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

1. Scenario: Surprisingly large amount of users - close to 50% - using Mobiles and Tablets.

2. Is this normal? Or is there an event triggering this usage?

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

What is going on in Utah?

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

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

Graphs, tables and map generated using Google Analytics.