

Databox Configuration

Connecting to Google Sheets

1. Add Data Source

- Log into Databox
- Navigate to Data Manager → + New Connection
- Select "Google Sheets"
- Authorize Databox to access your Google account

2. Configure Connection

```
Connection Name: Marketing Metrics
Sheet URL: [Your Google Sheet URL] (e.g.,
"https://docs.google.com/spreadsheets/d/your-sheet-id/")
Refresh Rate: Every 1 hour (e.g., 1 day, 1 hour, 15 mins)
```

3. Map Data Columns

- Select your named range
- Map columns to Databox metrics
- Set data types (number, percentage, currency)

Creating Custom Metrics

1. Basic Metrics

```
Metric Name: Daily Revenue
Data Source: Column 'Revenue'
Aggregation: Sum
Time Dimension: Column 'Date'
```

2. Calculated Metrics

```
Metric Name: Average Order Value
Formula: ${Revenue} / ${Orders}
Format: Currency (USD)
```