

# Installing Packages and Dashboards

Section 2

## In this Section, we are going to take a look at...

- GoogleAnalyticsR package
- ggplot2 package
- Additional resources
- Business dashboards
- flexdashboard package

# GoogleAnalyticsR Package

In this Video, we are going to take a look at...

- Installing googleAnalyticsR in RStudio
- Importing data into RStudio using googleAnalyticsR

# googleAnalyticsR package

## googleAnalyticsR Package

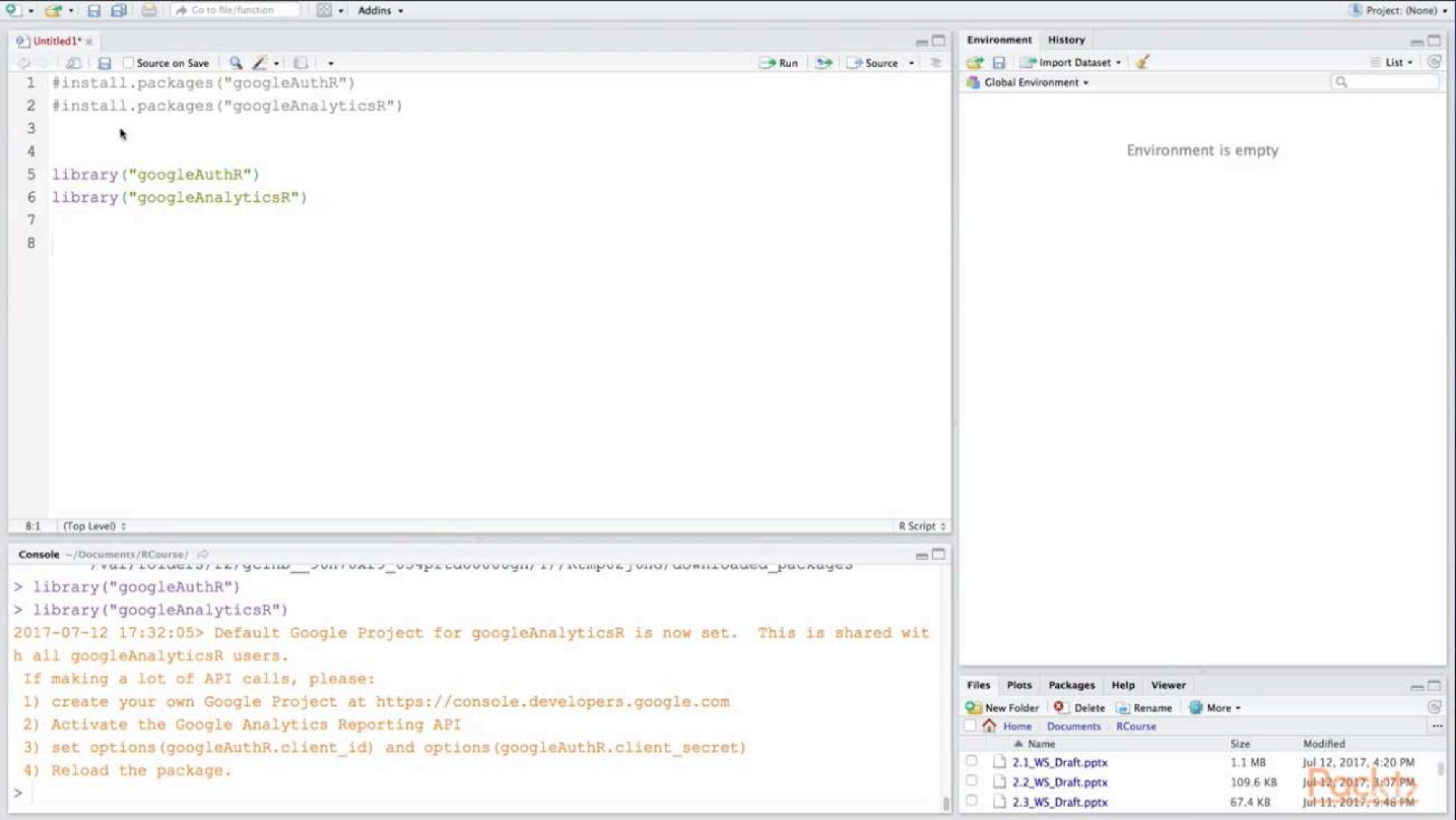
- Open source package for integrating Google Analytics API to R
- Written by Mark Edmonson



Google Analytics

# Demo







```
Untitled1* x
Source on Save
Run Source
1 #install.packages("googleAuthR")
2 #install.packages("googleAnalyticsR")
3
4
5 library("googleAuthR")
6 library("googleAnalyticsR")
7
8 ga_auth(new_user=T)
9
```

9:1 (Top Level) R Script

Environment History

Import Dataset

Global Environment

Environment is empty

Console ~/Documents/RCourse/

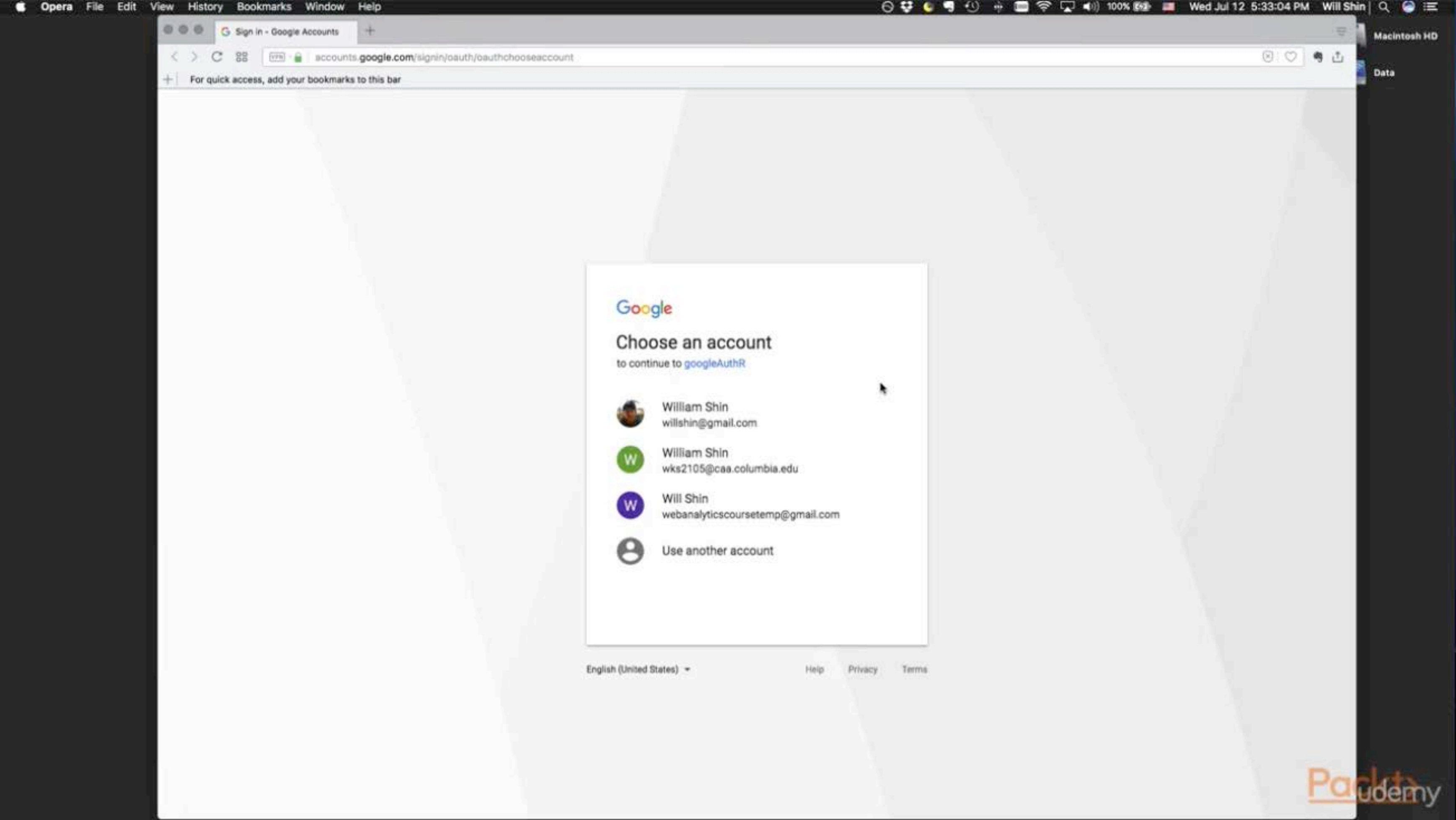
```
> library("googleAuthR")
> library("googleAnalyticsR")
2017-07-12 17:32:05> Default Google Project for googleAnalyticsR is now set. This is shared with all googleAnalyticsR users.
If making a lot of API calls, please:
1) create your own Google Project at https://console.developers.google.com
2) Activate the Google Analytics Reporting API
3) set options(googleAuthR.client_id) and options(googleAuthR.client_secret)
4) Reload the package.
>
```

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<input type="checkbox"/>	2.3_WS_Draft.pptx	67.4 KB	Jul 11, 2017, 9:48 PM



## Choose an account

to continue to [googleAuthR](#)



William Shin  
willshin@gmail.com



William Shin  
wks2105@caa.columbia.edu



Will Shin  
webanalyticscoursetemp@gmail.com



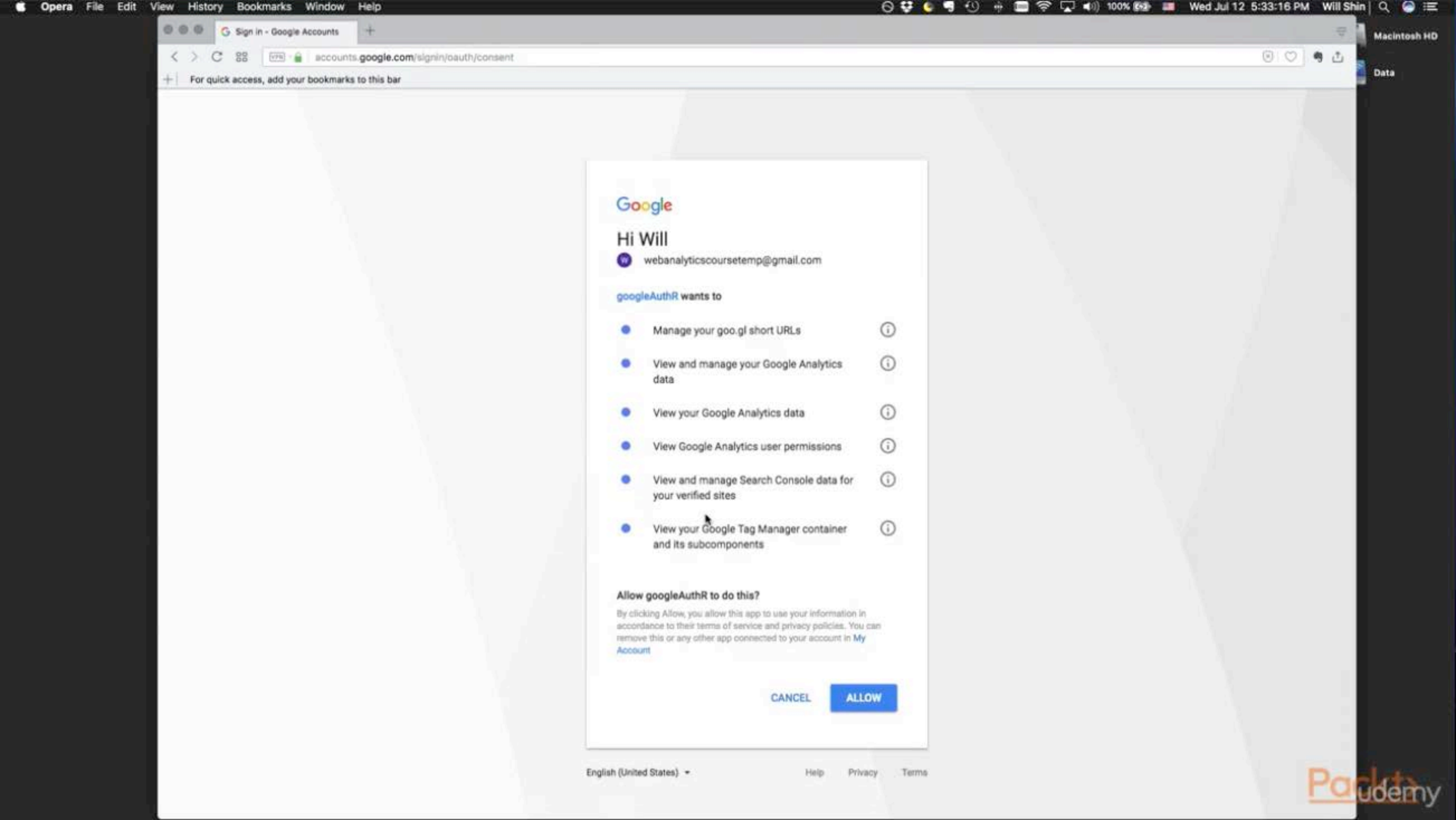
Use another account

English (United States) ▾

[Help](#)

[Privacy](#)

[Terms](#)



Hi Will

webanalyticscoursetemp@gmail.com

googleAuthR wants to

- Manage your goo.gl short URLs
- View and manage your Google Analytics data
- View your Google Analytics data
- View Google Analytics user permissions
- View and manage Search Console data for your verified sites
- View your Google Tag Manager container and its subcomponents

Allow googleAuthR to do this?

By clicking Allow, you allow this app to use your information in accordance to their terms of service and privacy policies. You can remove this or any other app connected to your account in [My Account](#)

CANCEL

ALLOW

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Untitled1*
Source on Save
Run Source

1 #install.packages("googleAuthR")
2 #install.packages("googleAnalyticsR")
3
4
5 library("googleAuthR")
6 library("googleAnalyticsR")
7
8 ga_auth(new_user=T)
9
10 ## get your accounts
11 account_list <- ga_account_list()
12
```

11:1 (Top Level) R Script

Console - /Documents/RCourse/

TOKEN cache file: /RCourse/

2017-07-12 17:33:31> Authenticated

> account\_list <- ga\_account\_list()

> account\_list

accountId	accountName	internalWebPropertyId	level	websiteUrl	webPropertyId	webPropertyName	type	viewId	viewName
1 102356523	Will's Web Analytics Account	149884717	STANDARD						
1 http://www.willshin.net	UA-102356523-1	Will's Web Analytics Page	WEB	154893193					All Web Site Data

>

Environment History

Import Dataset

Global Environment

Data

account\_list 1 obs. of 10 variables

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4
5 library("googleAuthR")
6 library("googleAnalyticsR")
7
8 ga_auth(new_user=T)
9
10 ## get your accounts
11 account_list <- ga_account_list()
12 account_list$viewId
13
14 ga_id = 154893193
  
```

13:1 (Top Level) R Script

```

> account_list
  accountId      accountName internalWebPropertyId level
1 102356523 Will's Web Analytics Account      149884717 STANDARD
      websiteUrl webPropertyId webPropertyName type viewId
1 http://www.willshin.net UA-102356523-1 Will's Web Analytics Page WEB 154893193
      viewName
1 All Web Site Data
> account_list$viewId
[1] "154893193"
> ga_id = 154893193
>
  
```

Environment History

Import Dataset

Global Environment

Data

account\_list 1 obs. of 10 variables

Values

ga_id	154893193

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1 #install.packages("googleAnalyticsR")  
2  
3  
4  
5 library("googleAuthR")  
6 library("googleAnalyticsR")  
7  
8 ga_auth(new_user=T)  
9  
10 ## get your accounts  
11 account_list <- ga_account_list()  
12 account_list$viewId  
13  
14 ga_id = 154893193  
15  
16 #  
17 temp_ga_data = google_analytics_4(ga_id, date_range = c("2017-02-22", "2017-05-22"),  
18   metrics=c("sessions"), dimensions=c("date"))  
19  
20  
17:13 (Top Level) R Script
```

```
Console - /Documents/RCourse/  
>  
>  
> temp_ga_data  
      date sessions  
1 2017-02-22      191  
2 2017-02-23      200  
3 2017-02-24      165  
4 2017-02-25      134  
5 2017-02-26      167  
6 2017-02-27      150  
7 2017-02-28      122
```

Environment History

Import Dataset

Global Environment

Data

- account\_list 1 obs. of 10 variables
- temp\_ga\_data 90 obs. of 2 variables

Values

ga_id	154893193
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