**Create a Google Analytics Data Report with**

AI and sent it to E-Mail and Telegram

What does this do?

* **Weekly Kickoff:** Every Monday at 7 a.m., this workflow automatically starts up to gather fresh data.
* **Get Current Metrics:** It pulls in Google Analytics data from the last 7 days—metrics like page views, sessions, users, session duration, and even e-commerce purchases.
* **Compare with Last Year:** It also fetches the same set of metrics for the same period from the previous year by calculating the appropriate dates.
* **Crunch the Numbers:** The workflow assigns and summarizes both sets of data, calculating totals and averages so you can easily see how things have changed.
* **AI-Enhanced Reporting:** Using an AI tool, it transforms the raw numbers into a sleek, modern HTML email. This report includes a brief summary and a well-organized table showing your current stats versus last year's.
* **Keep Everyone in the Loop:** The final report is sent out as an email, and an optional version is also sent as a Telegram message for quick access.