

GA4 - Logical Data Model

LEGEND

Base Reporting Views
connected to CDC final
sink

Reporting View for
Consumers

Events
<div>property_id</div> <div>event_date</div> <div>event_timestamp</div> <div>event_previous_timestamp</div> <div>event_name</div> <div>event_value_in_usd</div> <div>event_bundle_sequence_id</div> <div>event_server_timestamp_offset</div> <div>batch_event_index</div> <div>batch_ordering_id</div> <div>batch_page_id</div>
<div>event_params.key</div> <div>event_params.value</div> <div>event_params.value.int_value</div> <div>event_params.value.float_value</div>
<div>event_params.page_location</div> <div>event_params.ga_session_id</div> <div>event_params.campaign_id</div> <div>event_params.campaign_name</div> <div>event_params.gclid</div> <div>user_id</div>
<div>traffic_source.name</div> <div>traffic_source.medium</div> <div>traffic_source.source</div>
<div>collected_traffic_source.manual_campaign_name</div> <div>collected_traffic_source.manual_source</div> <div>collected_traffic_source.manual_medium</div> <div>collected_traffic_source.gclid</div>
<div>event_params_engagement_time_msec</div> <div>event_params_percent_scrolled</div> <div>ecommerce.purchase_revenue</div> <div>ecommerce.total_item_quantity</div> <div>.</div> <div>.</div>

PseudonymousUsers
<div>property_id</div> <div>occurrence_date</div> <div>pseudo_user_id</div> <div>stream_id</div> <div>last_updated_date</div>
<div>user_info.last_active_timestamp_micros</div> <div>user_info.user_first_touch_timestamp_micros</div> <div>user_info.first_purchase_date</div>
<div>audiences.id</div> <div>audiences.name</div> <div>audiences.membership_start_timestamp_micros</div> <div>audiences.membership_expiry_timestamp_micros</div> <div>audience.npa</div>
<div>geo.city</div> <div>geo.country</div> <div>geo.continent</div> <div>geo.region</div>
<div>device.operating_system</div> <div>device.category</div> <div>device.mobile_brand_name</div> <div>device.mobile_model_name</div> <div>device.unified_screen_name</div>
<div>user_ltv.revenue_in_usd</div> <div>user_ltv.sessions</div> <div>user_ltv.engagement_time_millis</div> <div>user_ltv.purchases</div> <div>user_ltv.engaged_sessions</div> <div>user_ltv.session_duration_micros</div>
<div>predictions.in_app_purchase_score_7d</div> <div>predictions.purchase_score_7d</div> <div>predictions.churn_score_7d</div> <div>predictions.revenue_28d_in_usd</div> <div>.</div> <div>.</div>

EventsDailyAgg
<div>property_id</div> <div>report_date</div> <div>page_location</div> <div>campaign_id</div> <div>campaign_name</div> <div>currency_code</div> <div>collected_traffic_source_manual_campaign_id</div> <div>collected_traffic_source_manual_campaign_name</div> <div>collected_traffic_source_manual_source</div> <div>collected_traffic_source_manual_medium</div> <div>traffic_source_name</div> <div>traffic_source_medium</div> <div>traffic_source_source</div> <div>geo_country</div> <div>percent_scrolled</div>
<div>num_of_distinct_daily_users</div> <div>num_of_distinct_daily_users_engaged</div> <div>total_user_engagement_time_msec</div> <div>num_of_purchases</div> <div>total_items_sold</div> <div>total_revenue</div> <div>num_of_pageviews</div> <div>num_of_view_items</div> <div>num_of_add_to_carts</div> <div>num_of_begin_checkouts</div> <div>num_of_distinct_daily_users_with_click_events</div> <div>num_of_distinct_daily_users_with_page_views</div> <div>num_of_distinct_daily_users_with_scroll_events</div> <div>num_of_distinct_daily_users_with_purchase_events</div> <div>num_of_distinct_daily_users_with_view_item_events</div> <div>num_of_distinct_daily_users_with_add_to_cart_events</div> <div>num_of_distinct_daily_users_with_begin_checkout_events</div> <div>.</div> <div>.</div>

EventsWeeklyAgg
<div>property_id</div> <div>week_start_date</div> <div>page_location</div> <div>campaign_id</div> <div>campaign_name</div> <div>currency_code</div> <div>collected_traffic_source_manual_campaign_id</div> <div>collected_traffic_source_manual_campaign_name</div> <div>collected_traffic_source_manual_source</div> <div>collected_traffic_source_manual_medium</div> <div>traffic_source_name</div> <div>traffic_source_medium</div> <div>traffic_source_source</div> <div>geo_country</div> <div>percent_scrolled</div>
<div>num_of_distinct_weekly_users</div> <div>num_of_distinct_weekly_users_engaged</div> <div>num_of_distinct_weekly_users_with_click_events</div> <div>num_of_distinct_weekly_users_with_page_views</div> <div>num_of_distinct_weekly_users_with_scroll_events</div> <div>num_of_distinct_weekly_users_with_purchase_events</div> <div>num_of_distinct_weekly_users_with_view_item_events</div> <div>num_of_distinct_weekly_users_with_add_to_cart_events</div> <div>num_of_distinct_weekly_users_with_begin_checkout_events</div> <div>.</div> <div>.</div>

EventsMonthlyAgg
<div>property_id</div> <div>month_start_date</div> <div>page_location</div> <div>campaign_id</div> <div>campaign_name</div> <div>currency_code</div> <div>collected_traffic_source_manual_campaign_id</div> <div>collected_traffic_source_manual_campaign_name</div> <div>collected_traffic_source_manual_source</div> <div>collected_traffic_source_manual_medium</div> <div>traffic_source_name</div> <div>traffic_source_medium</div> <div>traffic_source_source</div> <div>geo_country</div> <div>percent_scrolled</div>
<div>num_of_distinct_monthly_users</div> <div>num_of_distinct_monthly_users_engaged</div> <div>num_of_distinct_monthly_users_with_click_events</div> <div>num_of_distinct_monthly_users_with_page_views</div> <div>num_of_distinct_monthly_users_with_scroll_events</div> <div>num_of_distinct_monthly_users_with_purchase_events</div> <div>num_of_distinct_monthly_users_with_view_item_events</div> <div>num_of_distinct_monthly_users_with_add_to_cart_events</div> <div>num_of_distinct_monthly_users_with_begin_checkout_events</div> <div>.</div> <div>.</div>