## Major milestones and deliverables

### Overall final deliverables

1. A research report on web analytics overview, including concepts, practices, major products, market, and the use for universities; particularly on Google Analytics: capabilities, technical features, market, etc.
2. Build reporting applications using the Google Analytics platform
   1. Build a set of dashboards for quick reporting and understanding for CSE.
   2. Build custom reports for CSE using Google Analytics, based on your analysis and project owners’ requests – e.g. tracking key web pages and apps.
   3. Build prototypes using the reporting API.
3. Documentation
   1. Develop a Google Analytics standard reports/metrics/dimension/filters reference
      1. Develop training materials
   2. Dashboard and custom report configuration.
4. Provide an analysis report for CSE/SPSU about website usage and web site improvement
   1. Analyze Google Analytics data for CSE web sites
   2. Discover and report notable facts and trends, and analyze the problem, cause and impact, based on your expertise and project owners’ requirements
   3. Recommend CSE website improvements based on the analysis
5. Recommend to SPSU web services department of possible Google Analytics settings and configurations for better management/sharing.

10/9/2012

* Outline of research report with raw materials
* Get good understanding of major terms, metrics, Google Analytics UI, standard reports.

11/6/2012

* 80% done research report draft
* Complete user survey for reporting
* Have major part of the analysis report done
  + Discover and report notable facts and trends, and analyze the problem, cause and impact, based on your expertise, users and the project owners’ requirements
  + Recommend CSE website improvements based on the analysis
* Build a set of dashboards for quick reporting and understanding.

12/2/2012

* Completed research report and analysis report
* Finish custom reports for CSE using Google Analytics.
* Build prototypes and exporting data using the reporting API.
* Recommend possible Google Analytics settings and configurations for better management/sharing.
* Finish documentation