**Google Analytics Data Extraction**

**Overview**

This documentation seeks to provide a stepwise usage and maintenance of the scripted python program for extracting data from Hood Group’s Google Analytics platform.

**Procedure**

1. Register a Gmail account
2. Add the registered account to Google Analytics admin
3. Download API keys from Google Development Platform
4. Create a .bat file and store keys in dictionary

**Files and their implication:**

1. google\_analytics.py – The file contains the script that pull out the data.
2. add\_dates.csv – This file contains date ranges for pulling data in batches preferably every two weeks to avoid getting sample data (Sampled data is a randomly selected data within a specified period usually arises when data within that period is enormous). Date format should be preserved.