Analytics Process

By Sean Flynn – version 0.4 — last updated Oct. 14, 2019

Version history:

* 1. – Dec. 13, 2019 - initial version
  2. – ??? - update, bugfixes
  3. – August 8, 2019 - updated LinkedIn processes, Facebook process
  4. – August 12, 2019 - Updated Facebook video insights to reflect the impossibility of getting good numbers

**General notes**

* If importing old data, make sure fields match old fields EXACTLY. Case changes, extra spaces, etc. from what’s in there will all cause errors when you upload them.
* You can see the headers for existing data sets by opening the relevant CSV connector (e.g., “ImpactWM Twitter CSV”), selecting the appropriate data set and clicking “View Files In Cloud” on the right-hand side.
* Do your work on a non-published copy of the report. When it’s ready to go, change the shortlink in Cascade.

**Report Creation Overview**

* Open the latest report in Google Data Studio. Copy it and rename it appropriately.
* Delete the executive summary and change the month in the title bar
* Change all the date pickers on each page to the appropriate month
* Upload new data
* Change

**To Upload Data (CSV)**

* Open the report in Edit mode
* Select an element that uses the dataset you want to update
* In the right-hand “Data” pane that opens, click the pencil next to “Data Source”.
* Click the “🡨 Edit Connection” button in the top left hand corner
* Drag and drop the new CSV file into the dataset
* Wait to see if “Status” changes to “Uploaded.” If there’s an error, find out why. (Common issues are listed with each data source below).

# Email

Get account send summary from Marketing Cloud

* Log in to Marketing Cloud at [url]
* Click into the Email Studio, then Tracking -> Reports
* On left: Select My Reports -> Tracking Reports -> Account Send Summary
* Select the proper dates, set results file format to “Data File UTF-8 (.csv)” and email it to yourself.

Open in Excel

* Remove “ClientID” and “ClientName” fields
* Remove emails you don’t care about. (To save time, sort by Sends. You can pick off the 1s and the chapter emails easily this way.)
* Select all numeric and percentage columns (UNSELECT THE HEADER ROW). If you miss one, it’ll break the report, and you’ll have to delete the uploaded file and try again.
* Click the ‘comma’ (numeric type)
* Increase the decimal places by 2 (left-pointing arrow by the comma)
* Check for extra spaces in the headers. Trim any extra spaces off the column names (set a blank row =trim(a1), copy across, “paste special” values into the header row, delete the vestigial row)
* Remove Month/Year from & fix up the titles.
* Categorize the email!

Upload to GA.

* If data still doesn’t appear, open your new file and a previous month’s CSV, and compare them. Fix what’s different.

# Social

### Facebook

* Log into Facebook, navigate to the required page, and click Insights in the top bar. (It may now be hidden in the “More” dropdown.)
* Click Export Data in the top right.
* Change “Data Type” to **Post Data** , and change “Layout” to “GDS Monthly Analytics” layout. If you don’t have “GDS Monthly Analytics,” create it using the fields at the end of this document. Format should be Excel by default; leave it that way.
* Open the file in Excel. Ignore the warning.
* Delete the field descriptions - typically row 2 of Sheet 1
* Delete Column E (Countries), F (Languages) and H (Audience Targeting) from Sheet 1.
* Copy columns J (share), K (like) and L (comment) from Sheet 2 into column J/K/L of Sheet 1
* Copy all of Sheet 1 to the clipboard.
* Paste Sheet 1 into a new document/workbook.
* Save the new doc as a CSV with filename facebook-[account]-post-stats-[mmYYYY].csv
* Close downloaded excel doc without saving.
* Upload the CSV.
  + If you get an error, make sure the share/like/comment columns are in the order share/like/comment.
* Get follower count from Insights page, round when appropriate, and update it in the Social Overview and detail page pages by hand.
* Repeat for the other account.

### Twitter (csv)

* Log into the Twitter account you need analytics for
* Click profile picture (top right) -> Analytics (unless the account gets New Twitter, in which case it’s on the left but all other things are the same)
* Click “Tweets” at the top, **select your dates,** and then click Export Data
* You may have to clean some line breaks out of the file (smart quotes, etc). Do this in Brackets or a similar text editor. Remember, every line but the first should start with a quote mark and a tweet id, e.g. "1072976507029602307"
* Upload.
* Repeat for the other account

### LinkedIn (csv, hand-add comments/likes/etc)

* Log into LinkedIn; click on William & Mary in the left-hand sidebar
* Click Analytics, then Updates, then Export; set dates. Note that the folks at LinkedIn take 48 hours to process data, so you won’t get a full month of data until the 2nd or 3rd of the next month.
* Open in Excel, save the second sheet as a CSV, rename something sane.
* Delete the first row.
* LinkedIn changed its analytics format in January, so you’ll have to put new data into the old format until we fix the report.
* Open an old excel file from December or older; copy and paste the header row into a new workbook.
* Copy/paste the latest data into the new workbook
* Remove any superfluous line breaks in a text editor
* Upload!

### Instagram

* Open a CSV from a previous month.
* Find IG stats in the Facebook Creator Studio, and hand-enter then into the CSV.

# Web

* Update the datepickers. Scan to make sure the numbers make sense. Done.

CREATING FACEBOOK GDS MONTHLY ANALYTICS

* Get to the Export Data screen.
* Select Post Data in the left radio buttons,
* In the Layout dropdown, select “Make New Custom Layout.”
* Name this layout GDS Monthly Analytics (box in the bottom left)
* Add two sheet separators; name them whatever you want.
* In sheet 1, add the the following fields:  
   Lifetime Post Stories   
   Lifetime Post Total Reach  
   Lifetime People who have liked your Page and engaged with your post  
   Lifetime Negative Feedback from Users
* In sheet 2, add “Lifetime Post Stories by action type”.

You should now have GDS Monthly Analytics for all the pages you manage.