REPO RADAR

Umami: self-hosted analytics without cookies

Umami is a privacy-first web analytics tool and an alternative to Google Analytics. Licence: MIT. Repo: https://github.com/umami-software/umami

What I tested

- Built the tracker from source in a sandbox with an empty environment (pnpm install, then the rollup tracker build).
- Build time: about 1.5 seconds. Output `public/script.js`: 4,773 bytes.
- Searching the built script for `document.cookie`: 0 matches.
- The only browser storage it reads is a `umami.disabled` opt-out flag in localStorage.
- It can respect Do Not Track when you enable the `data-do-not-track` option on the script tag.

Run it (Docker Compose, from the repo)

1. Clone the repo: `git clone https://github.com/umami-software/umami.git`
2. In `docker-compose.yml`, replace the `APP_SECRET` placeholder with a long random string.
3. Start it: `docker compose up -d`
4. Open http://localhost:3000, log in, add your website and copy the tracking snippet into your page.

From source

- Needs Node.js 18.18+ and PostgreSQL 12.14+.
- Create `.env` with `DATABASE_URL=postgresql://user:password@localhost:5432/db`, then `pnpm install` and `pnpm run build`.

3 uses

- Traffic and top pages for a personal site or blog.
- Campaign links and conversions for a small shop.
- A privacy-friendly stats page for client projects.

Sources

- Umami README and source: https://github.com/umami-software/umami (tracker: `src/tracker/index.ts`)
- This is a demo of one build, not a legal opinion: check your local privacy rules yourself.

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