

Administrator	Main user of the GUI
Contact	Information within the system pertaining to an employee
Core Reporting API	A means of accessing and manipulating the data from Google Analytics for display
Dimensions	Breaks down metrics across some common criteria, such as date, city, browser, and operating system.
Employee	Person working within the company
GA Profile	Created for a website within a user account to track the website's metrics.
GA Query	A request of data from the profile selected in Google Analytics
Google Analytics (GA)	A utility provided by Google to analyze data gathered from a selected website profile.
GUI	Graphical User Interface
Max Results	The maximum number a returned selected dimension or metric can be.
Metrics	The individual measurements of visitor activity on your site. Options include visitors, number of new visits, and the amount of time a user spends on the site.
MySQL database	A collection of tables stored on a MySQL server
MySQL query	Command string that returns data from a MySQL database
MySQL server	A remote server used for hosting one or more databases
MySQL table	Comprised of columns and rows to hold data in a MySQL database.
Report	The collection of information returned from a query within the GUI.