

## **Google Analytics GA4 & Universal - Access Controls Protocols**

Google Analytics is a web analytics service platform that tracks and reports web traffic to a website and its pages. Google Analytics is used to track website activity such as duration of session, pages accessed per session, bounce rate etc. of individual visitors accessing the website and its pages. Along with this, it tracks the information on the source of the traffic, demographics of visitors, engagement levels of visitors and much more.

There are two versions of Google Analytics - Universal Analytics and GA4. For the svprojectmanagement.com website Universal version of Google Analytics(UA) and GA4 have been integrated and their engines are recording data in parallel.

### **Google Analytics Permission Levels**

GA has four levels setup:

#### **Organization level :**

An organization represents a company, and allows access to all of the company's accounts and manages users, permissions, and cross-product integrations. This is the enterprise level for which multiple Accounts can be setup.

#### **Analytics Account level :**

It is the top-most level set up for an organization accessible to an Administrator. It can include multiple properties and multiple views. Providing access at the account level means allowing access to all of the properties and views in your account.

For SVPM : The account name is "svprojectmanagement.com"

#### **Property and Apps level :**

A property is typically a website. An account can have multiple properties. Each property within an account has a unique tracking code that streams data collected by Google analytics engines for a website set up as that property. Providing access at property level means allowing access to all the views set up in that property/website.

For SVPM : There are 2 properties for UA(WordPress Astra-Child theme level) and GA4(WordPress Astra theme level) running in parallel. Property names are "svprojectmanagement.com" and "SVPM GA4" respectively.

## **View level :**

View is a set of data within a property. Multiple views with different filters can be created within a property

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## **User Permissions**

There are 5 types of permissions that can be granted at each level:

### **1. Administrator**

Users with the Administrator permission can perform the following actions:

- Add and delete users
- Manage users and grant full permissions to anyone, including themselves
- Has overall full control of the account, property or view, whichever level it is given at.

### **2. Editor**

Users with an Editor permission can perform following actions:

- Add, edit, and delete accounts, properties, and views as per the permission level
- Add, edit, and delete goals
- Create/ edit custom dimensions and metrics (Editor permission at property level is required)
- Connect Adwords, Search Console, and other products (Editor permission at property level is required)
- Add, edit, and delete filters (Edit permission at account level permission is required)
- Can do everything except manage users

### **3. Analyst**

Users with Analyst permission can perform the following actions:

- Create, edit, delete, and share personal assets

- Collaborate on shared assets like custom reports, dashboards, segments, etc.
- Can't edit any settings or manage users

#### 4. Viewer

Users with this permission can perform following actions:

- View reports
- Manipulate data within reports like filtering a table, adding a secondary dimension, and creating a segment
- See shared assets but cannot collaborate on them
- Can't edit any settings or manage users

#### 5. None

Users with this permission have no access. A user would have the None permission level if they have access at the Property level, but not the Account level.

If clicked on **Account User Management**, a user with permissions at the **Property level** would show in the **None** permissions type.

**NOTE** : Users can perform actions on only the levels for which they have permissions.

For example, if a user is allowed “Administrator” access at the Account level, they can add, manage, and delete users in the account, in all website properties and views.

However, a user with “Administrator” permission at the View level can add, manage, and delete users for only a particular view that they have access to.

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To grant access to others, HS&S team member accountable for security and access management must have a gmail account and should have **Administrator role** at the **“svprojectmanagement.com” Account level**.

#### Add users

To add a new user to an account/property/view:

1. Administrator to sign in to “analytics.google.com” with their gmail account.
2. Click **Admin**, and navigate to the desired **Analytics Account**.
3. In the Account, depending upon whether we need to add users at the account level, click **Access Management**.

4. In the **Account permissions list**, click +, then click **Add** users.
5. Enter the Gmail address of the developer.
6. Select Notify new users by email to send a message to the user.
7. Select the permissions you want. Learn more about [permissions](#).
8. Click Add.

To modify permissions for an existing user:

To change permission for a user:

1. HS&S team member must Sign in to “analytics.google.com” with their gmail account.
2. Click **Admin**, and navigate to the **Analytics Account**.
3. In the Account, Property, or View column (depending on whether you want to modify permissions at the account, property, or view level), click **Access Management**.
4. In case of a long list of admin users, use the search box at the top of the list to find the user you want.( ex: zoo.park@gmail.com ).
5. Click the user name, then change permissions.
6. Click Save.

Delete users

To delete a user:

1. HS&S team member must Sign in to “analytics.google.com” with their gmail account.
  2. Click **Admin**, and navigate to the desired **Analytics Account**.
  3. In the Account, Property, or View column, click **Access Management**.
  4. Use the search box at the top of the list to find the user you want. Enter a full or partial address( ex: “zoo” or “park”).
  5. Select the check box for each user you want to delete, then click REMOVE.
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## Access control protocols for Google Analytics to work on Sprint Backlog Items:

To use the Google Analytics platform -

1. The member must have a valid and active personal Gmail account.
2. The Scrum Master must request the HS&S team to get user access to the Google Analytics for svprojectmanagement.com account for a developer/member to work on the related PBI.
3. Requests should be made between the Sprint Planning and before the beginning of the development in the sprint or as soon as team member/s are identified to work on the related PBI.
4. At this stage, the user access controls should also be reviewed by Scrum Master/Product Owner with the HS&S team.
5. HS&S team member/SM/PO with “Administrator role” can grant access as follows:
  - Grant “Viewer” permission at Account level:
    - To view reports, generate custom reports and personal assets.
    - Can see shared reports but cannot collaborate on shared reports.

This role and level of access should be sufficient to execute most of the analytics-based tasks.

- Grant “Analyst” permission at Account level :
  - To generate and share custom reports
  - To create and collaborate on dashboards
  - Can be granted when two or more members need to collaborate on shared assets, reports, and/or analytics-based tasks.
  - To work on most PBI’s for research and drawing insights, Analyst role at the Account level would suffice.
- Grant “Editor” permission at Account level:
  - To edit settings for an account or create new properties and views.
  - To be granted with caution.

6. After the Sprint Retrospective, the Admins in the HS&S team should downgrade access of all the users/team members to “Viewer”.

IMPORTANT : If the user is an inactive member in ASVPM then the user access should be removed from Google Analytics.

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## **Best practices for Google Analytics access management**

Here are some key things to consider, especially as data privacy and user security have taken a spotlight on the analytics stage:

- Ensure that we have at least two trusted individuals that are assigned as Account-level administrators.
    - If one person leaves or is unreachable, you have another admin available.
  - Have only corporate accounts used for administration and access, as opposed to personal accounts and email addresses (eg. Gmail).
    - If an administrator or key individual leaves and only has access via a personal account, then they could still potentially continue accessing data after they have left.
  - Limit access for individuals and/or teams to the account, property, or view that is applicable to them.
    - Not everyone needs access to all the accounts or properties or views.
    - Certain teams will only need to see very specific reports within specific properties.
  - Limit level of access for individuals to edit or view only.
    - “Manage users” access should be restricted to top level admins.
    - For day-to-day use, people should be granted specific rights based on their need (do they need to create and share assets, or do they only need to build reports, etc.).
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## LEARNING RESOURCES:

To use the Google Analytics platform and to understand the analytics in the reports on the existing dashboard, here are some great **free resources** for learning about Google Analytics:

1. To learn Google Analytics foundation tutorials from Google Academy, click on [Google Analytics for Beginners](#)
  2. To learn how to read and understand our website traffic in Google Analytics, click on [Basics of Google Analytics](#) youtube video.
  3. To learn step by step [Beginner's guide](#).
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## Revision Record

When	What	Who
May 15, 2023	V1.0.0	Apala Chandola