

Using Google's BigQuery API

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Google BigQuery API



Google Cloud

- BigQuery: enterprise cloud data warehouse
- Also, public datasets
 - Including google_political_ads
- bigrquery
 - SQL
 - DBI
 - dbplyr

Setting up bigquery

1. Create project
2. Create service account key
3. Enable API access
4. Load 'bigquery'

...so you don't have to do this -->

Query editor

```
1 #standardsql
2 SELECT
3     advertiser_name,
4     sum(spend_usd) as total_spent
5 FROM
6     `bigquery-public-data.google_political_ads.advertiser_stats`
7 WHERE
8     regions = 'US'
9 GROUP BY
10    advertiser_name
11 ORDER BY
12    total_spent desc
13 LIMIT 100
```

Making a call with 'bigquery'

- Initiate connection with `dbConnect()`
- Request data
 - What happens when you run `dbplyr` code?
 - `collect()`

```
```{r}
con <- DBI::dbConnect(
 bigquery(),
 project = "bigquery-public-data",
 dataset = "google_political_ads",
 billing = project_ID
)
```
```

Top-Spending Google Advertisers in U.S. Elections

