

Open Source Lösungen im Bereich Digital Analytics

Chancen und Risiken

Forum Open Source, den 05.07.2016

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Vorstand BITKOM AK „Digital Analytics & Optimization“

Agenda

- Analytics Technologien – „share on the web“
- Anteil Open Source Lösungen
- Vor- und Nachteile
- 7 Gründe gegen Open Source 😊

Analytics Lösungen „share on the web“



Quelle: SimilarTech, <https://www.similartech.com/categories/analytics>, zugegriffen am 04.07.2016

Anteil Open Source von über 1%

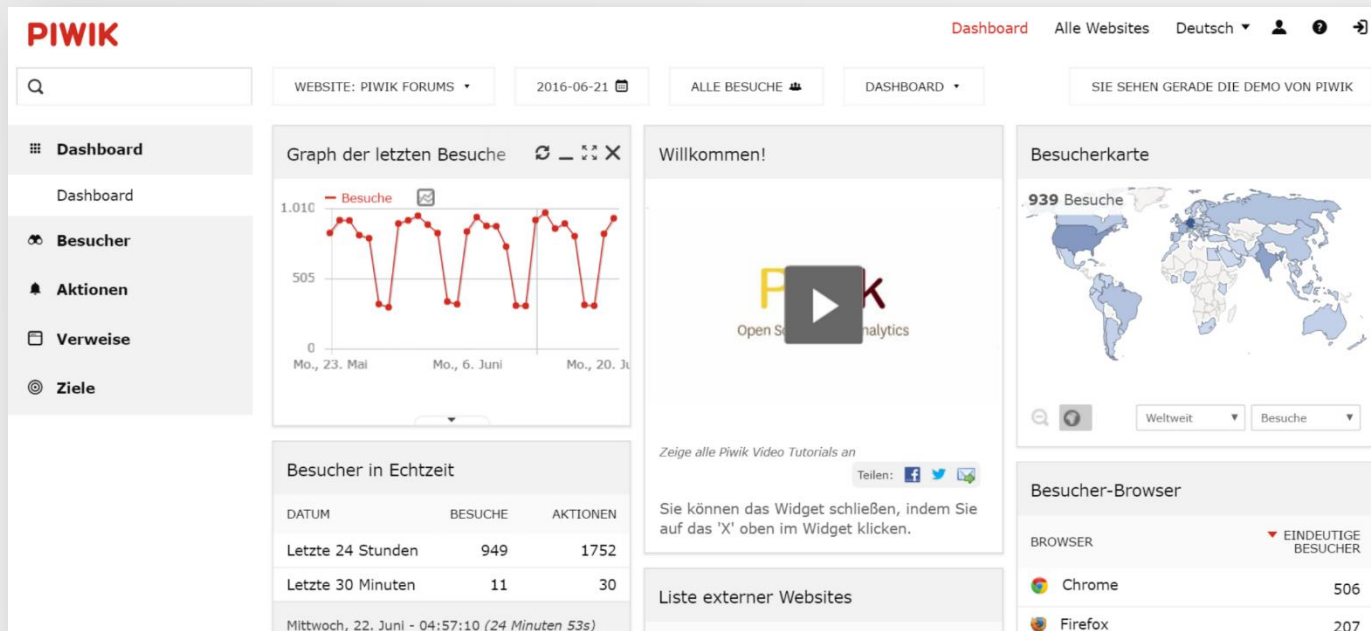
	Technology	Websites
1	Google Analytics	47,258,289
2	Quantcast	13,659,594
3	Facebook Domain Insights	8,629,085
4	comScore ScorecardResearch	7,241,851
5	New Relic	2,980,713
6	Yandex Metrics	2,704,678
7	WordPress Stats	1,945,984
8	StatCounter	1,907,323
9	Rambler	1,071,420
10	Histats	1,043,943
11	Gemius	990,639
12	Piwik	954,518
13	Feedjit	881,593
14	CNZZ	702,711
15	AT Internet	566,252
16	Optimizely	466,766
17	TNS	466,113
18	SiteMeter	454,012
19	Yandex API	398,716
20	Yahoo Analytics	273,819

12. Piwik	954.518	(1,20%)
...		
72. AWStats	17.292	(0,02%)
74. Open Web Analytics	16.748	(0,02%)

Nicht gelistet, da wenig verbreitet:
eAnalytics
Countly

Quelle: SimilarTech, <https://www.similartech.com/categories/analytics>, zugegriffen am 04.07.2016

Piwik













Whether your site has a few visits per day or a few million, Piwik can help you gather and analyze important information about your users. Track Key Performance Indicators such as visits, goal conversion rates, downloads, keywords and many more. **Expand Piwik functionality by adding new plugins** from the Piwik Marketplace.

Quelle: <https://piwik.org/what-is-piwik/>, zugegriffen am 04.07.2016

Piwik – Top Websites

Top Websites Using Piwik All Websites Using Piwik >

 9gag.com	117 TRAFFIC RANK	275M MONTHLY VISITS	>
 douban.com	154 TRAFFIC RANK	164.1M MONTHLY VISITS	>
 free.fr	266 TRAFFIC RANK	138.3M MONTHLY VISITS	>
 thewatchseries.to	309 TRAFFIC RANK	104.5M MONTHLY VISITS	>
 sourceforge.net	278 TRAFFIC RANK	101M MONTHLY VISITS	>
 uptobox.com	501 TRAFFIC RANK	69.7M MONTHLY VISITS	>
 ria.ru	666 TRAFFIC RANK	66.5M MONTHLY VISITS	>
 trafficfactory.biz	6,595 TRAFFIC RANK	65.8M MONTHLY VISITS	>
 caixa.gov.br	432 TRAFFIC RANK	54.6M MONTHLY VISITS	>
 porn.com	719 TRAFFIC RANK	52.1M MONTHLY VISITS	>
954,508 additional websites are using Piwik			>

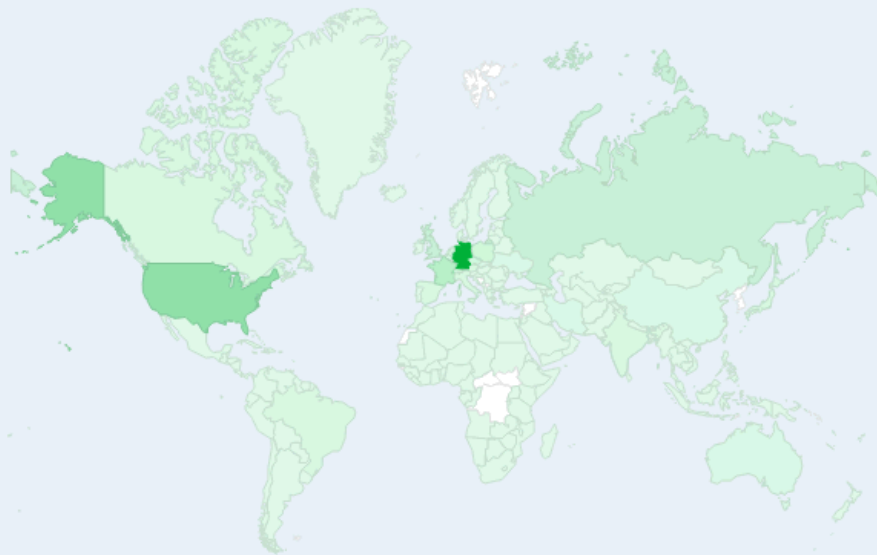


Quelle: SimilarTech, <https://www.similartech.com/categories/analytics>, zugegriffen am 04.07.2016

Piwik – Geographische Verteilung – Deutschland Top 1

Geography

Piwik usage by websites across the globe



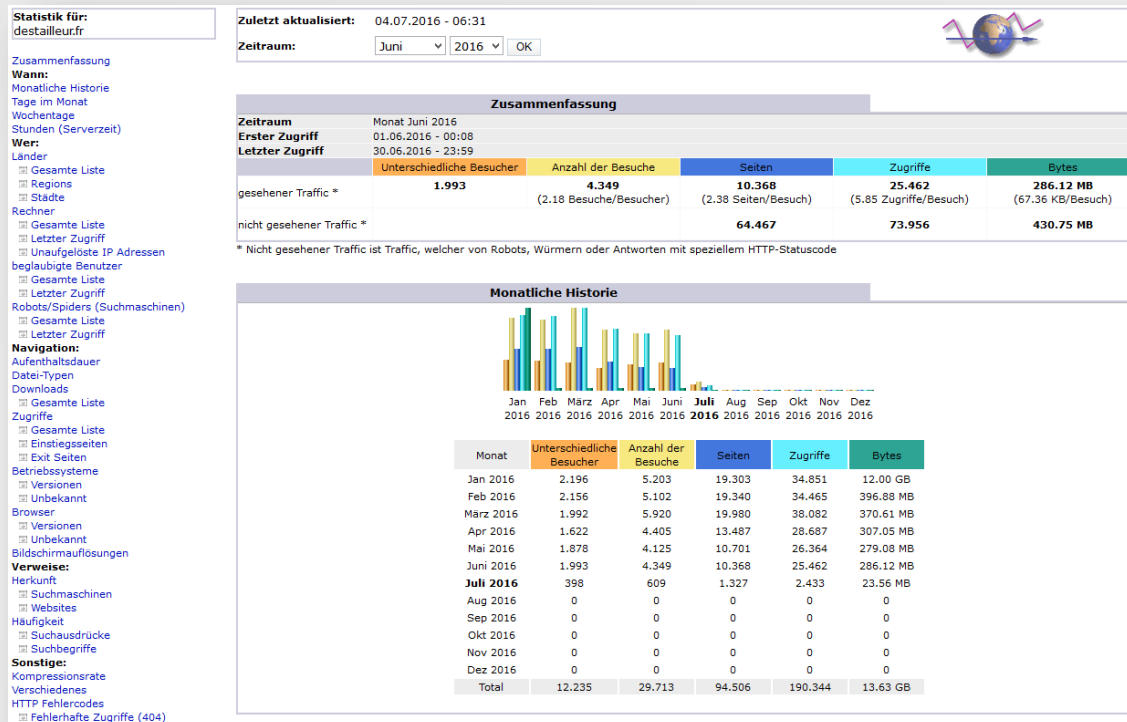
0 75.587

Leading Countries

Country	Websites
 Germany	75,587
 United States	26,724
 France	14,623
 United Kingdom	7,901
 Russia	7,401
 Poland	6,242
 Czech Republic	5,428
 Switzerland	4,755
 Netherlands	4,038
 Austria	3,716
Rest of the World	57,544

Quelle: SimilarTech, <https://www.similartech.com/categories/analytics>, zugegriffen am 04.07.2016

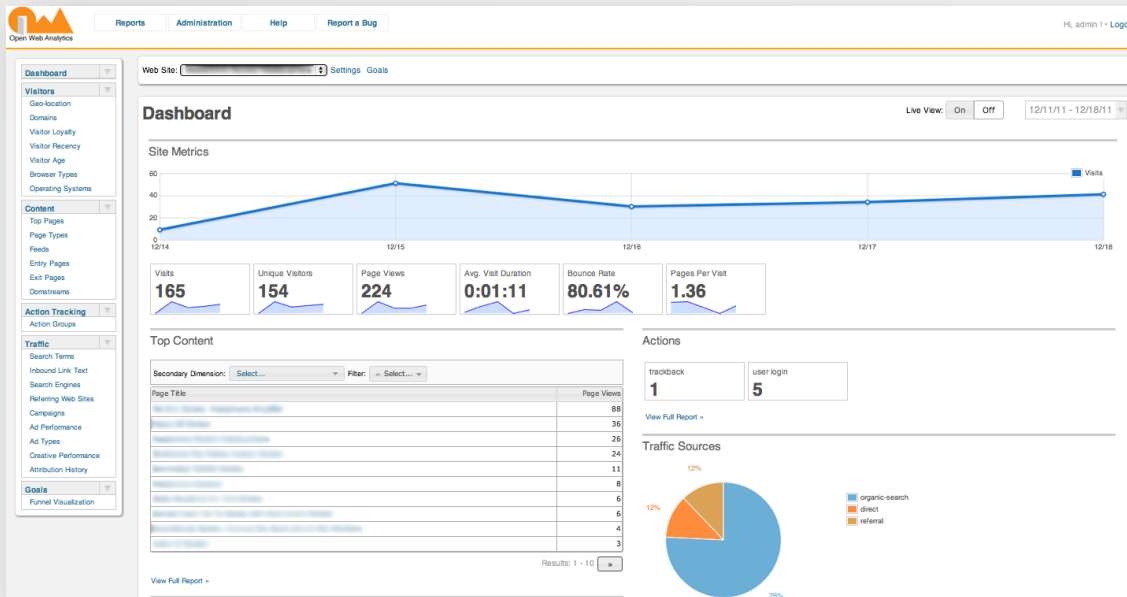
AWStats



AWStats is a free powerful and featureful tool that generates **advanced web, streaming, ftp or mail server statistics**, graphically. This **log analyzer** works as a CGI or from command line.

Quelle: <http://www.awstats.org/>, zugegriffen am 04.07.2016

Open Web Analytics



Open Web Analytics (OWA) is open source web analytics software that you can use to track and analyze how people use your websites and applications. OWA is licensed under GPL and provides website owners and developers with **easy ways to add web analytics to their sites** using simple Javascript, PHP, or REST based APIs.

Quelle: <http://www.openwebanalytics.com/>, zugegriffen am 04.07.2016

eAnalytics



eAnalytics is a new web analytics system especially designed for companies that require an **integrated in-house** web analytics solution. The system meets **strong privacy issues** as well as requirements for a tight integration of **data from different sources** and a tight **integration of different systems** (operational and analytical).

Quelle: <http://eanalytics.de/product/eanalytics-web-analytics.html>, zugegriffen am 04.07.2016

Countly



Countly is world's leading open source, enterprise mobile and web analytics & marketing platform. Countly software is provided in two editions; **self-hosted or private cloud** Enterprise Edition with support and **SLA coverage**, and Community Edition with a free-to-use non-commercial license.

Quelle: <https://count.ly/web-analytics/>, zugegriffen am 04.07.2016

Auswahl Tag Management & Testing

The screenshot shows the PlanOut testing interface. On the left, there is a code editor with the following JavaScript code:

```
prob_collapse = randomFloat(
  min=0.0, max=1.0, unit=sourceid
);
collapse = bernoulliTrial(
  p=prob_collapse, unit=[storyid, viewerid]
);
```

Below the code editor, there are sections for "Compilation status" (Compilation successful!), "Input units" (sourceid, storyid, viewerid), and "Parameters" (prob_collapse, collapse). At the bottom, there are buttons for "Load sample experiment", "Save all", and "Save JSON".

On the right, there is a "Playground" section. It contains an "Inputs" box with the following JSON:

```
{
  "sourceid": 4,
  "storyid": 201,
  "viewerid": 2
}
```

Below the inputs, there is an "Overrides" box with the following JSON:

```
{
  "prob_collapse": 0.9
}
```

Below the overrides, there is a JSON output box:

```
{
  "collapse": 1,
  "prob_collapse": 0.9
}
```

At the bottom of the playground, there are two test status boxes: a red one for "Test status: Failed assertion [x]" and a green one for "Test status: Success [x]". There is also an "Add test" button.

Testing mit PlanOut

(entwickelt bei Facebook)

<https://facebook.github.io/planout/>

The screenshot shows the 7TAG Tag Management interface. The top navigation bar is green and contains the 7TAG logo, a menu icon, the URL "www.7suite.com", a "Publish" button, a "Draft" status, and a user profile for "John Doe".

Below the navigation bar, there is a header for "Open your website in Preview and debug mode:" with buttons for "All websites" and "Discard draft changes".

The main content area is titled "Add a new trigger" and is part of the "Triggers" section. The left sidebar contains navigation options: "Tags", "Triggers", "(x) Variables", "Debug", and "Options".

The "Add a new trigger" form has three numbered steps:

1. Trigger name *: A text input field with the placeholder "Name your trigger".
2. Loads on: A dropdown menu with "Page View" selected. Other options are "Click", "Event", and "Form submission".
3. On state: A dropdown menu with "Page view" selected.

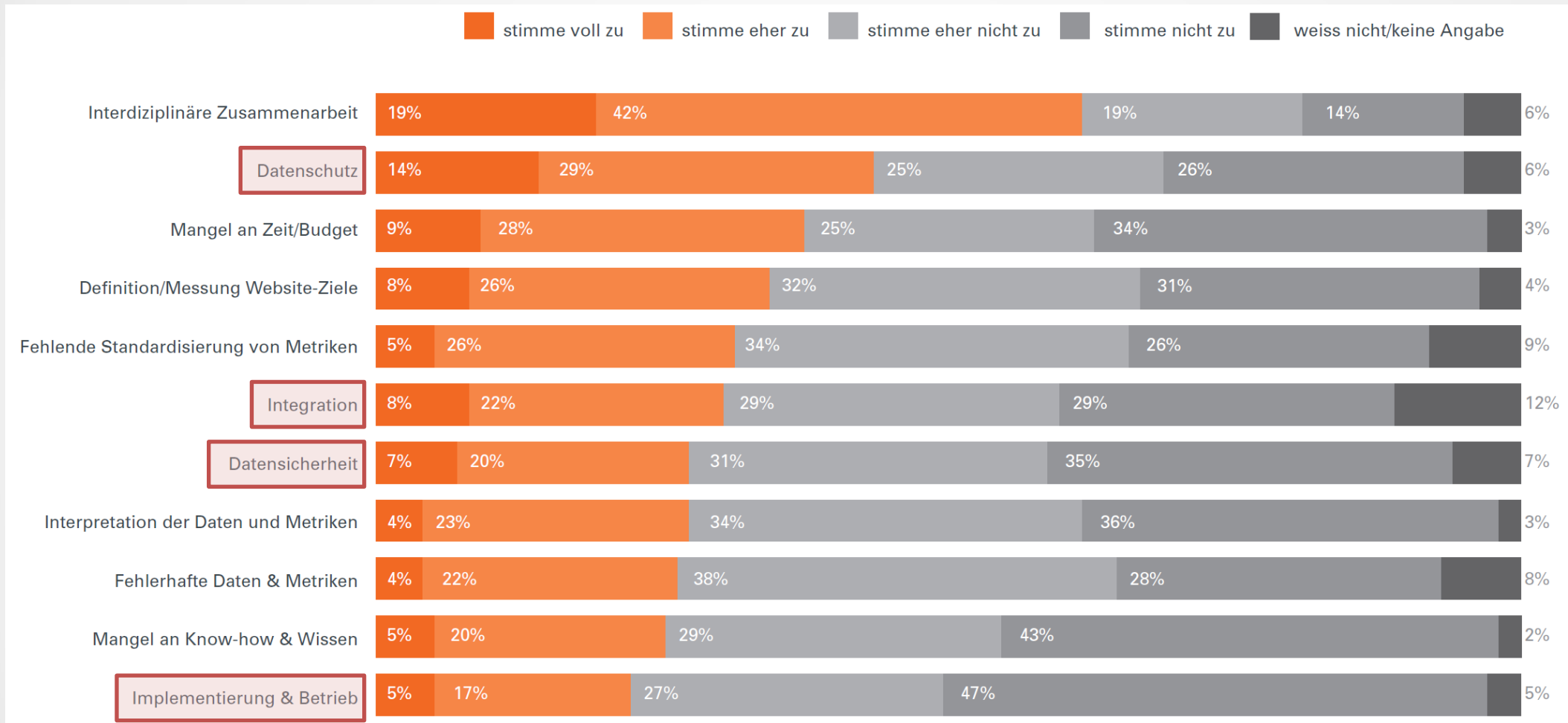
Below the "On state" dropdown, there is a section for "Conditions" with a button "Add a condition(s)". The text "Fire tag on all pages or" is visible.

At the bottom of the form, there is a "Save" button.

Tag Management mit 7TAG

<https://7tag.org/>

Probleme in der Web Analyse – Fokusfelder



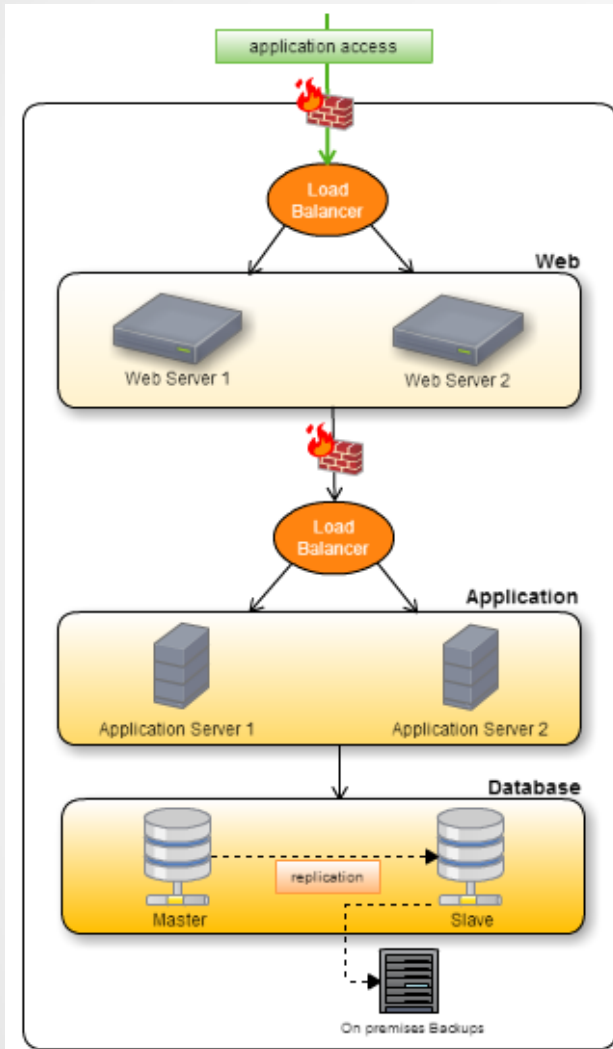
Quelle: FELDM Studie „Web Analytics in Unternehmen“, 2011

Vorteile – Datenschutz & Datensicherheit



Unternehmen wie Google, Facebook stellen Daten und Statistiken bereit – behalten diese aber in Ihrem Ökosystem und geben keine Rohdaten heraus.

Nachteile – Implementierung, Betrieb und Integration



Infrastruktur und Architektur durch Anwender oder Dienstleister

- Planung
- Setup
- Betrieb
- Integration mit anderen Systemen

Bitte beachten Sie weitere Einschränkungen wie:

- Datenvolumen
- Funktionsumfang out-of-the-box
- Weltweite Verfügbarkeit

7 Gründe gegen Open Source die auch für Analytics gelten

1. When it's easier for unskilled users
2. When it's de facto standard
3. When proprietary software offers better support
4. (When You Want Software as a Service)
5. When proprietary software works better with your hardware
6. When warranties and liability indemnity matter
7. When you need a vendor that will stick around

Vielen Dank für Ihre Aufmerksamkeit

Arbeitskreis „Digital Analytics & Optimization“ im BITKOM

<https://www.bitkom.org/Bitkom/Organisation/Gremien/Digital-Analytics-Optimization.html>



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