

Tech Ex 6: Google Analytics Dashboard

In Tech Ex 2 you integrated Google Analytics into your website in order to track your website visitor statistics. In this exercise you will explore the data you collected, then leverage a Google Apps Script to create a visitor statistics dashboard in your Google Site.

Adapted from this video (please consult video for any questions)

<https://developers.google.com/analytics/solutions/report-automation-magic>

1. Open new browser, navigate to <http://webmail.students.niu.edu> login with ZID
2. Visit [Analytics.Google.Com](https://analytics.google.com), All Web Site Data, explore charts and data
3. Open <http://drive.google.com>
4. Create a new Spreadsheet, name it 'Analytics Dashboard'
5. Select Tools > Script Gallery... Search for **"Google Analytics Report"** (include quotes)
6. Install the Google Analytics Report Automation (magic) script
7. Authorize
8. Tools > Script Editor
9. Resources > Use Google APIs

Google APIs Services

AdSense Management API v1.3

AdSense

off

Google Analytics API v3

Analytics

on

BigQuery API v2

BigQuery

off

Prediction API v1.6

Prediction

off

Tasks API v1

Tasks

off

URL Shortener API v1

UrlShortener

off

To learn more about API keys, go to the [Google APIs Console](#).

API Key

OK

Cancel

- 10.
11. Turn **on** the Google Analytics API, then select [Google APIs Console](#).
12. Turn on the Analytics API
13. Select the < Google Analytics R... to go back a screen

< Google Analytics R...

NAME

Overview

Analytics API

APIs & auth

Translate API

APIs

14. Select Create Project

New Project

Project name

Project ID

Create

Cancel

15. Create
16. Back in your Spreadsheet tab, refresh.
17. After a few seconds you'll see a new menu appear called 'Google Analytics'
18. Select Google Analytics > Create Core Report > OK > Accept > Close
19. Select Google Analytics > Find profile/ids, copy the ids value to your clipboard

Find Your Profile ID / ids Parameter

Select Account

Select Web Property

Select Profile

Profile Id
73407920

ids
ga:73407920

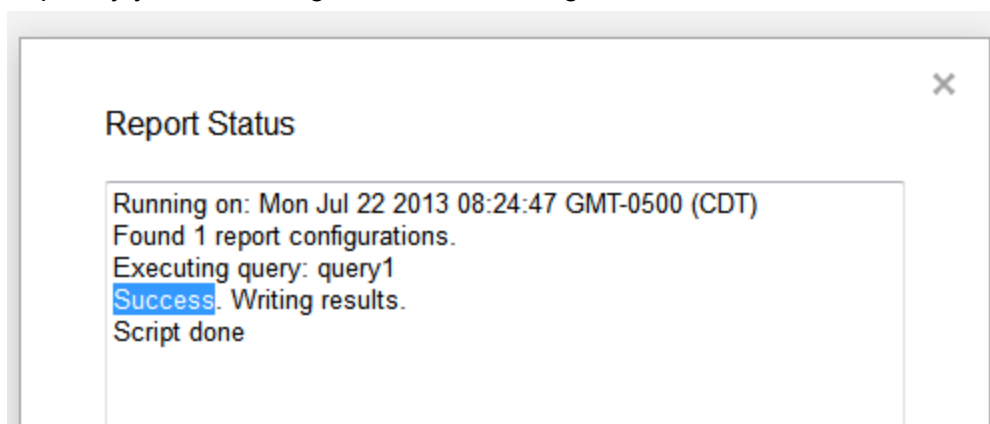
20. Close
21. Back in the spreadsheet, paste the ids **ga** number in column B, row 3.

A	B
query1	value1
type	core
ids	ga:73407920
start-date	
end-date	

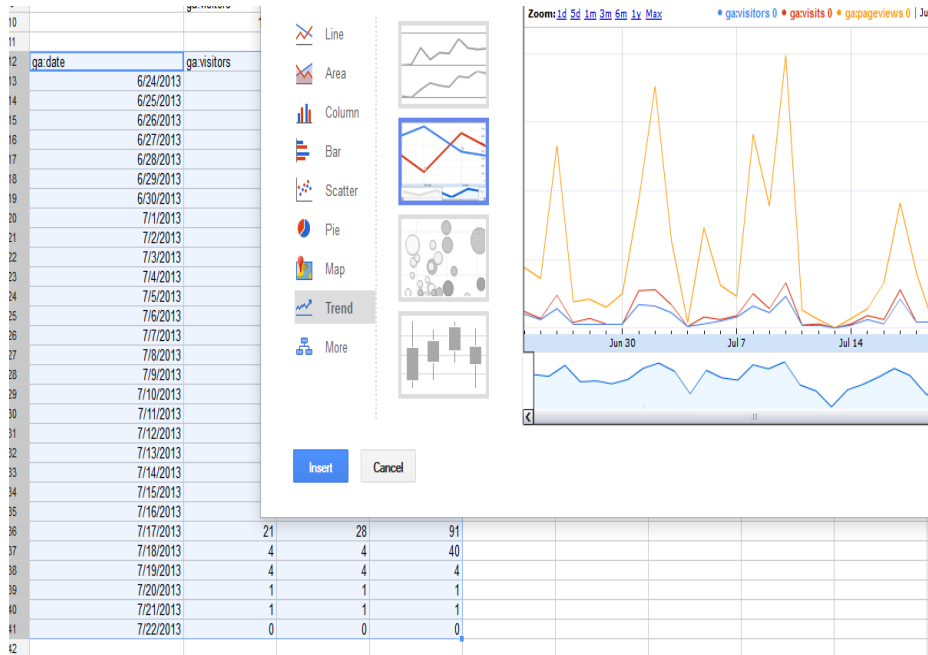
22. Fill in the remaining information shown in the graphic below (last-n-days, metrics, dimensions, sheet-name)

	A	B
	query1	value1
	type	core
	ids	ga:73407920
	start-date	
	end-date	
	last-n-days	28
	metrics	ga:visitors, ga:visits, ga:pageviews
	dimensions	ga:date
	sort	
	filters	
	segment	
	start-index	
	max-results	
	sheet-name	report1

- 23.
24. Select Google Analytics > Get Data
25. Hopefully you are seeing a Success message.



26. Close the Report Status message, and give it a few minutes to pull in the data. If it's taking a long time, refresh the browser
27. You should now have a tab called report1, filled with information about your website visits.
28. Select the data, then select Insert > Chart. Change to a Trend style



29. Select Insert

30. Create another report showing top pageviews. To see how to do that, start at 10:10 in the video [linked above](#) and follow the instructions to create a report showing your top pages.

31. Create triggers like in the video

32. After you have the two reports created, with two charts, go to your Google site and create a new page. Call it Website Analytics.

33. Insert the two charts you created above. (Did this in Tech Ex 3)

34. It is critical that you Share your spreadsheet to everyone at Northern Illinois University so I can see it.

Sharing settings

Visibility options:

- ☒ Northern Illinois University
People at Northern Illinois University can find and access.
- ☐ People at Northern Illinois University with the link
People at Northern Illinois University who have the link can access.
- ☐ Private
Only people explicitly granted permission can access. Sign-in required.

Access: Anyone within Northern Illinois University [Can view](#)

Note: Items with any visibility option can still be published to the web. [Learn more](#)

[Save](#) [Cancel](#) [Learn more about visibility](#)

35.

36. See my page for reference

<https://sites.google.com/a/students.niu.edu/omis351/website-analytics>

Grading: Chart 1: 50 pts, Chart 2: 50 pts.