

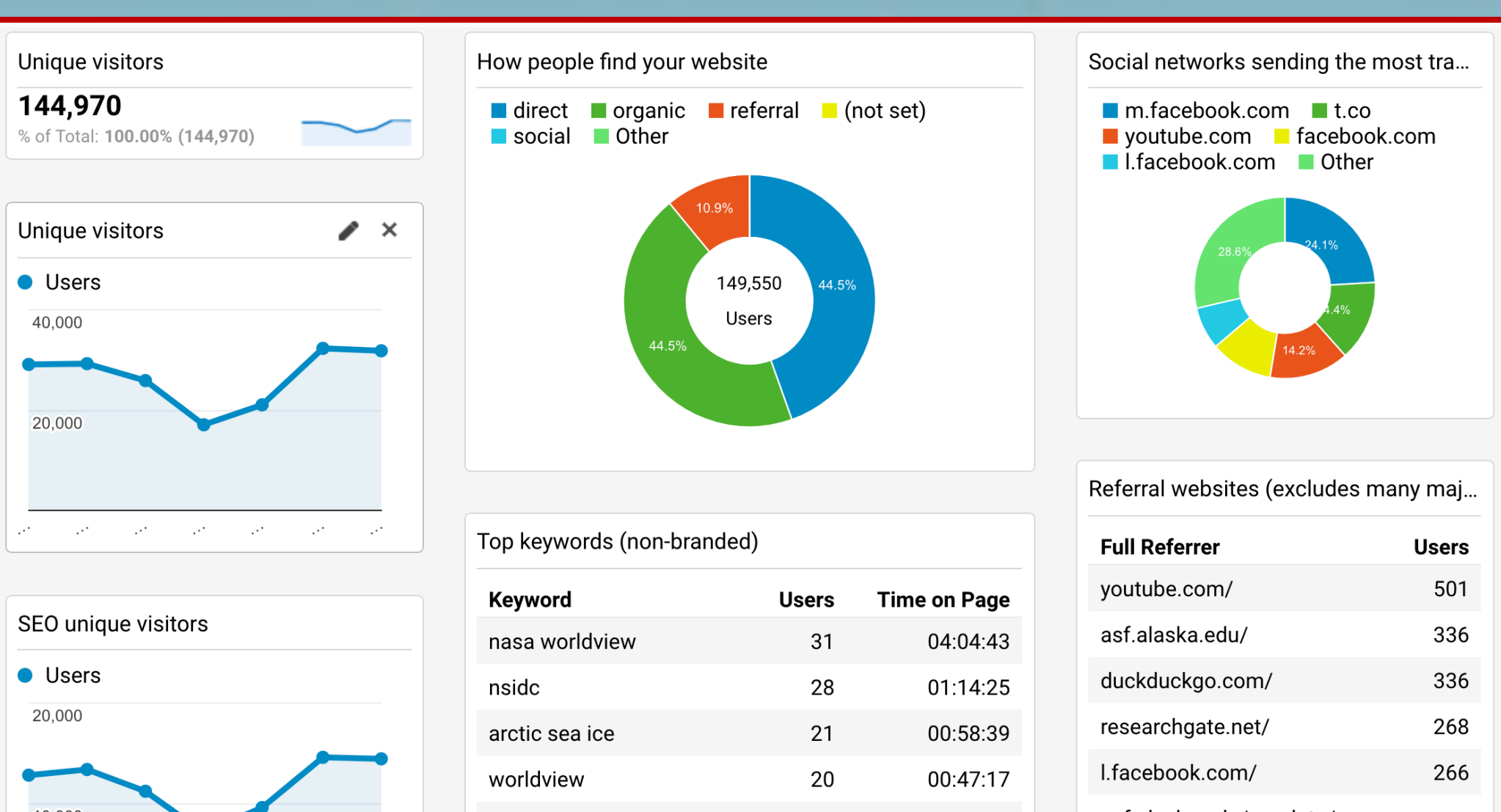
# NASA ESDIS Employs the Latest Generation Web Analytics Tool

Nelson Casiano<sup>1</sup>, Margaret M. Eaton<sup>1</sup>, Drew Kittel<sup>2</sup>, Stephan A. Klene<sup>1</sup>, Elisheva Pauli<sup>1</sup>, Stephanie A. Wasley<sup>1</sup>

<sup>1</sup>Science, Systems, and Applications Inc, Greenbelt, MD; <sup>2</sup>NASA ESDIS Goddard Space Flight Center, Greenbelt, MD

## Google Analytics 360

- Cloud web analytics service that tracks and reports website traffic
- Can track users' interactions with analytics tag
- Provides access to database on Google servers
- Cloud platform solution



## Google Tag Manager

- Cloud Tag Management System
- Used to deploy analytics tags on websites
- GTM permits enterprise website tag management without direct modification of website code.

## Case Study – Fire Information for Resource Management System (FIRMS)

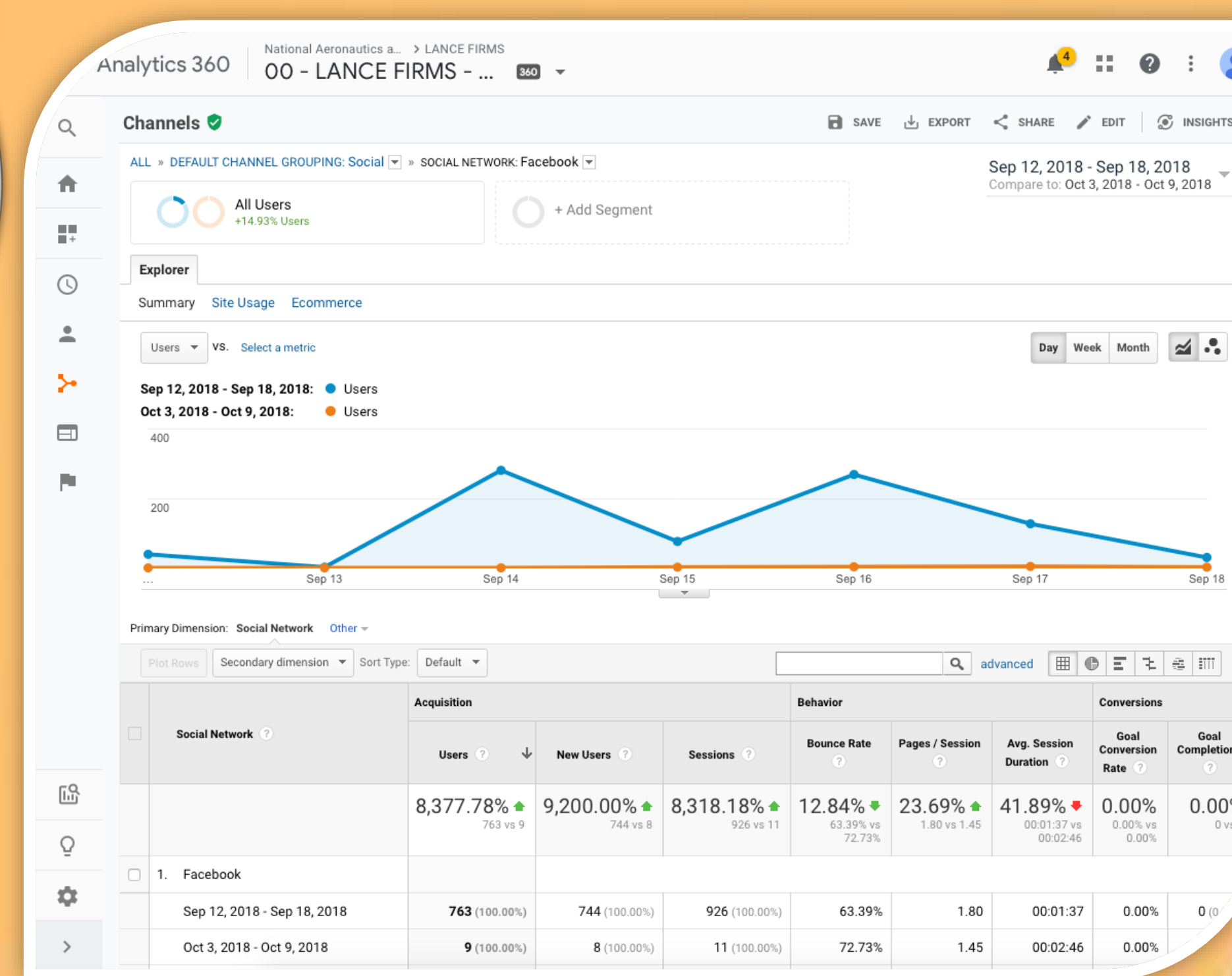
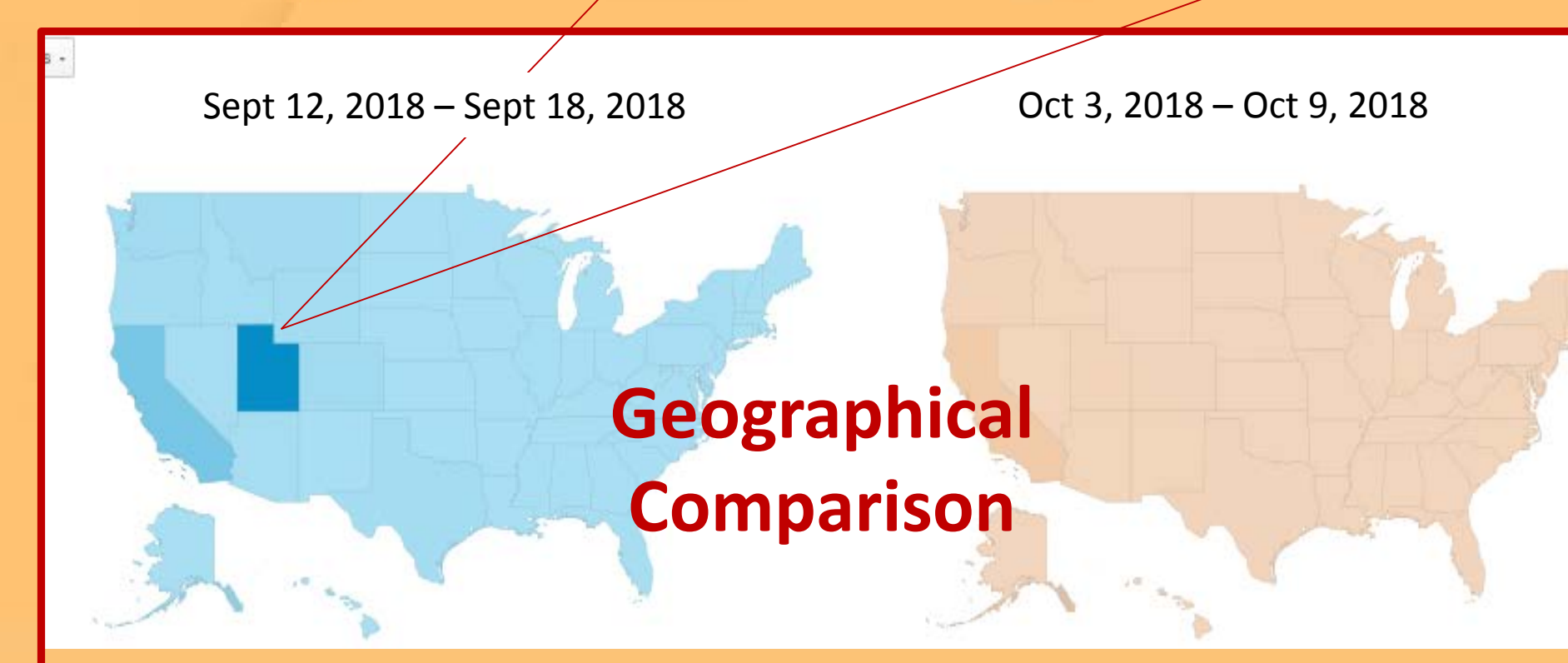
- Scenario: Surprisingly large amount of users - close to 50% - using Mobiles and Tablets.
- Is this normal? Or is there an event triggering this usage?

Device Category	Acquisition
	Users
	4,977 % of Total: 100.00% (4,977)
1. desktop	2,527 (50.74%)
2. mobile	2,200 (44.18%)
3. tablet	253 (5.08%)

- Comparison between two different weeks showed the following:
  - Mobile and Tablet usage... definitely elevated... so why the spike?

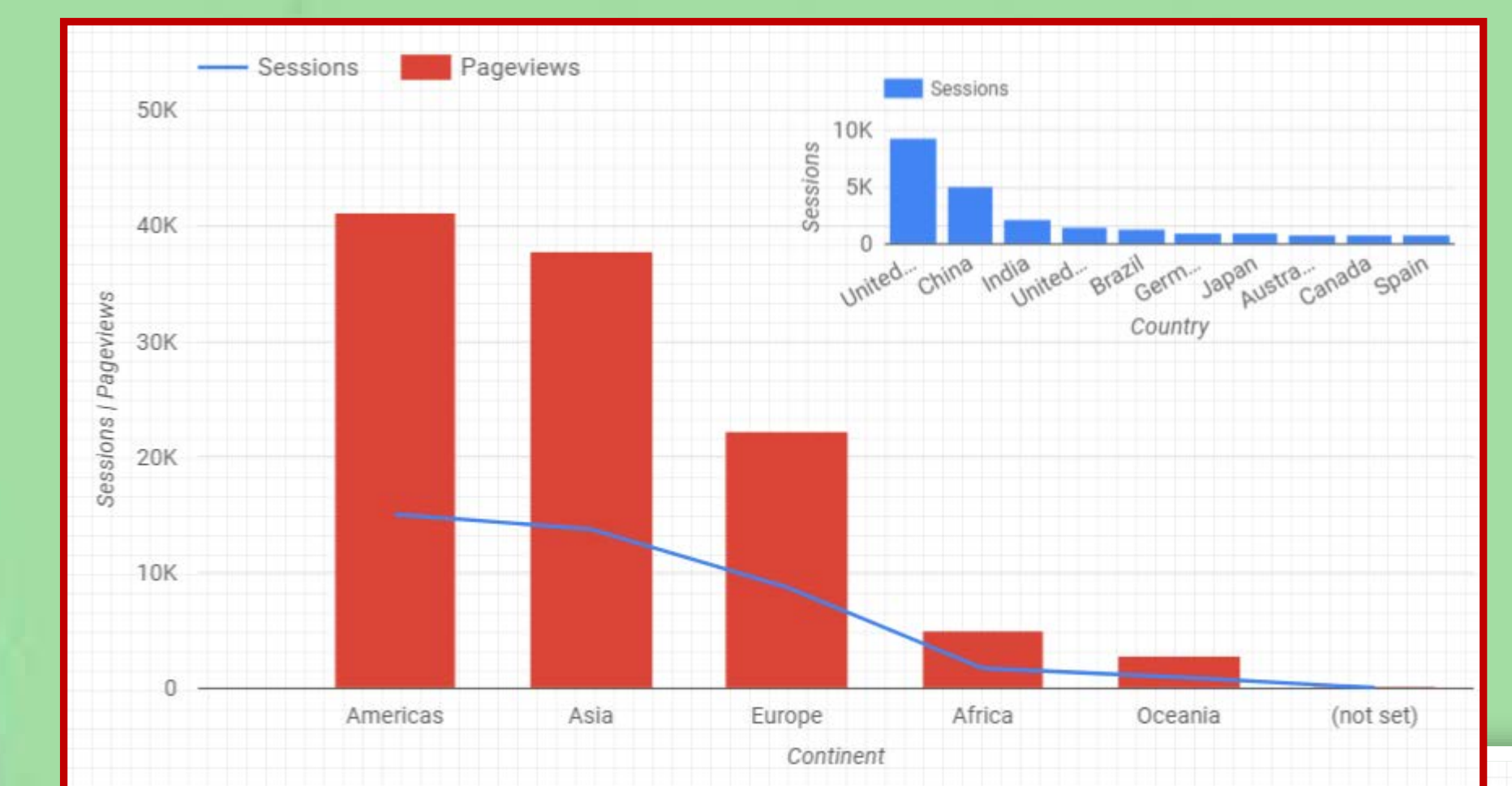
1. desktop	
Sep 12, 2018 - Sep 18, 2018	2,527 (50.74%)
Oct 3, 2018 - Oct 9, 2018	1,596 (71.03%)
% Change	58.33%
2. mobile	
Sep 12, 2018 - Sep 18, 2018	2,200 (44.18%)
Oct 3, 2018 - Oct 9, 2018	580 (25.81%)
% Change	279.31%
3. tablet	
Sep 12, 2018 - Sep 18, 2018	253 (5.08%)
Oct 3, 2018 - Oct 9, 2018	71 (3.16%)
% Change	256.34%

- What is going on in Utah?

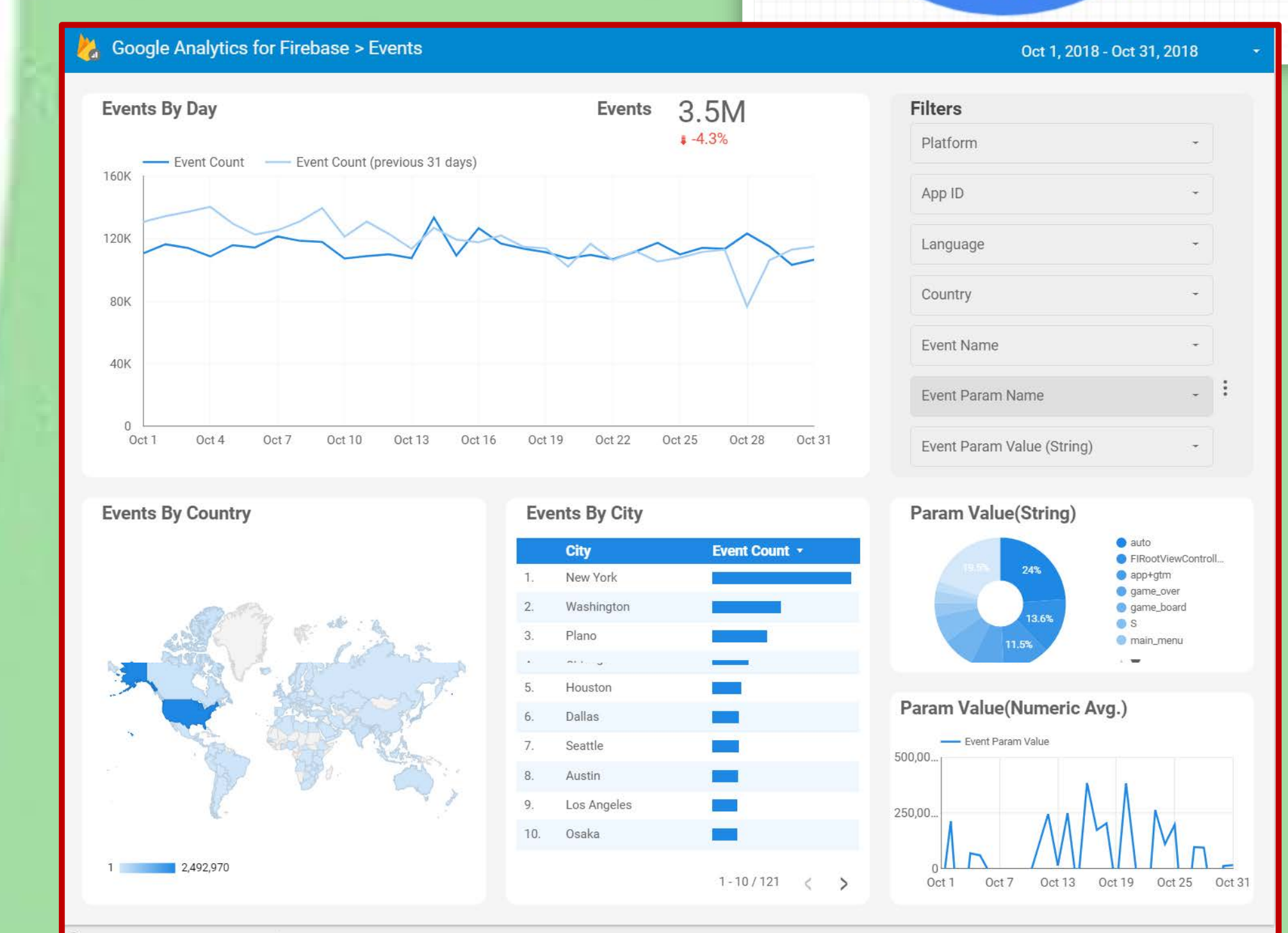
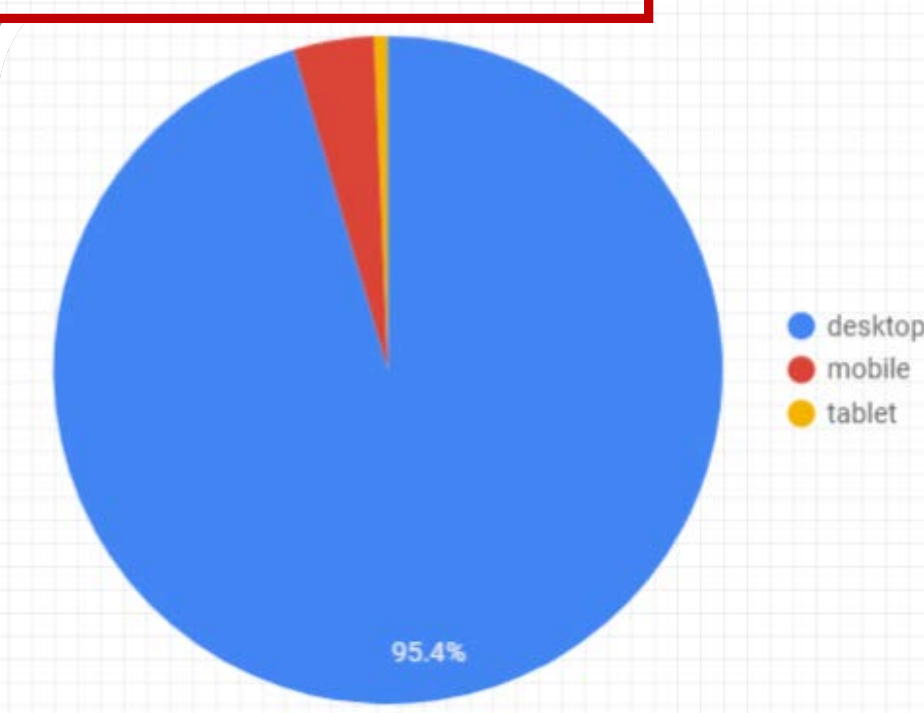


## Data Studio

- Goes beyond Google Analytics data and dashboard visualization
- Wide variety of data widgets, customization options, live data, multiple data import sources, and interactive controls
- Supports calculated fields to create new data derived metrics and dimensions



Oct 1 - Oct 31, 2018



Session Number: IN33C-0868