Google Analytics
Background

- Google Analytics provides an SDK that allows gathering usage data from iOS and Android Apps, known as Google Analytics for Mobile Apps.
- Google launched the service in November 2005 after acquiring Urchin.
- In October 2012 another new version of Google Analytics was announced, called 'Universal Analytics'. It supports cross-platform tracking, flexible tracking code to collect data from any device, and the introduction of custom dimensions and custom metrics.
Background

- In March 2016, Google released Google Analytics 360, which is a software suite that provides analytics on return on investment and other marketing indicators.
- In October 2017 the newest version of Google Analytics was announced, called Global Site Tag. Its purpose was to unify the tagging system to simplify implementation.
- In June 2018, Google introduced Google Marketing Platform, an online advertisement and analytics brand. It consists of two former brands of Google, DoubleClick Digital Marketing and Google Analytics 360.
Problem Google Analytics solved

- Understand the number of users in your app, their characteristics, and where they come from.
- Measure what actions your users are taking.
- Measure in-app payments and revenue.
- Customize reports specific to your business.
- Visualize user navigation paths.
- Slice and dice your data to understand different user groups' behavior
When to use Google Analytics?
gAnalytics from e6bapps

Right Now

61 active users on app

Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>18</td>
</tr>
<tr>
<td>Germany</td>
<td>4</td>
</tr>
<tr>
<td>Brazil</td>
<td>3</td>
</tr>
<tr>
<td>France</td>
<td>3</td>
</tr>
<tr>
<td>Spain</td>
<td>3</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3</td>
</tr>
</tbody>
</table>

Visits 4,065

Visits

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
<th>Pages/Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States (21.8%)</td>
<td>886</td>
<td>1.26</td>
</tr>
<tr>
<td>Japan (6.77%)</td>
<td>275</td>
<td>11.47</td>
</tr>
<tr>
<td>Spain (6.27%)</td>
<td>255</td>
<td>5.02</td>
</tr>
<tr>
<td>Canada (6.05%)</td>
<td>246</td>
<td>0.1</td>
</tr>
<tr>
<td>Germany (1.74%)</td>
<td>817</td>
<td>1.6</td>
</tr>
<tr>
<td>France (0.75%)</td>
<td>351</td>
<td>4.17</td>
</tr>
<tr>
<td>United Kingdom (0.31%)</td>
<td>126</td>
<td>0.31</td>
</tr>
</tbody>
</table>

Values

<table>
<thead>
<tr>
<th>Date</th>
<th>Visits</th>
<th>Pages/Visits</th>
</tr>
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<tbody>
<tr>
<td>Sat, 28 Sep</td>
<td>137</td>
<td></td>
</tr>
<tr>
<td>Sat, 21 Sep</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>Fri, 27 Sep</td>
<td>37</td>
<td></td>
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<tr>
<td>Fri, 20 Sep</td>
<td>88</td>
<td></td>
</tr>
<tr>
<td>Thu, 26 Sep</td>
<td>53</td>
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<tr>
<td>Thu, 19 Sep</td>
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</tr>
<tr>
<td>Wed, 25 Sep</td>
<td>117</td>
<td></td>
</tr>
<tr>
<td>Wed, 18 Sep</td>
<td>43</td>
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</tr>
</tbody>
</table>
Firebase Plugin

Firebase gives you the tools and infrastructure from Google to help you develop, grow and earn money from your app. Learn more.

- **Analytics**
  - Measure user activity and engagement with free, easy, and unlimited analytics. More info

- **Cloud Messaging**
  - Deliver and receive messages and notifications reliably across cloud and device. More info

- **Authentication**
  - Sign in and manage users with ease, accepting emails, Google Sign-In, Facebook and other login providers. More info

- **Realtime Database**
  - Store and sync data in realtime across all connected clients. More info

- **Storage**
  - Store and retrieve large files like images, audio, and video without writing server-side code. More info

- **Remote Config**
  - Customize and experiment with app behavior using cloud-based configuration parameters. More info
Firebase

// [START shared_app_measurement]
// Obtain the FirebaseAnalytics instance.
mFirebaseAnalytics = FirebaseAnalytics.getInstance(this);
// [END shared_app_measurement]

// [START user_property]
mFirebaseAnalytics.setUserProperty(s: "favorite_food", mFavoriteFood);
// [END user_property]

// [START custom_event]
Bundle params = new Bundle();
params.putString("image_name", name);
params.putString("full_text", text);
mFirebaseAnalytics.logEvent(s: "share_image", params);
// [END custom_event]
Demographic
Edit Audience (customer category)

Audience name:
Favorite_Food_Hotdog

Audience description:
User whose favorite food is hotdog

Include users that meet the following conditions at least once from this point forward:

- favorite_food
- ... exactly matches Hot Dogs

Membership duration:
30 days

Cancel  Create
## Events Log

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Count</th>
<th>Users</th>
<th>Mark as Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>first_open</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>screen_view</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>select_content</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>session_start</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
Fabric Plugin
public void onClick(View view) {
    throw new RuntimeException("This is a crash");
    Crashlytics.getInstance().crash(); // Force a crash
}
Receive Notification Email

tryGoogleAnalytics Android 1.0 (1)
com.example.nathan.trygoogleanalytics

NEW ISSUE

Just an FYI, we detected a new fatal issue in MainActivity.java line 288

Learn more

#1

MainActivity.java line 288
com.example.nathan.trygoogleanalytics.MainActivity$3.onClick
Crash Log in Dashboard

MainActivity.java line 288

#1 com.example.nathan.trygoogleanalyticsMainActivity$1.onClick

1.0 (1)
Reference

- Google Firebase: https://console.firebase.google.com/
- React Native: https://facebook.github.io/react-native/docs/tutorial.html
- React: https://reactjs.org/tutorial/tutorial.html
- Airbnb Drop React Native: https://medium.com/airbnb-engineering/sunsetting-react-native-1868ba28e30a
- Google Analytics: https://developers.google.com/analytics/solutions/mobile
- Wiki on Google Analytics: https://en.wikipedia.org/wiki/Google_Analytics