics to understand web use and web use trends to enhance accessibility [21].

III. SYSTEM ARCHITECTURE

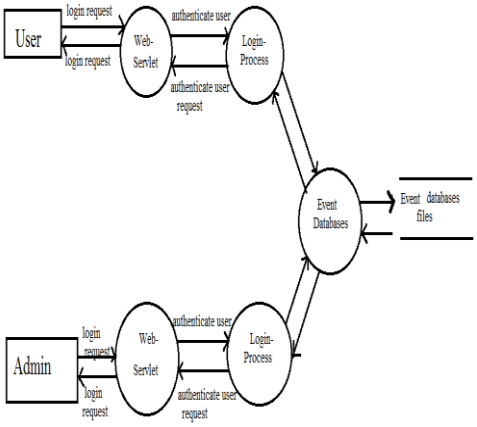

Fig: System Architecture

IV. EVENT TRACKER WEB APPLICATION OVERVIEW

1) Registration:

Description: To enter into this site user has to register himself. Requirements of registration are first name, last name, email id, password, confirm password etc.
Input: User Details
Output: Filled Registration Details
Processing: User details are checked with database. Password constraint validation is checked as per validation.

2) User Login:

Description: System provides facility to login into the system
Input: Enter username and password
Output: User Profile page
Processing: The system will check the input of user and if valid then login is done. Otherwise user will be asked to re-enter the username and password.

3) Forgot Password

Description: User can send reset link into the mail id to reset password
Input: Email id
Output: Reset link send to Email id.

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Processing: By reset link we can easily change the password and update store in database.

4) Admin Panel
Description: Admin can add manager, main event, sub – event
Input: Main event, sub-event, manager.
Output: Add successfully in database.
Processing: The system will add selected data into database.

5) Manager Panel
Description: Manager can add volunteer, main event and sub-event
Input: Main event, sub-event, volunteer.
Output: Add successfully in database.
Processing: The system will add selected data into database

6) Logout
Description: System provides facility to logout from the system
Input: Select logout option
Output: Logout from the system
Processing: User will logout

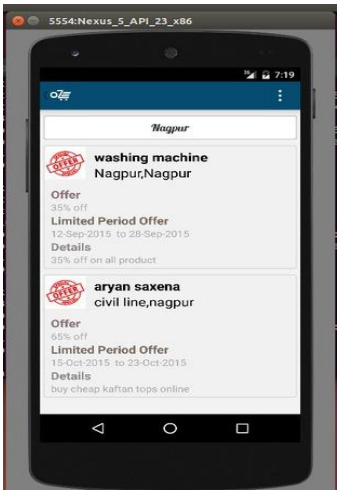

Fig: Result

V. CONCLUSION

The Mobile Analytics era is growing day by day and it will make its significant position in near future. Mobile analytics is establishing it existence in business by providing different analytic services to vendors as well as business people. We have also noticed that most users carry their web paradigms from computers to mobile, Companies measure mobile applications more than websites, Large enterprises extend their existing analytics investments, Mobile analytics vendors are moving faster than potential buyers, all these things signifies that there are good days of Mobile analytics and business intelligence. Thus, we overviewed the need of Mobile analytics with its benefits as well as industrial Challenges. This paper determines that applications on an Android device can track all the nearby events according to a desierd location.

VI. FUTURE SCOPE

1) Fast Tracking: Look at activities that are normally done in sequence and assign them partially in parallel.
2) Get instant message about any change updates easily.
3) Secure administrative panel.

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