Google Cloud

Product details

Google Trends

BigQuery Public Datasets Program

Daily top 25 and top 25 rising terms in the United States

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Overview

The Google Trends dataset will provide critical signals that individual users and businesses alike can leverage to make better data-driven decisions. This dataset simplifies the manual interaction with the existing Google Trends UI by automating and exposing anonymized, aggregated, and indexed search data in BigQuery.

This dataset includes the Top 25 stories and Top 25 Rising queries from Google Trends. It will be made available as two separate BigQuery tables, with a set of new top terms appended daily. Each set of Top 25 and Top 25 rising expires after 30 days, and will be accompanied by a rolling five-year window of historical data in 210 distinct locations in the United States.

Additional details

Type: Data

Category: Analytics, News

Dataset source: Google Trends

Cloud service: BigQuery

Expected update frequency: Daily

This Google dataset is hosted in Google BigQuery as part of Google Cloud's Datasets solution and is included in BigQuery's 1TB/mo of free tier processing. This means that each user receives 1TB of free BigQuery processing every month, which can be used to run queries on this public dataset. Watch this short video to learn how to get started quickly using BigQuery to access public datasets. What is BigQuery

Samples

Try the sample queries below in the BigQuery UI.

What are the top search terms in the US for the latest available data?
This query looks at the latest data available to return the top 25 search terms in the US for the most recent week available.
Run this query.

Which DMAs had the highest score one year ago for the current top rising terms?
This query looks at the trends score for the most recently available top rising terms and determines which Designated Market Area (DMA) had the highest search score for each trend 1 year earlier.
Run this query.

Check out the sample Looker dashboard to get started exploring the data.

Below is a schema of the dataset:

Top 25

- term - STRING - the human readable identifier for a term, i.e. “Acme Inc”
- dma_name - STRING - stores the full text name of the Designated Market Area (DMA)

- dma_id - INT - 3 digit numerical ID used to identify a DMA
- week - DATE - first day of the week for the current row's position in the time series for combination of term, DMA, and score
- refresh_date - DATE - date when the new set of term, score, and DMA combination was added. Note, this column also serves as the partition key
- score - INT - index from 0-100 that denotes how popular this term was for a DMA during the current date, relative to the other dates in the same time series for this term (260 weeks = 52 weeks * 5 years)
- rank - INT - numeric representation of where the term falls in comparison to the other top terms for the day across the US market (e.g. rank of 1-25). Note: the rank value shows the same across all historical data and DMA

Top 25 Rising

- term - STRING - the human readable identifier for a term, i.e. "Acme Inc"
- dma_name - STRING - stores the full text name of the DMA
- dma_id - INT - 3 digit numerical ID used to identify a DMA
- week - DATE - first day of the week for the current row's position in the time series for combination of term, DMA, and score
- refresh_date - DATE - date when the new set of term, score, and DMA combination was added. Note, this column also serves as the partition key
- percent_gain - INT - percentage gain (rate) at which term rose compared to previous date period
- score - INT - index from 0-100 that denotes how popular this term was for a DMA during the current date, relative to the other dates in the same time series for this term (260 weeks = 52 weeks * 5 years)
- rank - INT - numeric representation of where the term falls in comparison to the other top terms for the day across the US market (e.g. rank of 1-25). Note, the rank value shows the same across all historical data and DMA.

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