

Web Analytics

DIANE WOODBRIDGE, PH.D



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Contents

Data Configuration

Data Processing



Data Configuration

Determine how your data will be collected and processed.

Define data processing rules including data filters, goals, data grouping, custom dimensions, custom metrics, data import, etc.

- Data Filters : Exclude, include and modify data.
- Goal : Set a goal and calculates its completion, value, conversion rate, etc.
- Channel and Content Grouping : Organize your data into customized channels and content.
- Custom Dimensions and Metrics
- Data Import : Provide external context and insights.

Once data has been processed, you can't retroactively apply configuration settings to that data.

Data Configuration

Filters

Use filters to limit or modify the data in an account/view.

- Permissions
 - Users who have **Edit permission at the account level** can:
 - Create/edit filters at the account level
 - Create/edit filters at the view level
 - Apply filters to any view in the account
 - Users who have Edit permission at the view level can:
 - Apply existing filters to or remove them from that view, but cannot create new filters or edit existing filters



Data Configuration– Filters

Filters

The screenshot shows the Google Analytics Data Configuration interface. The top navigation bar includes 'ACCOUNT' (Diane Personal Webpage), 'PROPERTY' (Diane Woodbridge), and 'VIEW' (Test). The left sidebar has sections for 'Account Settings', 'User Management', and 'All Filters' (which is highlighted with a red box). Below these are 'Change History' and 'Trash Can'. The main content area is divided into several sections: 'PROPERTY' (Property Settings, User Management, Tracking Info), 'PRODUCT LINKING' (AdWords Linking, AdSense Linking, Ad Exchange Linking, All Products), 'Postbacks', 'Audience Definitions', 'Custom Definitions', 'Data Import', 'VIEW' (View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics BETA), 'PERSONAL TOOLS & ASSETS' (Segments, Annotations, Attribution Models, Custom Channel Groupings BETA, Custom Alerts), and a footer with the slogan 'CHANGE THE WORLD FROM HERE'.

ACCOUNT
Diane Personal Webpage

PROPERTY
Diane Woodbridge

VIEW
Test

ACCOUNT

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

PROPERTY

- Property Settings
- User Management
- Tracking Info

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- Ad Exchange Linking
- All Products

Postbacks

Audience Definitions

Custom Definitions

Data Import

VIEW

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Custom Alerts

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Data Configuration

Filters

Use filters to limit or modify the data in an account/view.

- Exclude data from an account/view.
- Include data in an account/view.
- Modify which data appears in your reports.
- Ex.
 - Exclude traffic from particular IP addresses.
 - Include only data from specific subdomains or directories.
 - View filters ≠ Table filters



Data Configuration

Filters

Use filters to limit or modify the data in a view.

- **Google Analytics filters data in the order in which the filters are set.**
- Will be applied from the moment you create filters.
- May take up to 24 hours to be available in the reports.
- Try in the test view first.



Data Configuration

Filters

Types

1. Predefined
2. Custom



Data Configuration

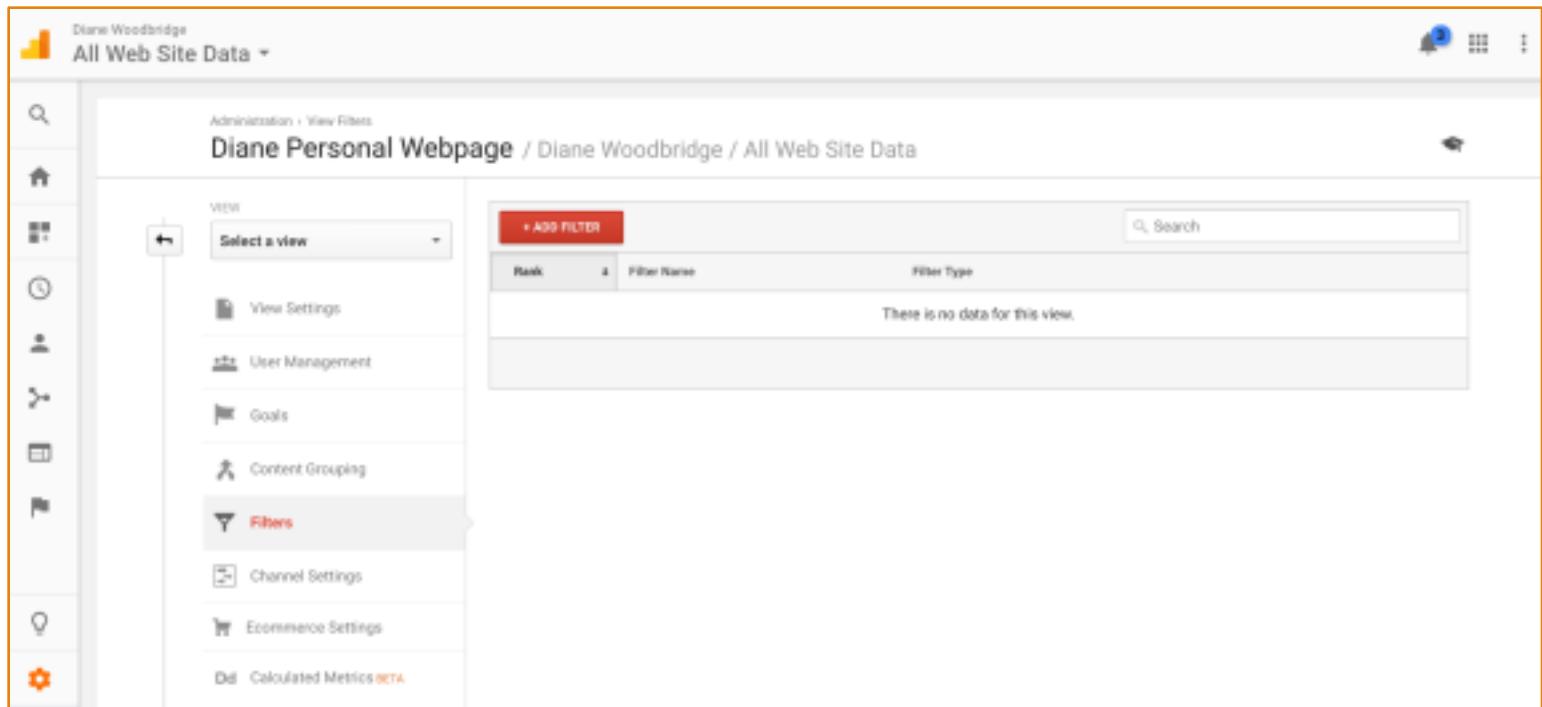
Filters

The screenshot shows the Google Analytics Administration interface for the "Diane Personal Webpage" property. On the left, there's a sidebar with various icons and links: Search, Home, Account Management, User Management, All Filters (which is selected), Change History, and Trash Can. The main area has three tabs: ACCOUNT (Select an option), PROPERTY (Select a property), and VIEW (Select a view). Under PROPERTY, there are sections for Product Linking (AdWords, AdSense, Ad Exchange) and Calculated Metrics (Beta). Under VIEW, the "Filters" link is highlighted. The URL in the browser is <https://www.google.com/analytics/property/1234567/admin>.



Data Configuration

Filters

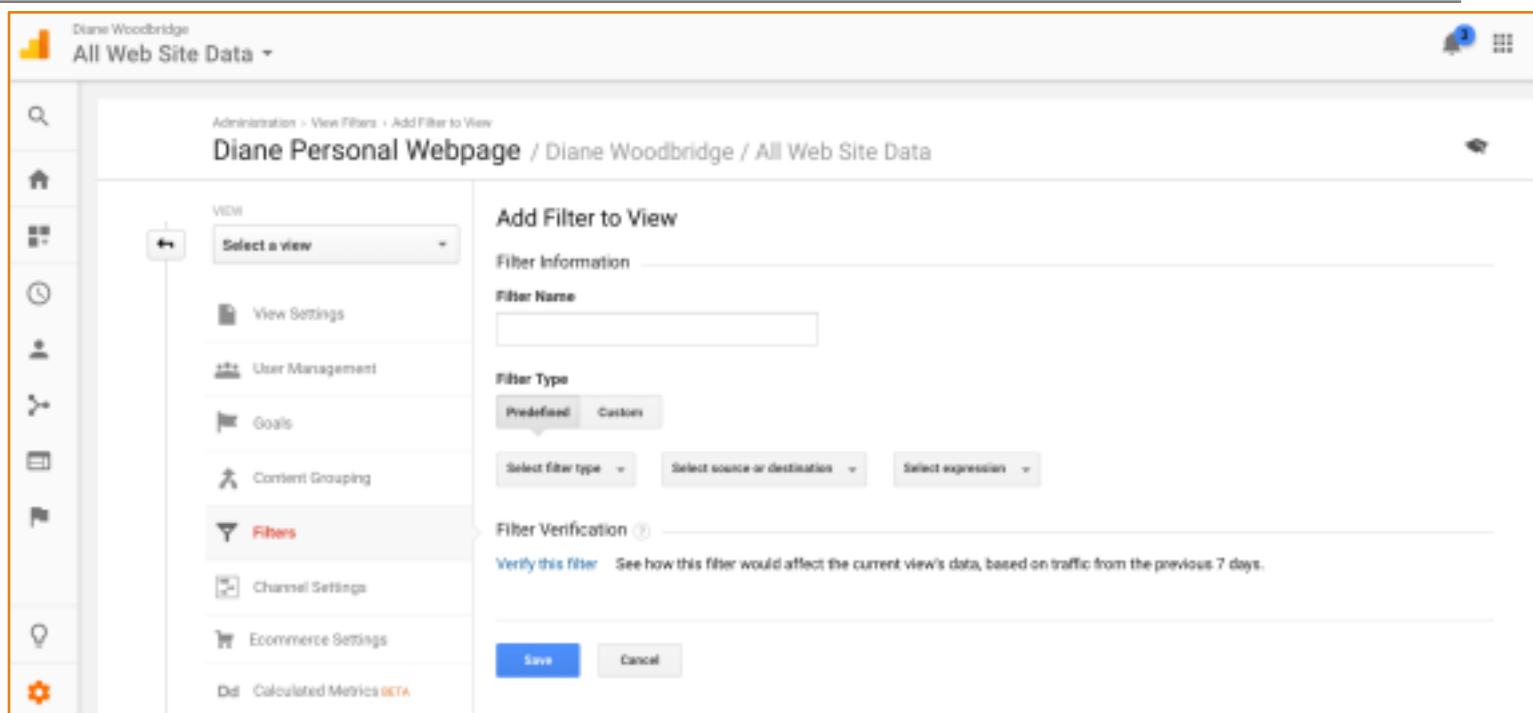


The screenshot shows the 'View' section of the Google Analytics interface under 'Diane Personal Webpage / Diane Woodbridge / All Web Site Data'. On the left, a sidebar lists various settings: View Settings, User Management, Goals, Content Grouping, **Filters** (which is selected and highlighted in red), Channel Settings, Ecommerce Settings, and Calculated Metrics (BETA). The main area displays a table with one row, indicating 'There is no data for this view.' A red box highlights the 'Filters' section in the sidebar.



Data Configuration

Filters



The screenshot shows the 'Add Filter to View' page in Google Analytics. The left sidebar has a 'Filters' section selected. The main area contains fields for 'Filter Name' (empty), 'Filter Type' (set to 'Predefined'), and three dropdown menus for 'Select filter type', 'Select source or destination', and 'Select expression'. Below these is a 'Filter Verification' section with a link to 'Verify this filter'. At the bottom are 'Save' and 'Cancel' buttons.



Data Configuration

Filters

Two types

1. Predefined

- Already created in Google Analytics.
- Include or exclude data based on traffic from the Internet Service Provider (ISP) domain, IP addresses, subdirectories, or the hostname, and designate how the filter will match that information.



Data Configuration

Filters

Filter Type

Predefined Custom

Include only Select source or destination Select expression

Filter Verification

Verify this filter See

traffic from the ISP domain
traffic from the IP addresses
traffic to the subdirectories
traffic to the hostname

urrent view's data, based on traffic from the previous 7 days.



Data Configuration

Filters

Filter Type

Predefined

Custom

Exclude

Select source or destination

Select expression

Filter Verification

[Verify this filter](#)

See how this filter would affect the

that are equal to

that begin with

that end with

that contain

tic from the previous 7 days.



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Example

Exclude your IP address.

Filter Information

Filter Name

Filter Type

Predefined Custom

IP address

Filter Verification (?)

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g, IP address, Country) are not supported at this time.

Data Configuration

Filters

Two types

2. Custom

- Include or exclude hits from your data collection, format data to lowercase or uppercase, search and replace data collected in the hit.
- Include/Exclude
- Lower/Upper Case
- Search and Replace
- Advanced



Data Configuration

Filters

Include/Exclude

- Use to eliminate unwanted hits.

Add Filter to View

Choose method to apply filter to view

Create new Filter
 Apply existing Filter

Filter Information

Filter Name

Filter Type

Predefined Custom

Exclude
 Include

Filter Field

Filter Pattern

Case Sensitive

Lowercase
 Uppercase
 Search and Replace
 Advanced

[Learn more about regular expressions](#)

Example

Design a filter that include traffics from US only.

Filter Information

Filter Name

Filter Type Predefined Custom

Exclude Include

Filter Field

Filter Pattern

Case Sensitive

Lowercase
 Uppercase
 Search and Replace
 Advanced

[Learn more about regular expressions](#)

Filter Verification (?)

[Verify this filter](#) See how this filter would affect the current view's data, based on traffic from the previous 7 days.



Example

Design a filter that include traffics from Chrome and Firefox only.



Example

The screenshot shows the 'Add Filter to View' configuration page in Google Analytics. The left sidebar lists various settings like View Settings, User Management, Goals, Content Grouping, Filters (selected), Channel Settings, Ecommerce Settings, Calculated Metrics (BETA), Segments, Annotations, Attribution Models, Custom Channel Groupings (BETA), Custom Alerts, Scheduled Emails, Shortcuts, and Share Assets. The main panel has a title 'Add Filter to View' and a subtitle 'Choose method to apply filter to view'. It includes sections for 'Filter Name' (set to 'Chrome and Firefox'), 'Filter Type' (set to 'Custom'), 'Filter Field' (set to 'Browser'), 'Filter Pattern' (set to 'Chrome|Firefox'), and 'Case Sensitive' (unchecked). Below these are options for 'Lowercase', 'Uppercase', 'Search and Replace', and 'Advanced'. A 'Learn more about regular expressions' link is available. The 'Filter Verification' section shows a table comparing metrics 'Before filter applied' and 'After filter applied' for 'Browser' (Internet Explorer) across Sessions, Pageviews, and Screen Views. The table shows that after applying the filter, the 'Sessions' and 'Pageviews' columns for Internet Explorer are both 0, while the 'Screen Views' column remains at 1. A 'Verify again' button is at the bottom right.

Before filter applied				After filter applied			
Browser	Sessions	Pageviews	Screen Views	Browser	Sessions	Pageviews	Screen Views
Internet Explorer	1	1	0				



Example

Google Analytics filters data in the order in which the filters are set.

+ ADD FILTER		Assign Filter Order		Search
Rank	Filter Name	Filter Type		
1	US Only	Include		remove
2	Chrome and Firefox	Include		remove



Example

Google Analytics filters data in the order in which the filters are set.

Assign Filter Order

Filters are applied in the order in which they are listed below. Select any filter and use the arrows to move it up or down within the list.

Current filters

US Only	Order: 1 Filter Name: US Only Filter Type: Include
Chrome and Firefox	

Move controls

↑ Move up ↓ Move down

Buttons

Save Cancel



Data Configuration

Filters

Lowercase/Uppercase

- Google Analytics is not case sensitive.
- Using lowercase/uppercase will eliminate duplicate data.
- Ex.
 - *http://www.dianewoodbridge.com/?utm_source=Newsletter&utm_medium=email&utm_campaign=newspaper*
 - *http://www.dianewoodbridge.com/?utm_source=newletter&utm_medium=email&utm_campaign=newspaper*



Data Configuration

Filters Lowercase/Uppercase

Traffic Sources

0 keywords

Create Shortcut **BETA** 

Right now

1

active users on site

CAMPAIGN

100%

Pageviews

Per minute

1.5

1.0

0.5

-26 min

-21 min

-16 min

-11 min

-6 min

-1 min

Per second

1.5

1

0.5

-60 sec

-45 sec

-30 sec

-15 sec

Viewing: Active Users Pageviews (Last 30 min)

Metric Total: 1



Medium

Source

Active Users 

1. email

Newsletter

1 100.00%



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Data Configuration

Filters

Lowercase/Uppercase

- Convert the contents of the field into all uppercase or all lowercase characters.
- Only affect letters, and do not affect special characters or numbers.

Add Filter to View

Choose method to apply filter to view

- Create new Filter
 Apply existing Filter

Filter Information

Filter Name

Lower case source name

Filter Type

Predefined Custom

- Exclude
 Include
 Lowercase

Filter Field

Campaign Source ▾

- Uppercase
 Search and Replace
 Advanced

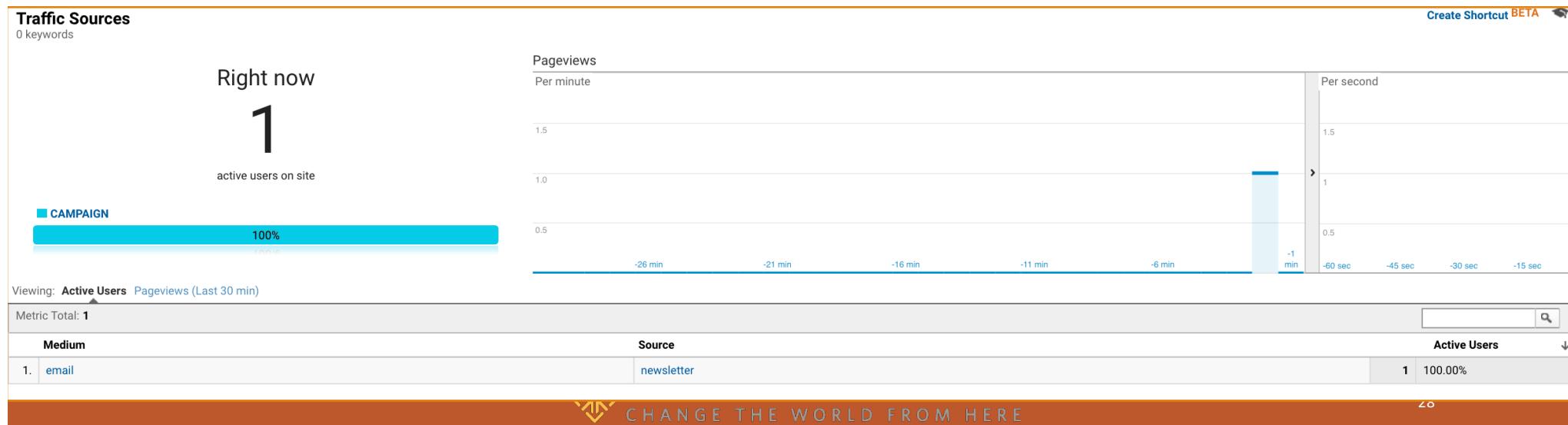
▶ [Filter Help: Lowercase > Campaign Source](#)



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Data Configuration

http://www.dianewoodbridge.com/?utm_source=Newsletter&utm_medium=email&utm_campaign=Spring_sale_2017



Data Configuration

Filters

Search and Replace

- Search for a pattern within a field and replace the found pattern with an alternate form.

<https://support.google.com/analytics/answer/1034834?hl=en>



Data Configuration

Filters Search and Replace

Filter Name:

Filter Type: Predefined Custom

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace

Filter Field:

Search String:

Replace String (optional):

Case Sensitive

Advanced

[Filter Help: Search and Replace > Request URI](#)

Filter Verification: [?](#)

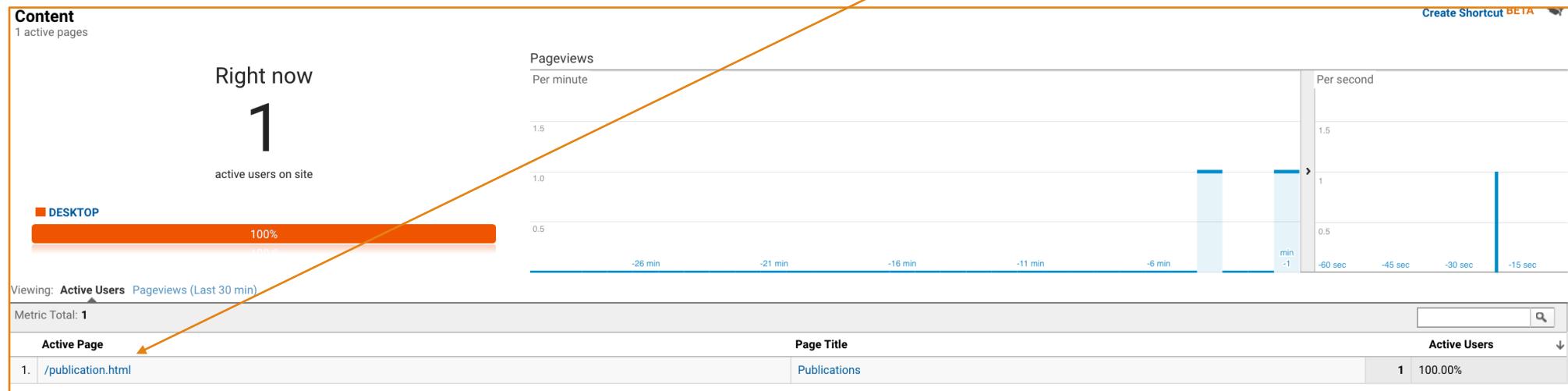
Before filter applied				After filter applied			
Page	Sessions	Pageviews	Screen Views	Page	Sessions	Pageviews	Screen Views
				/	38	73	0
				/awards.html	1	28	0
				/index.html	9	60	0
				/publications.html	4	149	0



Data Configuration

Filters Search and Replace

ⓘ www.dianewoodbridge.com/publications.php



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Data Configuration

Filters

Advanced

- Use POSIX regular expressions and corresponding variables to capture all or parts of Fields and combine the result in any order you wish.
- Take Field A and Field B, to construct the Output Field.
 - The Extract A expression is applied to Field A, and the Extract B expression is applied to Field B.

<https://support.google.com/analytics/answer/1034836?hl=en>

<https://support.google.com/analytics/topic/1034375>



Example

Convert campaign name starting with Spring and ending with 2017 to “Spring 2017”.

Filter Type

Predefined Custom

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Advanced

Field A -> Extract A

Campaign Name

Field B -> Extract B

Select field

Output To -> Constructor

Campaign Name

Field A Required
 Field B Required
 Override Output Field
 Case Sensitive

Filter Help: Advanced

Filter Verification

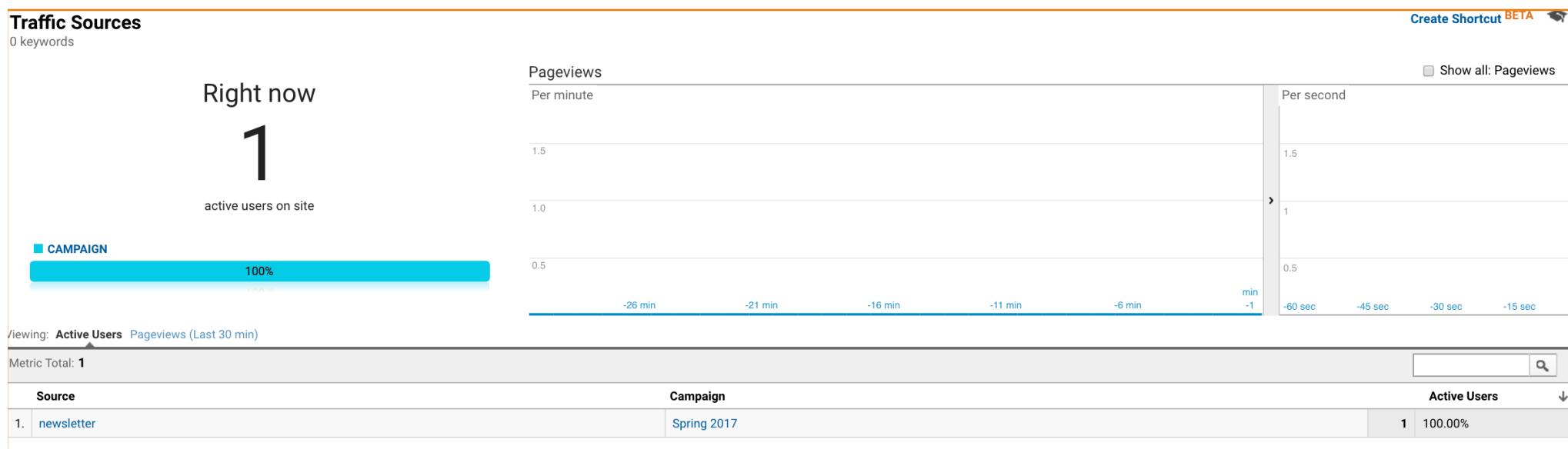
Analytics cannot provide a preview for this filter: previews for advanced filters and lo



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Example

http://www.dianewoodbridge.com/?utm_source=Newsletter&utm_medium=email&utm_campaign=Spring_sale_2017



Data Configuration

Customized Dimensions and Metrics

- Use to collect and analyze data that Google Analytics doesn't automatically track.
- Require additional setup in your Analytics account and in your tracking code.
- You should pair metrics with dimensions if they are both in the same scope.
 - Available Scopes
 - Hit-level
 - Session-level
 - Product-level
 - User-level

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>

<https://support.google.com/analytics/answer/2709828?hl=en>

Data Collection

Custom Dimension and Metrics

- Custom dimensions and metrics are sent to Analytics as parameters attached to other hits, like pageviews, events, or ecommerce transactions.
- Example

```
ga('create', 'UA-XXXX-Y', 'auto');  
// Set value for custom dimension at index 1.  
ga('set', 'dimension1', 'Level 1');  
// Send the custom dimension value with a pageview hit.  
ga('send', 'pageview', '/level_1');
```



Data Configuration

Dimension : An attribute of a data set that can be organized for better analysis.

Custom Dimensions

- Customized dimensions that specifically for the business including particular characteristics of users and their behaviors.
- Send additional parameters attached to the existing hit to capture the data and use as a Custom Dimension.
 - `ga('send', 'event', 'category','action',{'dimensionX':'val'});`
- Can create up to 20 custom dimensions per property.
- Custom dimensions cannot be deleted, but you can disable them.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>

<https://support.google.com/analytics/answer/2709828?hl=en>

Data Configuration

Custom Dimensions

- Can be used
 - As secondary dimensions and segments in Standard reports.
 - As primary dimensions in Custom Reports.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>
<https://support.google.com/analytics/answer/2709828?hl=en>

Data Configuration

Custom Dimensions

- Under Property ⇒ Custom Definition ⇒ Custom Dimension

The screenshot shows the 'Custom Definition' interface for 'All Web Site Data'. The left sidebar includes 'Account Settings', 'User Management', 'All Filters', 'Change History', and 'Task Bar'. The main area is divided into sections: 'PROPERTY SETTINGS' (Tracking Info, User Management, View Settings), 'PRODUCT LINKING' (AdWords Linking, AdSense Linking, Ad Exchange Linking, All Products), 'PERFORMANCE TOOLS & ASSETS' (Segments, Annotations, Attribution Models, Custom Channel Groupings, Custom Alerts, Scheduled Emails, Shortcuts, Share Assets). A red box highlights the 'Custom Definitions' section under 'PROPERTY SETTINGS', which contains 'Custom Dimensions' and 'Custom Metrics'. At the bottom, there are 'Del' and 'Data Import' buttons.

Data Configuration

Custom Dimensions

- Scope
 1. Hit - Include every time a user visited a particular page or performed a singular action.
 2. Product - Group data associated with a particular product (Enhanced Ecommerce Only).
 3. Session - Organize data for the duration of a session.
 4. User - Organize data for a particular user.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>

<https://support.google.com/analytics/answer/2709828?hl=en>

Data Configuration

Custom Dimensions

- Configuration
 - Name – the name of the custom dimension as it will appear in your reports.
 - Scope – specifies to which data the custom dimension will be applied.
 - Active – whether the custom dimension will be processed. Inactive custom dimensions may still appear in reporting, but their values will not be processed.

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>

<https://support.google.com/analytics/answer/2709828?hl=en>

Data Configuration

Custom Dimensions

Edit Custom Dimension

Name
Paper Title

Scope
Hit ▾

Active

Save **Cancel**

Example Codes for This Dimension

Copy the following code snippet for your platform. DO NOT FORGET to replace dimensionValue with your own.

JavaScript (Only works for Universal Analytics properties)

```
var dimensionValue = 'SOME_DIMENSION_VALUE';
ga('set', 'dimension1', dimensionValue);
```

Android SDK

```
String dimensionValue = "SOME_DIMENSION_VALUE";
tracker.set(Fields.customDimension(1), dimensionValue);
```

iOS SDK

```
NSString *dimensionValue = @"/SOME_DIMENSION_VALUE";
[tracker set:[GAIFields customDimensionForIndex:1] value:dimensionValue];
```

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>
<https://support.google.com/analytics/answer/2709828?hl=en>

Data Collection

Custom Dimensions

[<a href="publications/files/2015_HIBB_TimeSeriesDiscordDetection.pdf"
onClick="ga('send', 'event', 'PDF', 'download', 'conference', {'dimension1':'Time
Series Discord Detection in Medical Data using a Parallel Relational Database'})
;">PDF]

[<a href="publications/files/2014_BigSpatial_FacilitySearch_ChangeAnalysis.pdf"
onClick="ga('send', 'event', 'PDF', 'download', 'conference', {'dimension1':'A
Computational Framework for Ontologically Storing and Analyzing Very Large
Overhead Image Sets'}) ;">PDF]

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>

<https://support.google.com/analytics/answer/2709828?hl=en>

Example

The screenshot shows a Google Analytics interface. On the left, there's a sidebar with navigation links: Site Speed, Site Search, Events (with 'Overview' and 'Top Events' selected), Pages, Events Flow, Publisher, and a 'DISCOVER' section. The main area displays a report titled 'Primary Dimension: Event Category'. The report has 'Event Category' as the primary dimension and 'Paper Title' as the secondary dimension. It includes filters for 'Plot Rows' and 'Secondary dimension: Paper Title' set to 'Paper Title', and a 'Sort Type' dropdown set to 'Default'. The report table has columns for 'Event Category', 'Paper Title', 'Total Events', 'Unique Events', 'Event Value', and 'Avg. Value'. The data shows four rows of events:

Event Category	Paper Title	Total Events	Unique Events	Event Value	Avg. Value
		12 % of Total: 100.00% (12)	1 % of Total: 12.50% (8)	0 % of Total: 0.00% (29)	0.00 Avg for View: 2.42 (-100.00%)
1. PDF	A Computational Framework for Ontologically Storing and Analyzing Very Large Overhead Image Sets	2 (40.00%)	1 (100.00%)	0 (0.00%)	0.00
2. PDF	Dynamic Task Optimization in Remote Diabetes Monitoring Systems	1 (20.00%)	0 (0.00%)	0 (0.00%)	0.00
3. PDF	Interval Training Guidance System with Music and Wireless Group Exercise Motivations	1 (20.00%)	0 (0.00%)	0 (0.00%)	0.00
4. PDF	Nutrition Monitor: A Food Purchase and Consumption Monitoring Mobile System	1 (20.00%)	0 (0.00%)	0 (0.00%)	0.00

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>
<https://support.google.com/analytics/answer/2709828?hl=en>

Data Configuration

Metrics - The numbers in a data set often paired with dimensions.

Custom Metrics

- Customized metrics that specifically for the business.
- Send additional parameters attached to the existing hit to capture the data and use as a Custom Dimension.
 - `ga('send', 'event', 'category','action',{'metricX':'val'});`
- Can create up to 20 custom metrics per property.

Data Configuration

Custom Metrics

- Under Property ⇒ Custom Definition ⇒ Custom Metric

The screenshot shows the 'Custom Definition' interface for 'All Web Site Data'. On the left, there's a sidebar with icons for Account Settings, User Management, All Filters, Change History, and Task Bar. The main area is divided into several sections: 'PROPERTY SETTINGS' (User Management, Tracking Info, Product linking, Audience linking, Exchange linking, AI products), 'VIEW SETTINGS' (User Management, Goals, Content Grouping, Filters, Channel Settings, E-commerce Settings, Calculated Metrics BETA), 'PERSONAL TOOLS & ASSETS' (Segments, Annotations, Attribution Models, Custom Channel Groupings BETA, Custom Alerts, Scheduled Emails, Shortcuts, Share Assets). In the bottom center, there's a section for 'Audience Definitions' with three items: 'Custom Definitions' (which is highlighted with a red box), 'Custom Dimensions', and 'Custom Metrics'. At the very bottom, there's a 'Data Import' section.

Data Configuration

Custom Metrics Scope

1. Hit - The Custom Metric will be incremented with each hit. Associated with all the hit level dimensions with which it was sent.
2. Product - The Custom Metric can increment by the cost you assign to the product.

Data Configuration

Custom Metrics

- Configuration
 - Name – the name of the custom metric as it will appear in your reports.
 - Scope - specifies to which data the custom metric will be applied.
 - Formatting Type – determines how the custom metric value will be displayed in reports.
 - Minimum / Maximum Value – the minimum and maximum values that will be processed and displayed in your reports.
 - Active – whether the custom metric value will be processed. Inactive custom metrics may still appear in reporting, but their values will not be processed.
-

Data Configuration

Custom Metrics

Edit Custom Metric

Name

Download

Scope

Hit

Formatting Type

Integer

Minimum Value optional

0

Maximum Value optional

Active



Example Codes for This Metric

Copy the following code snippet for your platform. DO NOT FORGET to replace metricValue with your own.

JavaScript (Only works for Universal Analytics properties)

```
var metricValue = '123';
ga('set', 'metric1', metricValue);
```

Android SDK

```
String metricValue = SOME_METRIC_VALUE_SUCH_AS_123_AS_STRING;
tracker.set(Fields.customMetric(1), metricValue);
```

iOS SDK

```
NSString *metricValue = SOME_METRIC_VALUE_SUCH_AS_123_AS_STRING;
[tracker set:[GAIFields customMetricForIndex:1] value:metricValue];
```

Example

ADD TO THE SITE TO TRACK AND SEE IT COLLECTS DATA.

```
[<a href="publications/files/2015\_HIBB\_TimeSeriesDiscordDetection.pdf"  
onClick="ga('send', 'event', 'PDF', 'download', 'conference',{'dimension1':'Time  
Series Discord Detection in Medical Data using a Parallel Relational Database',  
'metric1':1});">PDF</a>]
```

```
[<a href="publications/files/2014\_BigSpatial\_FacilitySearch\_ChangeAnalysis.pdf"  
onClick="ga('send', 'event', 'PDF', 'download', 'conference',{'dimension1':'A  
Computational Framework for Ontologically Storing and Analyzing Very Large  
Overhead Image Sets', 'metric1':1});">PDF</a>]
```

Example

Custom Report

Create Custom Report

General Information

Title

Report Content

Paper Download × + add report tab

Name

Type Explorer Flat Table Map Overlay

Dimensions Paper Title + add dimension

Metrics Download + add metric

Filters - optional + add filter

Views - optional

All views associated with this account
 1 view selected ▼

Save Cancel



Example

Custom Report

Paper Download

Jun 1, 2017 - Jun 14, 2017 ▾

Edit Email Export ▾ Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#)

Greater precision ▾

All Users
100.00% Download

+ Add Segment

Paper Download

advanced

Paper Title ?

Download ?

1. Bayesian Networks-Based Interval Training Guidance System for Cancer Rehabilitation	3 (50.00%)
2. An Automated Vital Sign Monitoring System for Congestive Heart Failure Patients	1 (16.67%)
3. WANDA B.: Weight and Activity with Blood Pressure Monitoring System for Heart Failure Patients	1 (16.67%)
4. WANDA: An End-to-End Remote Health Monitoring and Analytics System for Heart Failure Patients	1 (16.67%)

Show rows: 10 ▾ Go to: 1 1 - 4 of 4 ▾



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Example

You want to create a report comparing the performance of pages on your site and decide to use the following dimensions and metrics: Page Title, Avg. Session Duration and Goal Conversion. What is wrong with this?



Data Configuration

Calculated Metrics

- User-defined metrics that are computed from existing metrics.
- Fields
 - Name : Descriptive name.
 - External Name: Automatically populated based on the value entered in the Name field.
 - Formatting Type : Integer, Currency, Time, Float, Percentage
 - Formula : +, -, /, *, (), 0-9

<https://support.google.com/analytics/answer/6121409?hl=en>



Data Configuration

Calculated Metrics

VIEW

Test

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Add Calculated Metric

Name

External Name
The external name is used to uniquely identify the calculated metric when querying via API. External names may contain alphanumeric and underscore characters only. Special characters, symbols, and spaces are not allowed.
 calcMetric_

Formatting Type

Formula
Start typing and you'll see a list of predefined metrics which you can use to create a formula. Accepted operators include plus ("+"), minus ("-"), divided by ("/"), multiplied by ("*"). Using the minus operator as a negative is unsupported (i.e. A-B is supported, but -B+A is not). Formulas are limited to 1024 characters.



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Data Configuration

Calculated Metrics

Add Calculated Metric

Name**External Name**

The external name is used to uniquely identify the calculated metric when querying via API. External names may contain alphanumeric and underscore characters only. Special characters, symbols, and spaces are not allowed.

Formatting Type**Formula**

Start typing and you'll see a list of predefined metrics which you can use to create a formula. Accepted operators include plus ("+"), minus ("-"), divided by ("/"), multiplied by ("*"). Using the minus operator as a negative is unsupported (i.e. A-B is supported, but -B+A is not). Formulas are limited to 1024 characters.



Data Configuration

Data Import

- Let you combine offline data to the hit data that Google Analytics collects from your website to organize and analyze your own business-specific data you collected independently to give you more context and insight in your reports.
 - Ex. Products information including prices, styles and size.
- When you configure Data Import, you create a Data Set, which defines one or more dimensions to use as a key to join with the data.

<https://support.google.com/analytics/answer/3191589?hl=en>



Data Configuration

Data Import

- Under Property → Data Import

<https://support.google.com/analytics/answer/3191589?hl=en>

The screenshot shows the Google Analytics interface for a property named "Diane Woodbridge". The left sidebar lists various configuration options under "PROPERTY", "PRODUCT LINKING", and "Data Import". The "Data Import" section is currently selected, showing a list of available data sources.

- PROPERTY
 - Diane Woodbridge
- PRODUCT LINKING
 - AdWords Linking
 - AdSense Linking
 - Ad Exchange Linking
- Data Import
 - All Products
 - Postbacks
 - Audience Definitions
 - Custom Definitions

Data Configuration

Data Import

The screenshot shows the 'Data Import' section of the Google Analytics interface. On the left, a sidebar lists various properties and linking options. The 'PROPERTY' dropdown is set to 'Diane Woodbridge'. The 'Data Import' option is highlighted with a red box. The main panel is titled 'Data Set type' and contains three sections: 'HIT DATA IMPORT', 'EXTENDED DATA IMPORT', and 'SUMMARY DATA IMPORT'. Each section lists several data types with their descriptions. At the bottom right of the panel are 'Continue' and 'Cancel' buttons.

PROPERTY
Diane Woodbridge

PROPERTY
Diane Woodbridge

Property Settings

User Management

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Data Import

① Data Set type

Select one of the data types below. [Learn more about data types](#).

HIT DATA IMPORT

Refund data Import refund data for Ecommerce transactions.

EXTENDED DATA IMPORT

User Data Import user data such as customer segment, lifetime value, or contract renewal month.

Campaign Data Import campaign metadata such as source, medium, content, referral path, or custom campaign data.

Geography Data Group cities, regions, or countries by importing geographic data.

Content Data Import content metadata such as article, author, or category.

Product data Import product metadata such as brand, category, variant, or custom product data.

Custom data Create a custom Data Set to import data for your specific use case.

SUMMARY DATA IMPORT

Cost Data Import cost data for non-Google marketing campaigns.

② Continue Cancel

③ Data Set details

④ Data Set schema

<https://support.google.com/analytics/answer/3191589?hl=en>

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Data Configuration

Cross Domain Tracking (Site Linking)

- If you install the same default tracking code on pages with different domains, Google Analytics will count these users and sessions separately.
- Cross domain tracking provides a continuous user experience across multiple domains.

<https://support.google.com/analytics/answer/1034342?hl=en>



Data Configuration

Cross Domain Tracking (Site Linking)

- Connect sessions on two related sites or subdomains as a single session.

The image displays two side-by-side browser windows. The left window shows a website for 'Diane Woodbridge' at www.dianewoodbridge.com. It features a header with navigation links for 'ABOUT ME', 'PUBLICATIONS', 'TEACHING', and 'AWARDS'. Below this is a section titled 'About Me' with a photo of Diane Woodbridge and her name. The right window shows a faculty profile for 'Diane Woodbridge' at <https://www.usfca.edu/faculty/diane-woodbridge>. It includes a photo, her title as 'ASSISTANT PROFESSOR Full-Time Faculty', contact information (email dwoodbridge@usfca.edu, phone (415) 422-4812, address 101 Howard, 522), and a 'Biography' section detailing her research interests and previous work at Sandia National Laboratories.

<https://support.google.com/analytics/answer/1034342?hl=en>

Data Configuration

Cross Domain Tracking (Site Linking)

- Connect sessions on two related sites or subdomains as a single session.
- The customer ID value is transferred from one domain to the other.
- The Analytics tracking code links the source domain to place the customer ID in the URL parameters of a link, where the destination domain can access it.

<https://support.google.com/analytics/answer/1034342?hl=en>



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Data Configuration

Cross Domain Tracking (Site Linking)

- Connect sessions on two related sites or subdomains as a single session.
 1. Use the same tracking code snippet and tracking ID from that property for all of your domains.
 2. Change `ga('create',...)` on example-1.com to
`ga('create', 'UA-XXXXXXX-Y', 'auto', {'allowLinker': true});`
`ga('require', 'linker');`
`ga('linker:autoLink', ['example-2.com']);`
 3. Change `ga('create',...)` on example-2.com to
`ga('create', 'UA-XXXXXXX-Y', 'auto', {'allowLinker': true});`
`ga('require', 'linker');`
`ga('linker:autoLink', ['example-1.com']);`

<https://support.google.com/analytics/answer/1034342?hl=en>



Data Collection – Customization

Cross Device Tracking

- Scenario - A user searches on a mobile device and purchases on a tablet.
- Google Analytics cannot recognize returning users over multiple sessions from different browsers and devices.



<https://support.google.com/analytics/answer/3234673?hl=en>



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Data Collection – Customization

Cross Device Tracking

- Organize data across multiple devices into a cohesive analysis.
 - Help connect data about devices and activities from different sessions.
 - Work in an environment where you have an authenticated user experience including user login.
- ➔ You can get a better understanding of your users and what they do at each step of the conversion process.

<https://support.google.com/analytics/answer/3234673?hl=en>



Data Collection – Cu

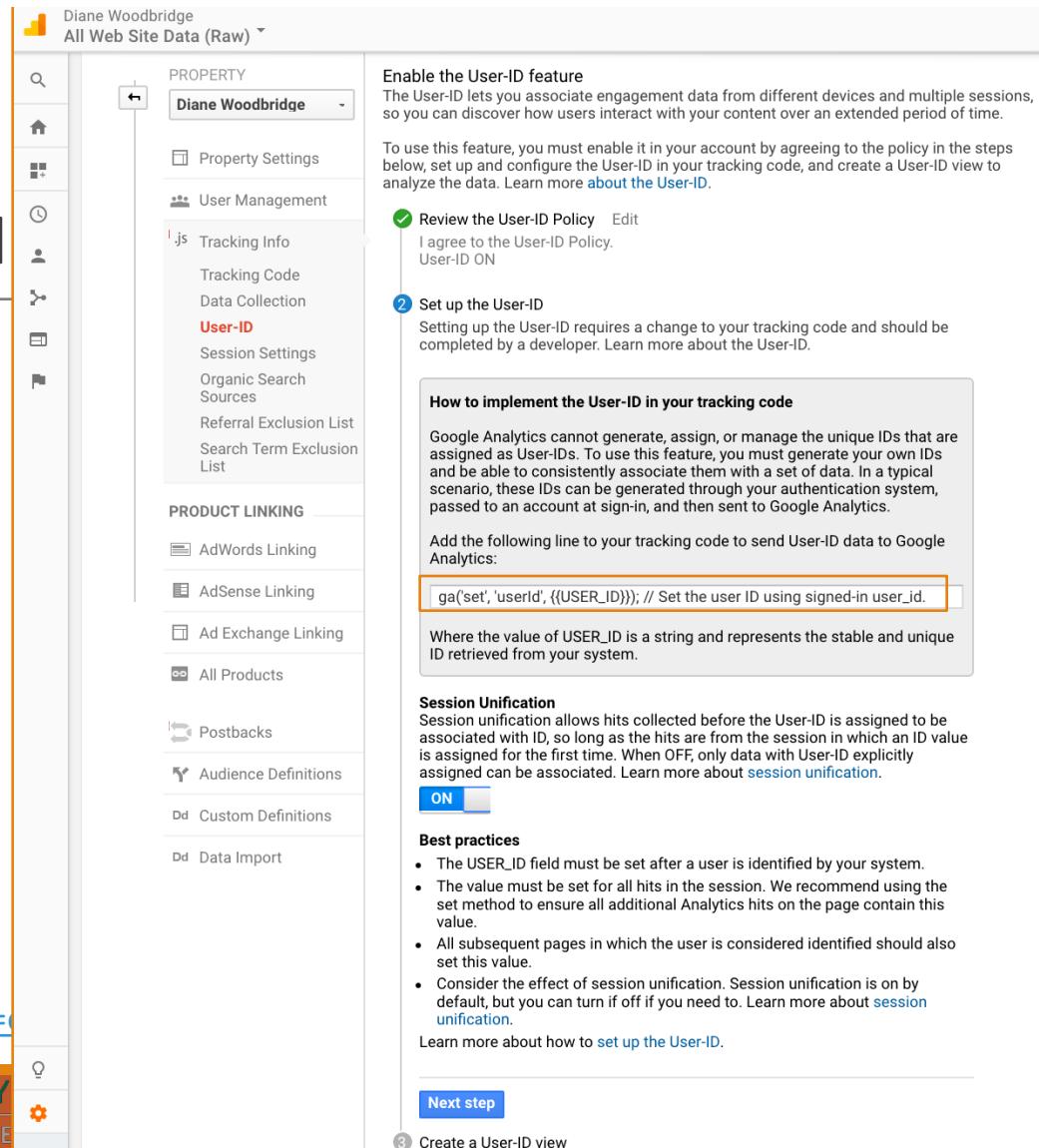
Cross Device Tracking

1. Set up User ID

- Need to populate an anonymous and unique User ID for each logged-in user and add it in every hit.

2. Create a User ID view

<https://support.google.com/analytics/answer/3234673?hl=en>



The screenshot shows the Google Analytics interface for setting up User-ID. The left sidebar shows 'PROPERTY Diane Woodbridge' and various sections like 'Tracking Info', 'User-ID' (which is selected), and 'Data Collection'. The main content area is titled 'Enable the User-ID feature' and explains the purpose of User-ID for tracking across devices. It includes a step-by-step guide:

- Review the User-ID Policy**: A checkbox is checked, and a note says 'I agree to the User-ID Policy. User-ID ON'.
- Set up the User-ID**: A note says 'Setting up the User-ID requires a change to your tracking code and should be completed by a developer. Learn more about the User-ID.'

Below this is a section titled 'How to implement the User-ID in your tracking code' with a code snippet:

```
ga('set', 'userId', {{USER_ID}}); // Set the user ID using signed-in user_id.
```

Notes say 'Where the value of USER_ID is a string and represents the stable and unique ID retrieved from your system.'

There's also a 'Session Unification' section with a toggle switch set to 'ON' and a note about session unification.

Best practices list:

- The USER_ID field must be set after a user is identified by your system.
- The value must be set for all hits in the session. We recommend using the set method to ensure all additional Analytics hits on the page contain this value.
- All subsequent pages in which the user is considered identified should also set this value.
- Consider the effect of session unification. Session unification is on by default, but you can turn it off if you need to. Learn more about [session unification](#).

At the bottom, there's a 'Next step' button and a note 'Create a User-ID view'.

Data Collection – Customization

Cross Device Tracking

1. Set up User ID
2. Create a User ID view
 - o Only a User-ID enabled view will display it.

The screenshot shows the Google Analytics Admin interface for a property named "Diane Woodbridge All Web Site Data (Raw)". The left sidebar lists various settings like Property Settings, User Management, and User-ID. The main content area is titled "Enable the User-ID feature" and contains three steps:

1. Review the User-ID Policy: A checked checkbox with the text "I agree to the User-ID Policy. User-ID ON".
2. Set up the User-ID: A checked checkbox with the text "See how to implement the User-ID. Session Unification ON".
3. Create a User-ID view: A link to "Create a User-ID view" which is described as creating a filtered view for sessions with detected User-IDs.

A "Create" button is at the bottom right of the main content area.

<https://support.google.com/analytics/answer/3234673?hl=en>



Data Configuration

Cross Device Tracking

New Reporting View

Creating a new reporting view will provide you with unfiltered access to all data collected by the Tracking ID.

If you would like this reporting view to be constrained to a very specific subset of tracked data, you will need to create one or more view filters to this data.

What data should this view track?

Website

Mobile app

Setting up your view

Reporting View Name

User ID View

Reporting Time Zone

United States

(GMT-07:00) Pacific Time

User-ID view

Show User-ID Reports

Get data from sessions in which you send User-IDs and related data to Google Analytics. This view includes a set of Core reports. You must enable and implement the User-ID to see data in this view. You cannot change this setting after the view is created. Learn more [about the User-ID](#)

ON

This property has 6 views. The maximum is 25.

Create View

Cancel



AUDIENCE

Overview

Active Users

Lifetime Value **BETA**

Cohort Analysis **BETA**

User Explorer

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

▼ Cross Device

Device Overlap

Device Paths

Acquisition Device

▶ Custom

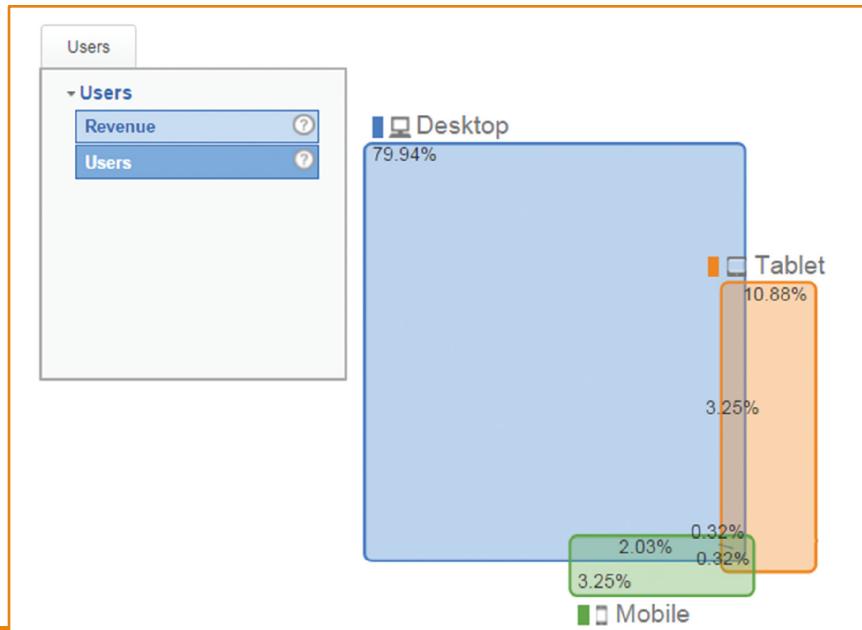
▶ Benchmarking

Users Flow

Data Configuration

Cross Device Tracking

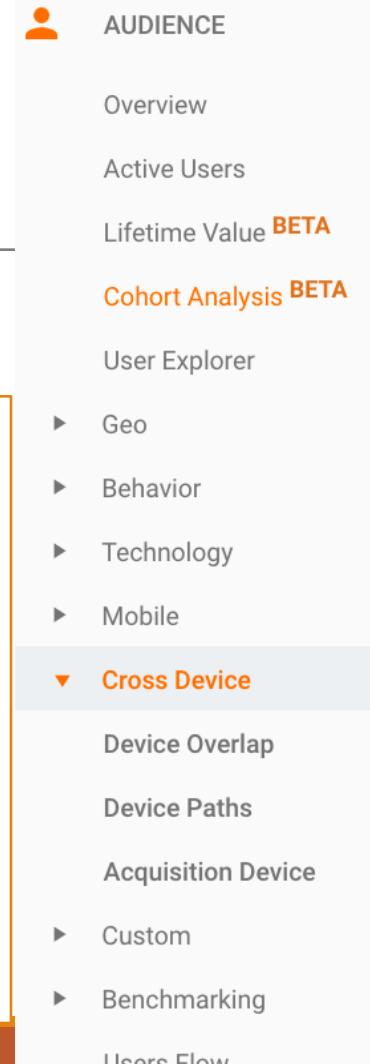
- Cross Device Report
- Device Overlap
 - Show how many different types of devices users engage your content with.
 - Can compare the engagement and conversion rates of each group.



<https://support.google.com/analytics/answer/3123674?hl=en>

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Data Configuration

Cross Device Tracking

- Cross Device Report
- Device Path
 - Show the sequence of device categories used to engage the content.

Steps in path	Users	Sessions	Avg. Duration of
1. Desktop	1,976 % of Total: 100.00% (1,976)	2,734 % of Total: 100.00% (2,734)	Avg for Vir...
2. Mobile	1,638(82.89%)	2,212(80.91%)	
3. Tablet	265(13.41%)	346(12.66%)	
4. Desktop → Mobile	45 (2.28%)	54 (1.98%)	
5. Mobile → Desktop	9 (0.46%)	29 (1.06%)	
6. Desktop → Mobile → Desktop	9 (0.46%)	26 (0.95%)	
7. Desktop → Mobile → Desktop	2 (0.10%)	20 (0.73%)	
8. Mobile → Desktop → Mobile	2 (0.10%)	7 (0.26%)	
9. Tablet → Desktop → Desktop	2 (0.10%)	8 (0.29%)	
10. Desktop → Mobile → Desktop	1 (0.05%)	6 (0.22%)	
11. Desktop → Tablet → Desktop	1 (0.05%)	2 (0.07%)	



AUDIENCE

Overview

Active Users

Lifetime Value **BETA**

Cohort Analysis **BETA**

User Explorer

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

▼ Cross Device

Device Overlap

Device Paths

Acquisition Device

▶ Custom

▶ Benchmarking

Users Flow



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Data Configuration

Custom Channel Grouping

- Default Channels

Channel	Description
Direct	Source is direct AND Medium is (not set) Medium is (none)
Organic Search	Medium is organic Social Source Referral is Yes
Social	Medium matches regex ^(social social-network social-media sm social network social media)\$
Email	Medium is email
Affiliates	Medium is affiliate
Referral	Medium is referral
Paid Search	Medium matches regex ^(cpc ppc paidsearch)\$ AND Ad Distribution Network does not exactly match Content
Other Advertising	Medium matches regex ^(cpv cpa cpp content-text)\$
Display	Medium matches regex ^(display cpm banner)\$ Ad Distribution Network is Content

Data Configuration

Custom Channel Grouping

- Rule-based groupings of your traffic sources.
- When you **create** a Custom Channel Grouping at the user level or create a new Channel Grouping in a view,
 - Can immediately select it in reports.
 - Can apply it retroactively and see historical data classified by your new channel definitions.
 - Change how reports display your data, without changing the data itself.
- When you **edit** the Default Channel Grouping for a view,
 - Permanently change the raw data for new sessions by altering how Analytics labels incoming traffic.
 - Can't apply your new channel definitions retroactively.

Data Configuration

Custom Channel Grouping

- Create new channels that are only visible to you.
- PERSONAL TOOLS & ASSETS => Custom Channel Grouping
- Can create a maximum of 100 Custom Channel Groupings per user.

<https://support.google.com/analytics/answer/2853423>

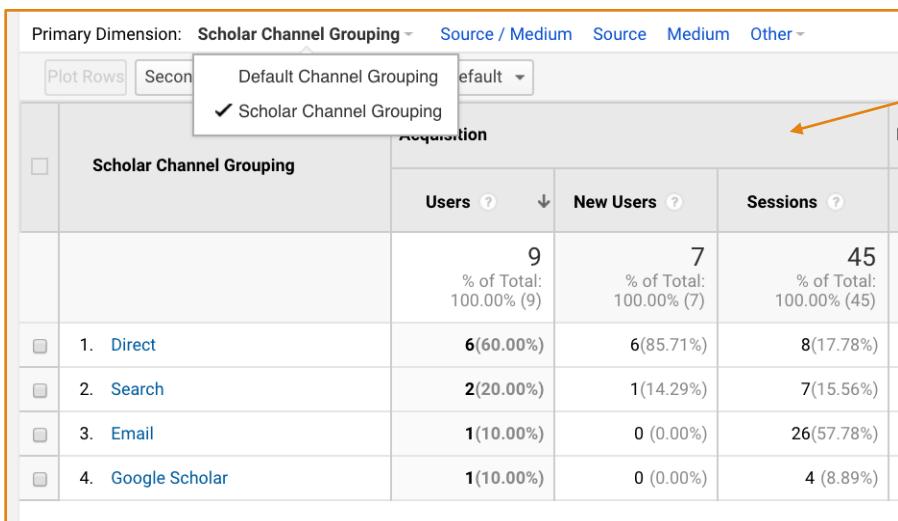


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The screenshot shows the Google Analytics interface with a sidebar on the right. The sidebar has a header 'VIEW' with a dropdown set to 'Test'. Below are several menu items: 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings' (which is the current section), 'Channel Grouping' (which is highlighted with a red box), and 'Manage Brand Terms'. Under 'PERSONAL TOOLS & ASSETS', there are 'Segments', 'Annotations', 'Attribution Models', 'Custom Channel Groupings' (which is also highlighted with a red box and labeled 'BETA'), 'Custom Alerts', 'Scheduled Emails', 'Shortcuts', and 'Share Assets'.

Data Configuration

Custom Channel Grouping



The screenshot shows the "Channel Grouping Settings" dialog box. The "Name" field is set to "Scholar Channel Grouping". Under "CHANNEL DEFINITIONS", there are four rules listed:

1. Email
2. Search
3. Direct
4. Google Scholar

Under "Define rules", a search bar contains "scholar.google.com". The "Display Color" section shows a preview for "Google Scholar" with an orange square. At the bottom, there are "Done" and "Cancel" buttons.

<https://support.google.com/analytics/answer/2853423>



Data Configuration

Custom Channel Grouping

- New Channel Grouping for a view
- Create new channels that are visible to users with access to the view.
- Channel Settings → Channel Grouping → New Channel Grouping
- Can create a maximum of 50 new Channel Groupings per view.

<https://support.google.com/analytics/answer/2853423>



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The screenshot shows the Google Analytics interface with a sidebar on the right. The sidebar has a header 'VIEW' with a dropdown set to 'Test'. Below are several menu items: 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings' (which is expanded to show 'Channel Grouping' and 'Manage Brand Terms'), 'Ecommerce Settings', and 'Calculated Metrics BETA'. A section titled 'PERSONAL TOOLS & ASSETS' includes 'Segments', 'Annotations', 'Attribution Models', 'Custom Channel Groupings BETA' (which is highlighted with a red box), 'Custom Alerts', 'Scheduled Emails', 'Shortcuts', and 'Share Assets'.

Data Configuration

Custom Channel Grouping

- New Channel Grouping for a view
- Channel Settings → Channel Grouping → New Channel Grouping

The screenshot shows the Google Analytics interface for 'Test' view. On the left, a sidebar menu includes 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', and 'Channel Grouping' (which is highlighted in red). Below these are 'Manage Brand Terms' and a footer with the slogan 'CHANGE THE WORLD FROM HERE'. The main content area displays a table titled '+ NEW CHANNEL GROUPING' with one row:

Name	Aggregated	Last Modified	Description	Actions
Default Channel Grouping	Yes		Direct, Organic Search, Social, Email, Affiliates, Referral, Paid Search, Other Advertising, Display	Actions

A search bar is located at the top right of the main content area.

Data Configuration

Custom Channel Grouping

- Edit the Default Channel Grouping
 - Update default channels that are visible to users with access to the view.
 - Edit the Default Channel Grouping to define new channels, remove existing channels, and change channel definitions.
 - Channel Settings → Channel Grouping → Default Channel Grouping

<https://support.google.com/analytics/answer/2853423>



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The screenshot shows the Google Analytics interface with a sidebar on the right. The sidebar has a 'VIEW' dropdown set to 'Test'. Below it are several menu items: View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings (with 'Channel Grouping' highlighted by an orange box), Manage Brand Terms, Ecommerce Settings, Calculated Metrics BETA, Personal Tools & Assets (with Segments, Annotations, Attribution Models, and 'Custom Channel Groupings BETA' highlighted by an orange box), Custom Alerts, Scheduled Emails, Shortcuts, and Share Assets.

Data Configuration

Custom Channel Grouping

- Edit the Default Channel Grouping
- Channel Settings → Channel Grouping → Default Channel Grouping

The screenshot shows the Google Analytics interface with a sidebar on the left and a main content area on the right.

Sidebar (VIEW):

- VIEW dropdown set to "Test".
- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Channel Grouping** (highlighted in red)
- Manage Brand Terms

Main Content Area:

+ NEW CHANNEL GROUPING

Name	Aggregated	Last Modified	Description	Actions
Default Channel Grouping	Yes		Direct, Organic Search, Social, Email, Affiliates, Referral, Paid Search, Other Advertising, Display	Actions

Search bar: Search

Footer: CHANGE THE WORLD FROM HERE

Data Configuration

Custom Channel Grouping

- Edit the Default Channel Grouping
- Channel Settings → Channel Grouping → Default Channel Grouping

<https://support.google.com/analytics/answer/2853423>

Channel Grouping Settings

Name: Default Channel Grouping

CHANNEL DEFINITIONS

+ Define a new channel

1. Direct	System defined
2. Organic Search	System defined
3. Social	System defined
4. Email	System defined
5. Affiliate	System defined
6. Referral	

Define rules

System Defined Channel matches Referral

- OR AND

Display Color:
a a a a a a a a a a a a a a
a a a a a a a a a a a a a a

Preview: Referral

Done Cancel

7. Paid Search	System defined
8. Other Advertising	System defined
9. Display	System defined

Data Configuration

Content Grouping

- Group content into a logical structure to view and compare aggregated metrics by group name.
- Ex. Men/Women/Kid
- Not retroactive.

Men's	Women's	Kid's
Men's-T-Shirts	Women's-T-Shirts	Kid's-Infant
Men's-Outerwear	Women's-Outerwear	Kid's-Toddler
Men's-Performance Wear	Women's-Performance Wear	Kid's-Youth

<https://support.google.com/analytics/answer/2853423?hl=en>

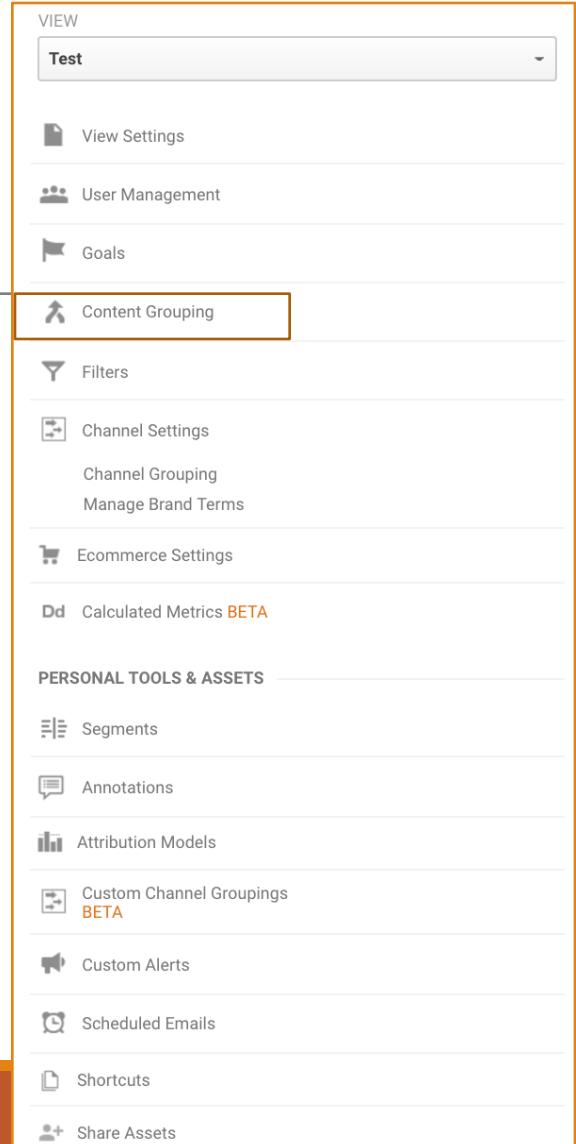


Data Configuration

Content Grouping

- You can create up to five Content Groupings. Within each of those, there is no limit to the number of Content Groups you can define.

<https://support.google.com/analytics/answer/2853423?hl=en>



The screenshot shows the Google Analytics interface with a sidebar on the right. The sidebar has a header 'VIEW' with a dropdown set to 'Test'. Below this are several sections: 'User Management', 'Goals', 'Content Grouping' (which is highlighted with an orange border), 'Filters', 'Channel Settings' (with sub-options 'Channel Grouping' and 'Manage Brand Terms'), 'Ecommerce Settings', 'Calculated Metrics BETA', 'PERSONAL TOOLS & ASSETS' (with sub-options 'Segments', 'Annotations', 'Attribution Models', 'Custom Channel Groupings BETA', 'Custom Alerts', 'Scheduled Emails', 'Shortcuts', and 'Share Assets').



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Data Configuration

Content Grouping

1. **Group by Tracking Code** (modify the tracking code on each page):
Add a tracking code that identifies the content index number and the Content Group to which that content belongs.
2. **Group Using Extraction** (extract content based on URL or page title)
Use a regular expression to identify a full or partial URL, page title, or screen name.
3. **Group Using Rule Definitions:**
Use the rules editor to create simple rules to identify content.

You can use multiple of these methods.

Content Grouping Settings

Name

Configure the grouping

Content Grouping lets you create logical collections of site or app content, and use those as prints. Use one or more of the methods below to group your content. [Learn More](#)

GROUP BY TRACKING CODE

+ Enable Tracking Code

GROUP USING EXTRACTION

+ Add extraction

GROUP USING RULE DEFINITIONS

+ Create a rule set

Drag rules to specify the order in which they should apply.

Save

Cancel



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Data Configuration

Content Grouping

- Groupings will be available within 24 hours in the content reports.
- You can use Content Group as a dimension in Custom Reports.

The screenshot shows the Google Analytics Behavior report interface. On the left, a sidebar menu is open under the 'BEHAVIOR' section, showing 'Overview', 'Behavior Flow', and 'Site Content'. Under 'Site Content', 'All Pages' is selected. At the top of the main content area, there are dropdown menus for 'Primary Dimension' (set to 'Page'), 'Page Title', 'Content Grouping' (set to 'none'), and 'Other'. Below these, there are buttons for 'Content Drilldown', 'Secondary dimension', and 'Sort Type' (set to 'MSAN_Contents (Content Group)'). Further down, another set of dropdowns shows 'Primary Dimension: Page', 'Page Title', 'Content Grouping: MSAN_Contents (Content Group)', and 'Other'. Below these are buttons for 'Plot Rows', 'Secondary dimension', and 'Sort Type' (set to 'Default'). The main table displays data for 'MSAN_Contents (Content Group)'. The first row shows a total of 9 pageviews, 2 unique views, an average time on page of 00:03:43, and 3 entrances. The second row shows two categories: '1. (not set)' with 5 pageviews (55.56% of the total), 0 unique views, an average time on page of 00:07:16, and 2 entrances (66.67% of the total); and '2. MSAN Pages' with 4 pageviews (44.44% of the total), 2 unique views (100.00%), an average time on page of 00:00:10, and 1 entrance (33.33%).

MSAN_Contents (Content Group)	Pageviews	Unique Views	Avg. Time on Page	Entrances
(not set)	5(55.56%)	0 (0.00%)	00:07:16	2(66.67%)
MSAN Pages	4(44.44%)	2(100.00%)	00:00:10	1(33.33%)

Data Configuration

Site Search

- Enable Site search Tracking and assign query parameter.

<https://support.google.com/analytics/answer/1012264?hl=en>

The screenshot shows the 'View Settings' page in Google Analytics. The view is named '1 Master View'. Key settings include:

- Website's URL:** https://shop.googlemerchandisestore
- Time zone country or territory:** United States (GMT-07:00) Pacific Time
- Default page:** optional home
- Exclude URL Query Parameters:** vid, cid, page_no, mt, key, executedAction
- Currency displayed as:** US Dollar (USD \$)
- Bot Filtering:** Exclude all hits from known bots and spiders
- Linked AdWords Accounts:** AWFE Eng - Testing Account - Google Store (165-745-4712), analytics_googlestore_NA (471-738-4083)
- Site Search Settings:** Site search Tracking is turned ON.
- Query parameter:** keywords
- Site search categories:** OFF

Data Configuration

Site Search

- Enable Site search Tracking and assign query parameter.
- Query parameter - word or words that designate internal query parameters.

Google Merchandise Store
1 Master View

VIEW
1 Master View

View Settings

Basic Settings

View ID
92320289

View Name
1 Master View

Website's URL
<https://shop.googlemerchandise.com>

Time zone country or territory
United States (GMT-07:00) Pacific Time

Default page optional
home

Exclude URL Query Parameters optional
vid, cid, page_no, mt, key, executedAction,

Currency displayed as
US Dollar (USD \$)

Bot Filtering
 Exclude all hits from known bots and spiders

Linked AdWords Accounts

AdWords accounts linked to this view
AWFE Eng - Testing Account - Google Store (165-745-4712)
analytics_googlestore_NA (471-738-4083)

Site Search Settings

Site search Tracking optional

Secure <https://shop.googlemerchandise.com/asearch.html?vid=20160512512&key=android&keyword=android>

android

Site search categories optional
 OFF

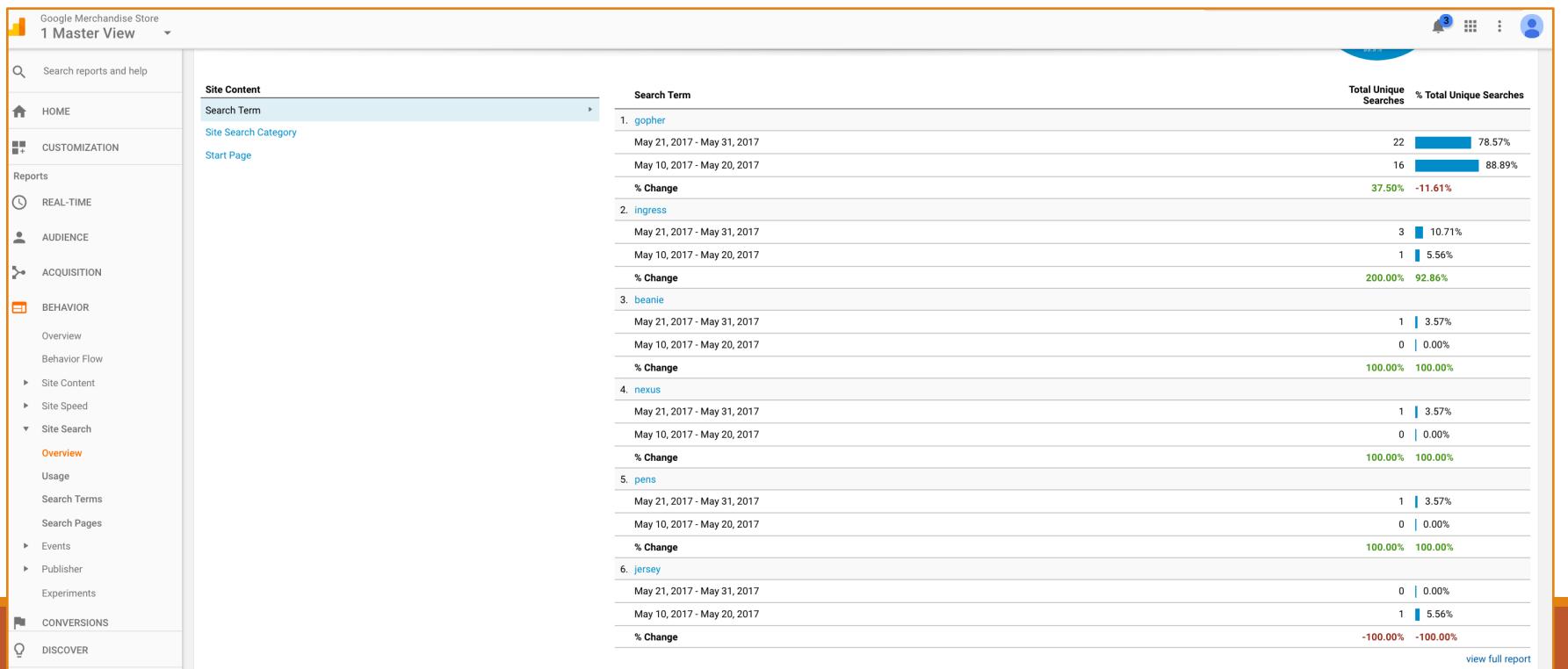
Done

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<https://support.google.com/analytics/answer/1012264?hl=en>

Data Configuration

Site Search



Data Processing

Transforms the raw data from Collection using the Configuration settings.

Steps.

1. Categorize user data.
2. Categorize session data.
3. Join additional data.
4. Apply configuration rules.
5. Store data in a database.

Once data is collected and processed, it can't be changed.



Data Processing

User Categorization

New vs. Returning

- A cookie is generated and stored in the browser's file, when a user arrives on a page with GA tracking code for the first time.
- For an existing ID, Google Analytics sends a “returning user” value with the hit.
- Limitation : Clearing cookies, different device or browser.
- To track users across devices, turn on the **User ID** feature.



Data Processing

Session Categorization

Session : Time period that a user engages with the site.

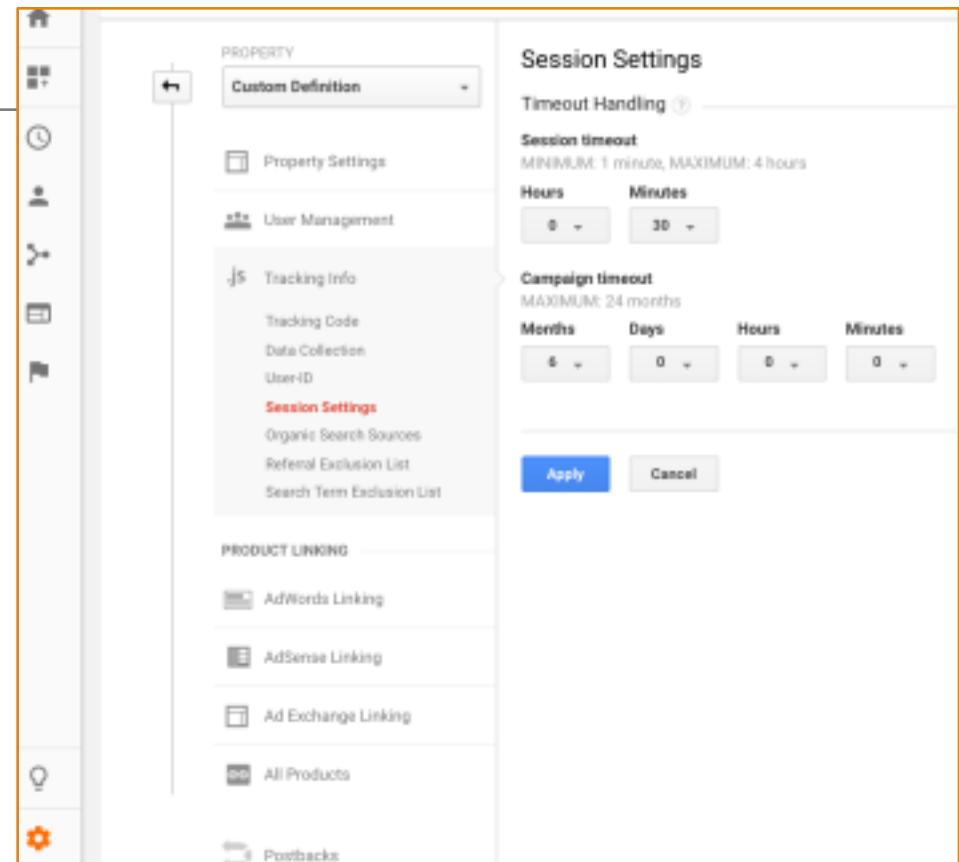
- Default : 30 minutes.
- Google Analytics organize data by session, and it calculates metrics including pages/session, average session duration, etc.



Data Processing

Session Categorization

- Change default session length (1 minute through 4 hours).
 - Ex. The average length of videos on your site is 40 minutes.



Data Processing

Join additional data

- Measurement Protocol – Send data in URL from any web-connected device like point-of-sale systems or web-connected kiosks to Google Analytics.
- Google marketing Tools - AdWords, AdSense, or the Google Search Console.

<https://developers.google.com/analytics/devguides/collection/protocol/v1/>

PROPERTY

Google Merchandise Store

Property Settings

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Audience Definitions

Custom Definitions

Data Import



Data Processing

After data is configured, Google Analytics

- Store data dimension and calculates its metrics.
- Store each dimension in its own aggregate database.
- Stored data is used for reports.



References

Google Analytics Academy :

<https://analytics.google.com/analytics/academy/>



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Appendix



Report

Share Dashboard

- Share Object
 - Share Dashboards with the current view.
 - Anyone with access to this view can see the Dashboard's data and add to or edit any widgets contained in the Dashboard.
 - Share Dashboard templates
 - Share only the settings for the Dashboard--you do not share any data.
 - Share Dashboards in the Solutions Gallery
 - Share and custom reporting tools and assets.
 - Your personal information and Analytics data stay private in your account.

<https://support.google.com/analytics/answer/1069386?hl=en>



Report

Date Range Comparison

March 2017							April 2017							May 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
5	6	7	8	9	10	11	2	3	4	5	6	7	8	1	2	3	4	5	6	
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31	30	23	24	25	26	27	28	29	28	29	30	31			

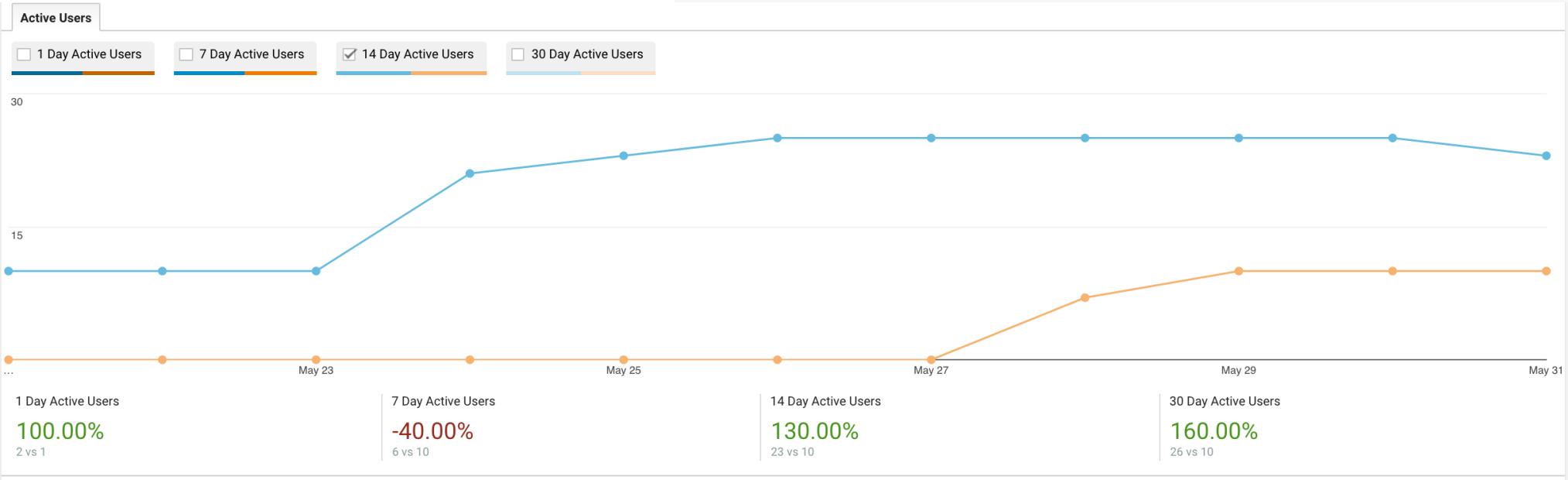
Date Range: Custom

May 21, 2017 - May 31, 2017

Compare to: Custom

May 10, 2017 - May 20, 2017

Apply cancel



CHANGE THE WORLD FROM HERE