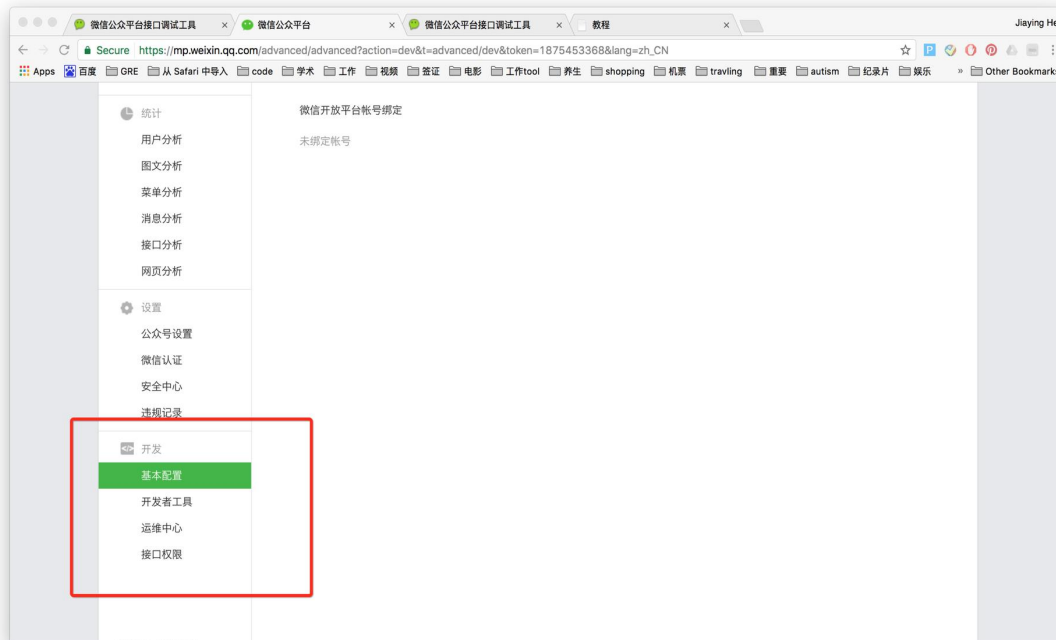


# 微信公众平台API数据获取python教程 by 贺嘉颖

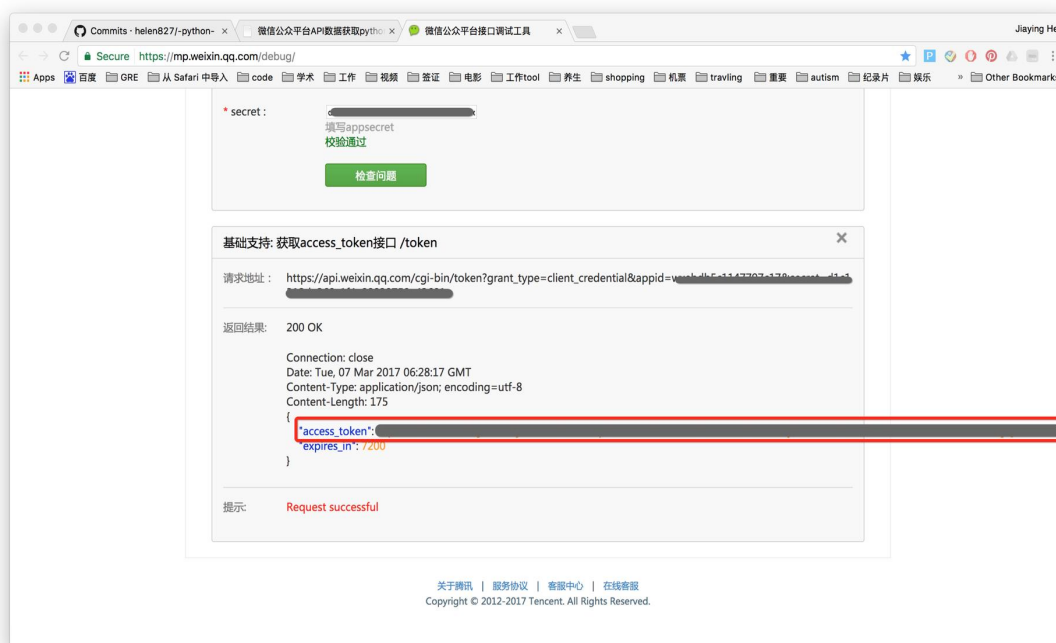
1. 登录微信公众平台，左侧菜单最下方的开发板块，点击“基本配置”



- 2 进入“基本配置”后，可以查看“开发者ID”，将AppID和AppSecret记录下来。（注意：如果三个月未使用AppSecret的话会过期，需要重置）



- 3 上微信公众平台接口调试工具 (<https://mp.weixin.qq.com/debug/>) 输入appid和appsecret, 点击“检查问题”后将得到如图下所示的"access\_token"



4 将access\_token”后面的字符输入红色内方框内

```
extractData.py - /Users/hejiajing/Documents/job/蓝色光标/壳牌喜力/分类关注/extractData.py (3.6.0)
# author: Jiaojing He
# email: helen827@126.com
# about: This program uses Wechat API to access the amount of new users and their sources. Then extract the data to csv file which could be saved as excel file.

import requests
from collections import defaultdict
import json
import datetime

def nested_dict(n, type):
    if n == 1:
        return defaultdict(type)
    else:
        return defaultdict(lambda: nested_dict(n-1, type))

csvfile = open('extractData.csv', 'a')
data = nested_dict(2, int)
start_date = datetime.date(2016, 12, 13)
for wholeyear in range(0,5):

    end_date = start_date + datetime.timedelta(days=6)
    payload = {'begin_date': start_date.strftime("%Y-%m-%d"), "end_date": end_date.strftime("%Y-%m-%d")}
    print(payload)

    url = 'https://api.weixin.qq.com/datacube/getusersummary?access_token=Zg2yRPetGLVGBjZwN0e4k0r2Dw2J0u6lHsDZH74a0tzQQ9D4Nt-RRlGu9obEmGplvE331_DfKqASMTkE8c6x_84JkE4yx9sG0prC38fgRsABMgA1ARS0'
    r = requests.post(url, json=payload)
    f = r.json()
    #print(r.json())
    #with open("test.json") as file:
    #    f = json.load(file)

    for line in f['list']:
        data[line['ref_date']][line['user_source']] = line['new_user']

    for numdays in range(0, 7):
        date = start_date + datetime.timedelta(days=numdays)
        date_text = date.strftime("%Y-%m-%d")
        row = date_text + "," + str(data[date_text][0]) + "," + str(data[date_text][1]) + "," + str(data[date_text][17]) + "," + str(data[date_text][30]) + "," + str(data[date_text][43]) + "," + str(data
        print(row)
        csvfile.write(row + '\n\n')

    start_date = start_date + datetime.timedelta(days = 7)
```

## 5 更改日期

将方框内的开始日期修改为你想开始统计的起始日期，现在显示的2016，12，13表示从2016年12月13号那天开始统计

```
extractData.py - /Users/hejiajing/Documents/job/蓝色光标/壳牌喜力/分类关注/extractData.py (3.6.0)
# author: Jiaojing He
# email: helen827@126.com
# about: This program uses Wechat API to access the amount of new users and their sources. Then extract the data to csv file which could be saved as excel file.

import requests
from collections import defaultdict
import json
import datetime

def nested_dict(n, type):
    if n == 1:
        return defaultdict(type)
    else:
        return defaultdict(lambda: nested_dict(n-1, type))

csvfile = open('extractData.csv', 'a')
data = nested_dict(2, int)
start_date = datetime.date(2016, 12, 13)
for wholeyear in range(0,5):

    end_date = start_date + datetime.timedelta(days=6)
    payload = {'begin_date': start_date.strftime("%Y-%m-%d"), "end_date": end_date.strftime("%Y-%m-%d")}
    print(payload)

    url = 'https://api.weixin.qq.com/datacube/getusersummary?access_token=Zg2yRPetGLVGBjZwN0e4k0r2Dw2J0u6lHsDZH74a0tzQQ9D4Nt-RRlGu9obEmGplvE331_DfKqASMTkE8c6x_84JkE4yx9sG0prC38fgRsABMgA1ARS0'
    r = requests.post(url, json=payload)
    f = r.json()
    #print(r.json())
    #with open("test.json") as file:
    #    f = json.load(file)

    for line in f['list']:
        data[line['ref_date']][line['user_source']] = line['new_user']

    for numdays in range(0, 7):
        date = start_date + datetime.timedelta(days=numdays)
        date_text = date.strftime("%Y-%m-%d")
        row = date_text + "," + str(data[date_text][0]) + "," + str(data[date_text][1]) + "," + str(data[date_text][17]) + "," + str(data[date_text][30]) + "," + str(data[date_text][43]) + "," + str(data
        print(row)
        csvfile.write(row + '\n\n')

    start_date = start_date + datetime.timedelta(days = 7)
```

## 6 修改时间区间

因为API一次只能access到7天的数据，所以要不停的循环access全年的数据，range（0，5）表示抓取5个星期的数据。如果你想要抓取一整年都数据的话，就要循环52次，所以要把5改成52. 以此类推

```
extractData.py - /Users/hejaying/Documents/job/蓝色光标/壳牌喜力/分类关注/extractData.py (3.6.0)
# author: Jiaoying He
# email: helen827@126.com
# about: This program uses Wechat API to access the amount of new users and their sources. Then extract the data to csv file which could be saved as excel file.

import requests
from collections import defaultdict
import json
import datetime

def nested_dict(n, type):
    if n == 1:
        return defaultdict(type)
    else:
        return defaultdict(lambda: nested_dict(n-1, type))

csvfile = open('extractData.csv', 'a')

data = nested_dict(2, int)

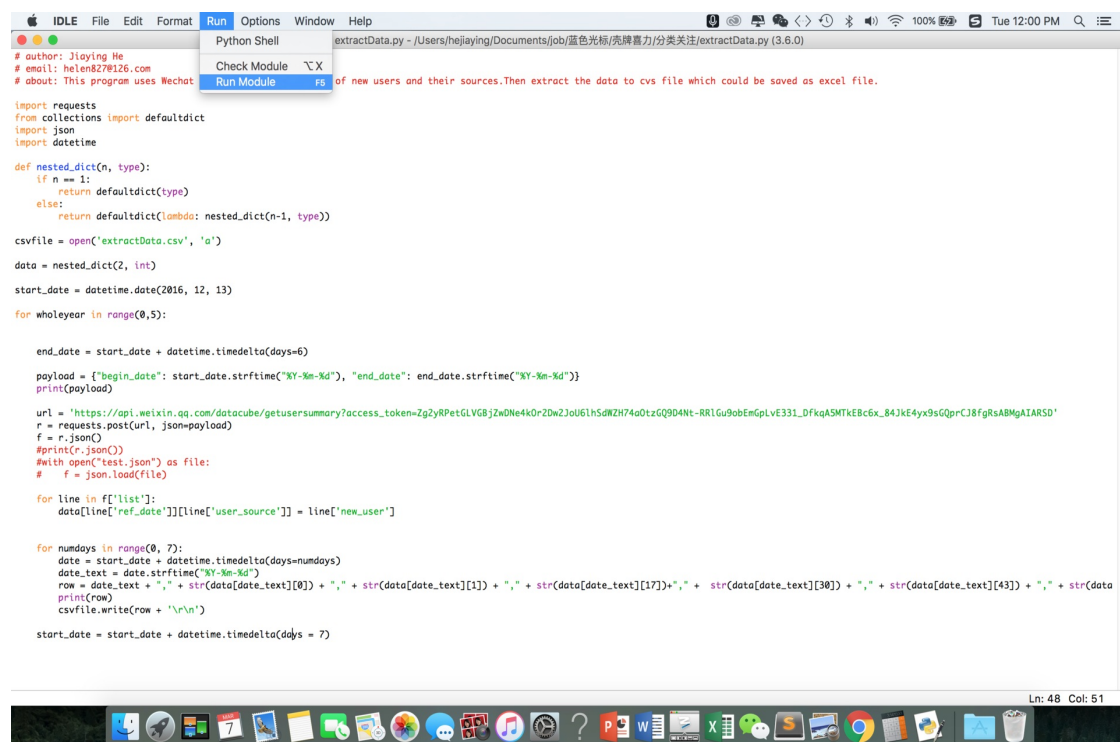
start_date = datetime.date(2016, 12, 13)
for wholeyear in range(0,5):
    end_date = start_date + datetime.timedelta(days=6)
    payload = {"begin_date": start_date.strftime("%Y-%m-%d"), "end_date": end_date.strftime("%Y-%m-%d")}
    print(payload)
    url = 'https://api.weixin.qq.com/datacube/getusersummary?access_token=Zg2yRPetGLVG8jZwDNe4k0r2Dw2Jou6lHsDZH74oDtZGQ9D4Nt-RR1Gu9obEmGpLvE331_DfkqASMTkE8c6x_84JkE4yx9sGQprC38fgRsABMgA1ARSD'
    r = requests.post(url, json=payload)
    f = r.json()
    #print(r.json())
    #with open("test.json") as file:
    #    f = json.load(file)
    for line in f['list']:
        data[line['ref_date']][line['user_source']] = line['new_user']

    for nundays in range(0, 7):
        date = start_date + datetime.timedelta(days=nundays)
        date_text = date.strftime("%Y-%m-%d")
        row = date_text + "," + str(data[date_text][0]) + "," + str(data[date_text][1]) + "," + str(data[date_text][17]) + "," + str(data[date_text][30]) + "," + str(data[date_text][43]) + "," + str(data[date_text][56]) + "\n"
        csvfile.write(row + "\n")
        start_date = start_date + datetime.timedelta(days = 7)

Ln: 48 Col: 51
```

## 7 开始运行程序

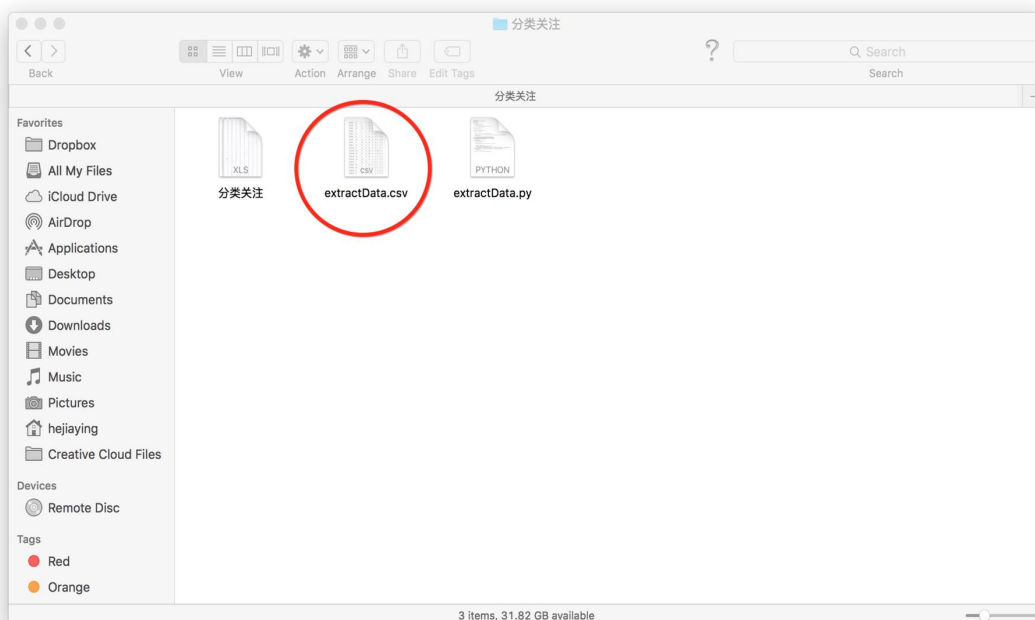
在python IDLE中，点击左上角的“run”，随后点击第三个栏目”Run Module”，程序即可运行



The screenshot shows the Python IDLE interface. The 'Run' menu is open, and 'Run Module' is selected. The code in the background is the same as in the previous image, but the 'for wholeyear in range(0,5):' line is highlighted in orange. The status bar at the bottom right shows 'Ln: 48 Col: 51'.

## 8 数据输出

打开文件夹，会出现一个extractData.csv的文件，这里面就是所有你想要的数据



## 9 数据内容

方框内的数字代表不同的渠道,

0代表其他合计 1代表公众号搜索 17代表名片分享 30代表扫描二维码 43代表图文页右上角菜单 51代表支付后关注 (在支付完成页) 57代表图文页内公众号名称 75代表公众号文章广告 78代表朋友圈广告

```

extractData.py - /Users/hejiaying/Documents/job/蓝色光标/壳牌富力/分类关注/extractData.py (3.6.0)
# author: jiaoying He
# email: helen827@126.com
# about: This program uses Wechat API to access the amount of new users and their sources. Then extract the data to csv file which could be saved as excel file.

import requests
from collections import defaultdict
import json
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def nested_dict(n, type):
    if n == 1:
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    else:
        return defaultdict(lambda: nested_dict(n-1, type))

csvfile = open('extractData.csv', 'a')

data = nested_dict(2, int)

start_date = datetime.date(2016, 12, 13)

for wholeyear in range(0, 5):

    end_date = start_date + datetime.timedelta(days=6)

    payload = {'begin_date': start_date.strftime('%Y-%m-%d'), 'end_date': end_date.strftime('%Y-%m-%d')}
    print(payload)

    url = 'https://api.weixin.qq.com/datacube/getusersummary?access_token=Zg2yR9PetGLVG8jZwDNe4k0r2Dw2JoU6lH5dWZH74a0tzGQ9D4Nt-RRlGu9obEmGplvE331_DfkqASMTkEBc6x_84JkE4yx9sGQprCJ8fgRsABMgA1ARSD'
    r = requests.post(url, json=payload)
    f = r.json()
    # print(r.json())
    # with open('test.json') as file:
    #     f = json.load(file)

    for line in f['list']:
        data[line['ref_date']][line['user_source']] = line['new_user']

    for nundays in range(0, 7):
        date = start_date + datetime.timedelta(days=nundays)
        data_text = date.strftime('%Y-%m-%d')
        row = date_text + "," + str(data[date_text][0]) + "," + str(data[date_text][1]) + "," + str(data[date_text][17]) + "," + str(data[date_text][30]) + "," + str(data[date_text][43]) + "," + str(data[date_text][51]) + "," + str(data[date_text][57]) + "," + str(data[date_text][75]) + "," + str(data[date_text][78])
        print(row)
        csvfile.write(row + '\n')

    start_date = start_date + datetime.timedelta(days = 7)

```

所以在输出的csv表格中，另存为excel格式，手动输入渠道分类

Home

Insert

Page Layout

Formulas

Data

Review

View

Calibri (Body)

12

A+

A-

Paste

Cut

Copy

Format

B

I

U

Wrap Text

Merge & Center

General

Conditional Formatting

Format as Table

Cell Styles

Insert

Delete

Format

AutoSum

Fill

Clear

Sort & Filter

M365