BUILD A BUSINESS · BUILDER · 12 MIN READ

Measure what matters: analytics for builders

Pick one success number, track a simple funnel, read the results with AI, and respect your visitors' privacy.

Pass the check (4 of 5) online to earn the “Numbers Ninja” badge:
https://digitalbuilders757.com/university/study/measure-what-matters-analytics

You can't improve what you don't measure

Launching is the start. Analytics tells you how many people came, where from, what they did and where they gave up. Without it you're guessing which change helped. Start small: one number that means your app is working, and a few steps that lead to it.

The words you'll see

- Visitors and page views: how many people came and how many pages they saw.
- Event: something you choose to count, like 'signed up' or 'booked a call'.
- Funnel: the steps to your goal (visit → sign up → first use → pay) and how many people drop off at each.
- Conversion rate: the share of people who complete a step. 50 sign-ups from 1,000 visitors is 5%.
- Source: where visitors came from (search, a social post, a link in an email).
- Retention: whether people come back next week. Often the truest sign people value what you built.

Set it up simply

Most hosts and builders offer analytics you can switch on (for example Vercel Web Analytics), or you can add a tool such as Google Analytics, Plausible or PostHog. Ask your AI builder to add it and to track your two or three key events. Only collect what you need, mention it in your privacy policy, and check whether your tool and region need a cookie consent banner before you track.

Read the numbers and act

Once a week, look at your funnel and find the biggest drop-off. Change one thing there, then compare the next week. Export a CSV and ask an AI to summarise it ('where do most people drop off, and what are three likely reasons?'), but treat its answer as ideas to test, not facts. Small numbers are noisy: ten visitors can swing wildly, so talk to real users too.

Key terms

Analytics
Counting how people find and use your app, so you know what's working.

Event tracking
Counting specific actions you care about, like sign-ups or bookings.

Funnel
The steps people take toward a goal, and how many drop off at each step.

Conversion rate
The share of people who complete a step. 50 sign-ups from 1,000 visitors is 5%.

Retention
Whether people keep coming back after their first visit.

Metric
A number you track to know if something is working.

Personal data
Information about an identifiable person, like names, emails or grades; follows privacy rules.

Privacy policy
A page telling people what data you collect, why, and what you do with it.

Try it: Your first funnel

1. Write your one success number (for example: people who book a call each week).
2. List the three or four steps that lead to it.
3. Turn on analytics and ask your builder to track an event for each step.
4. After a week, find the biggest drop-off and change one thing there.

KNOWLEDGE CHECK

Measure what matters: analytics for builders

5 questions. Circle one answer for each; 4 or more correct passes. Answers are at the back.

1. What is a funnel?

A. A kitchen tool for websites
B. A type of server
C. The steps toward a goal and how many people drop off at each
D. Your list of competitors, sorted by how many visitors they get

2. 1,000 people visit and 50 sign up. What's the sign-up conversion rate?

A. 50%
B. 0.5%
C. 20%
D. 5%

3. What's an event in analytics?

A. An action you choose to count, like 'signed up' or 'paid'
B. A party for your launch
C. A server crash
D. A calendar invite

4. Best privacy habit when adding analytics?

A. Collect everything just in case, since storage is cheap and data is valuable
B. Collect only what you need and say so in your privacy policy
C. Hide it from users so the tracking banner doesn't put them off signing up
D. Store visitors' passwords for later

5. Your AI summary says users leave because of price. What next?

A. Halve the price immediately
B. Ignore all analytics
C. Treat it as an idea: test one change and talk to some real users
D. Ask the AI again until it says something else

Official sites

Vercel Web Analytics docs: https://vercel.com/docs/analytics
Google Analytics Help: https://support.google.com/analytics
PostHog: product analytics docs: https://posthog.com/docs/product-analytics

Last reviewed 2026-11-25. AI tools change fast; check each tool's own site for current features, plans and prices.

ANSWER KEY

Measure what matters: analytics for builders

1. C: The steps toward a goal and how many people drop off at each
Funnels show exactly where people give up, so you know what to fix first.

2. D: 5%
50 ÷ 1,000 = 0.05, which is 5%.

3. A: An action you choose to count, like 'signed up' or 'paid'
Events turn the moments that matter into numbers you can track.

4. B: Collect only what you need and say so in your privacy policy
Less data means less risk, and being open builds trust.

5. C: Treat it as an idea: test one change and talk to some real users
AI can suggest reasons, but tests and conversations tell you what's true.