Unit 3: Website Analytics

Content Area: **Computer Science**
Course(s):
Time Period: **Marking Period 3**
Length: **10-15 days**
Status: **Published**

Brief Summary of Unit

Data driven decision making is an important driver of innovation and advancement. There are many metrics that website analytics can track and viewing analytics of a site is important to help see not only which areas people are visiting, but what type of devices they use and what their viewing trends are. Analytics can help determine what areas may need enhancement, promotion, or deletion. Making decisions about the site based off of these metrics is an important skill which employers would be eager to see. Potential certification programs may be available.

Revised August 2026

2	Adapting Communication: Adapting communication in response to the varying demands of audience, task, purpose, and discipline.
S.ID.A	Summarize, represent, and interpret data on a single count or measurement variable
P.4	Demonstrate creativity and innovation.
4	Building Knowledge: Building strong content knowledge and connecting ideas across disciplines using a variety of text resources and media.
S.ID.B	Summarize, represent, and interpret data on two categorical and quantitative variables
P.8	Use technology to enhance productivity increase collaboration and communicate effectively.
P.9	Work productively in teams while using cultural/global competence.
8.1.12.NI.1	Evaluate the scalability and reliability of networks, by describing the relationship between routers, switches, servers, topology, and addressing.
8.1.12.NI.2	Evaluate security measures to address various common security threats.
8.1.12.NI.3	Explain how the needs of users and the sensitivity of data determine the level of security implemented.
S.IC	Making Inferences and Justifying Conclusions
8.2.12.ED.3	Evaluate several models of the same type of product and make recommendations for a new design based on a cost benefit analysis.
8.2.12.ED.5	Evaluate the effectiveness of a product or system based on factors that are related to its requirements, specifications, and constraints (e.g., safety, reliability, economic considerations, quality control, environmental concerns, manufacturability, maintenance and repair, ergonomics).
8.2.12.NT.1	Explain how different groups can contribute to the overall design of a product.

Essential Questions / Enduring Understandings

Essential Questions:

- What are viewers doing on our website, and how are they viewing it?
- How can we use this information to make their viewing easier/faster/better?
- How does analyzing data help us understand our viewers?

Enduring Understandings:

- Understanding data and how it can be translated into decisions about the website is a marketable trait in most any discipline.

Objectives

Students Will Know:

- how to view the analytics of the website.
- about the metrics of our viewer's device, including the resolution of the screen and connection speed.

Students Will Be Skilled at:

- making decisions based on the information about our viewers.
- deciding importance of sections of the site in order to improve viewer experience.

Learning Plan

- Discussion of website analytics.
- Review and comparison of CHS website analytics.
- Discussion on what information is imporant within these reports and what it says about our viewers.
- Discussion and research on making updates based on the analytics.
- Reviewing changes and their effects on the viewership.

Assessment

Assessments

- Formative: Daily assessments using examples from class notes and CodeHS.com, AP Classroom/Albert Checks for Understanding

- Summative: Teacher-created assessments/projects and CodeHS Computer Science Projects, AP

Classroom/Albert Unit Assessments

- Benchmark: Check for understanding benchmark assessments on CodeHS, AP Classroom/Albert/Khan Academy Diagnostics
- Alternative Assessments: Student-centered activities such as a doorbell coding project, game design projects, and other activities involving real world applications
- Monthly Analytics Reports - presentations
- CHS Website adjustments

Materials

Core instructional materials: Core Book List

Supplemental materials: CodeHS

- Resource and certificaiton program for Google Analytics - https://skillshop.exceedlms.com/student/path/2938-google-analytics-individual-qualification

Integrated Accommodation and Modifications

Web Team Accommodation and Modifications