

Useful Links for googleAnalyticsR and ggplot2

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

- Useful links for googleAnalyticsR package
- Useful links for ggplot2 package

Useful Links

Useful Links

- Great Source for ggplot2
 - <http://tutorials.iq.harvard.edu/R/Rgraphics/Rgraphics.html>
- Sources for googleAnalyticsR package
 - <https://michalbrys.gitbooks.io/r-google-analytics/content/>
- Google Analytics Metrics
 - <https://developers.google.com/analytics/devguides/reporting/core/dimsmets>

Table of Contents

Introduction

Materials and setup

Laptop users: You should have R installed -if not:

Everyone: Download workshop materials:

Workshop Overview

Starting At The End

Why `ggplot2` ?

What Is The Grammar Of Graphics?

Example Data: housing prices

`ggplot2` VS Base Graphics

`ggplot2` VS Base for simple graphs

`ggplot2` Base graphics VS `ggplot` for more complex graphs;

Geometric Objects And Aesthetics

Statistical Transformations

Scales

Faceting

Themes

The #1 FAQ

Putting It All Together

Wrap-up

Workshop Overview

Class Structure and Organization:

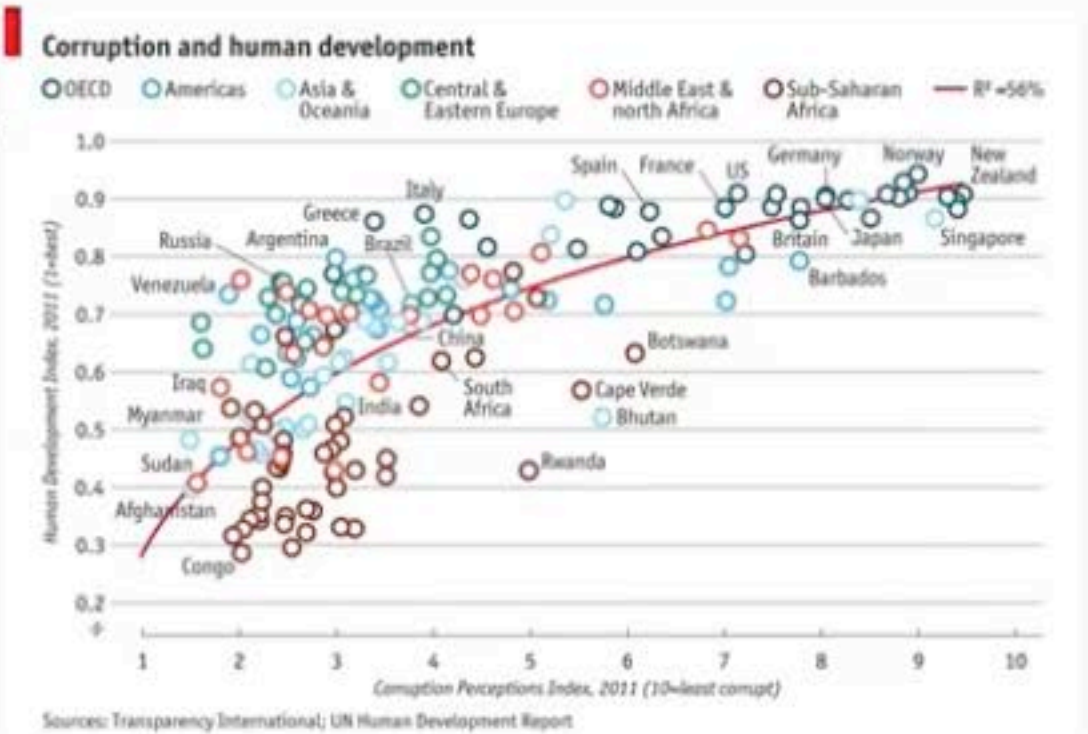
- Ask questions at any time. Really!
- Collaboration is encouraged
- This is your class! Special requests are encouraged

This is an intermediate R course:

- Assumes working knowledge of R
- Relatively fast-paced
- Focus is on `ggplot2` graphics--other packages will not be covered

Starting At The End

My goal: by the end of the workshop you will be able to reproduce this graphic from the Economist:



Why `ggplot2` ?

Advantages of `ggplot2`

- About R
- Author
- Prepare environment
 - Data sources
 - Creating Google Analytics account
 - Getting credentials for Google An...
 - Installing Google Analytics on we...
 - Installing R Studio
 - Summary
- First steps
 - Introduction to R
 - Connection with Google Analytics
 - googleAnalyticsR package
 - Import and export data to CSV
 - Code repository
 - Summary
- Exploratory data analysis
 - Exploratory data analysis
- Data visualization
 - Data visualization in R**
 - Traffic heatmap
 - Device comparison
- Machine Learning
 - Clustering (k-means)
- Generating reports
 - Introduction to R Markdown
 - Create report
- Additional analysis

Using Google Analytics with R

This book is a practical guide through the analysis of the data from Google Analytics in R.

In this book you will learn:

- What is Google Analytics and how to collect web traffic data using this tool.
- What is R and how to analyze data from Google Analytics in R Studio.
- How your data may help you discover hidden knowledge about the traffic on your website.

Feel free to share this book, you can read it online and offline. Thanks to Gitbook.io you can download it in different formats - printable .pdf and formats for e-book readers like .epub and .mobi .

This is still a development version. If you want to develop this book - feel free to contact with author via:

[about.me](#)

[michalbrys.com](#)

Navigation icons: back, forward, search, etc.

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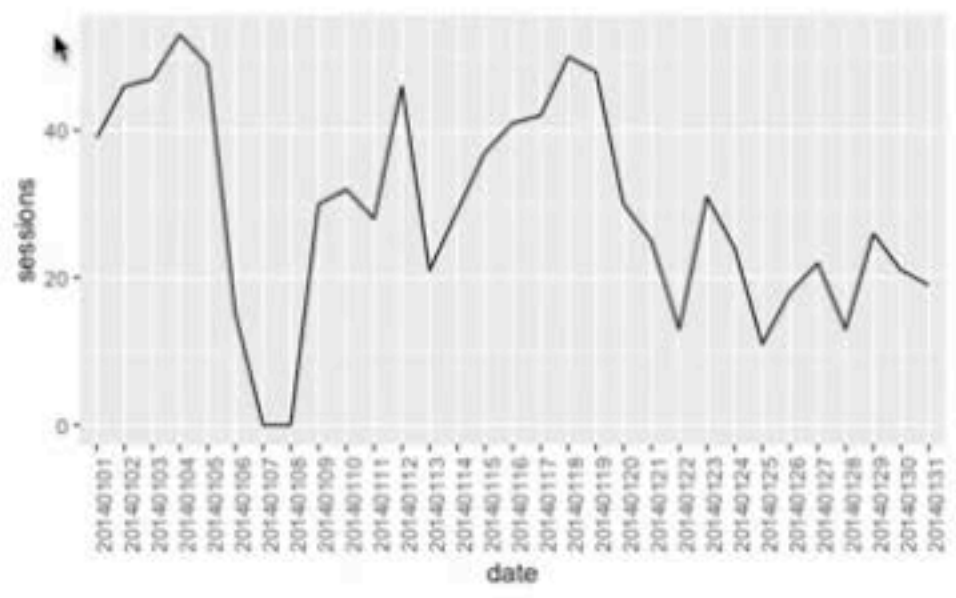
This type of scatter plot is called a **bubble chart**.

Line chart

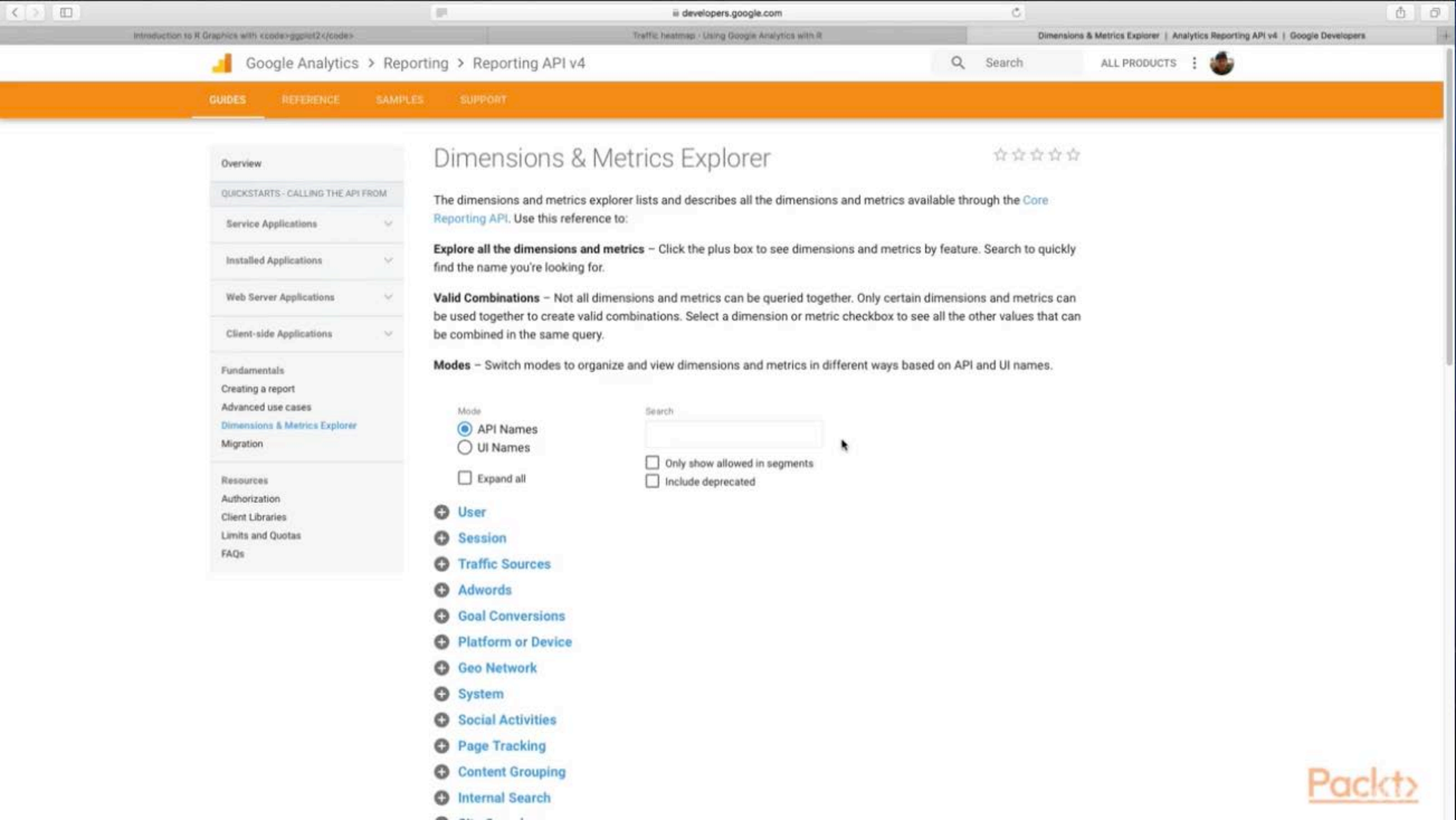
Let's plot the data against the time (line chart) with some styles:

```
gadata %>%
  ggplot(aes(x=date,y=sessions,group=1)) +
    geom_line() +
    theme(axis.text.x = element_text(angle = 90, hjust = 1))
# some styles to rotate x-axis labels
```

As a result you will get line chart with **the number of sessions against the time**:



Scatter plot with a trend line



Overview

QUICKSTARTS - CALLING THE API FROM

Service Applications

Installed Applications

Web Server Applications

Client-side Applications

Fundamentals

Creating a report

Advanced use cases

Dimensions & Metrics Explorer

Migration

Resources

Authorization

Client Libraries

Limits and Quotas

FAQs

Dimensions & Metrics Explorer



The dimensions and metrics explorer lists and describes all the dimensions and metrics available through the [Core Reporting API](#). Use this reference to:

Explore all the dimensions and metrics – Click the plus box to see dimensions and metrics by feature. Search to quickly find the name you're looking for.

Valid Combinations – Not all dimensions and metrics can be queried together. Only certain dimensions and metrics can be used together to create valid combinations. Select a dimension or metric checkbox to see all the other values that can be combined in the same query.

Modes – Switch modes to organize and view dimensions and metrics in different ways based on API and UI names.

Mode

- ☒ API Names
☐ UI Names

☐ Expand all

Search

- ☐ Only show allowed in segments
☐ Include deprecated

- + User
- + Session
- + Traffic Sources
- + Adwords
- + Goal Conversions
- + Platform or Device
- + Geo Network
- + System
- + Social Activities
- + Page Tracking
- + Content Grouping
- + Internal Search

Packt