Package 'fetchGoogleAnalyticsR'

November 22, 2022

Type Package

Title Get Data from Google Analytics via the 'Windsor.ai' API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Google Analytics using the 'Windsor.ai' API <https://windsor.ai/api-fields/>.

License GPL-3

URL https://windsor.ai/

Depends R (>= 3.5.0)

Imports jsonlite (>= 1.7.2)

Suggests knitr, rmarkdown, dplyr, ggplot2, tidyr, curl

VignetteBuilder knitr

Encoding UTF-8

Language en-US

LazyData true

RoxygenNote 7.2.1

NeedsCompilation no

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Repository CRAN

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R topics documented:

fetch_googleanalytics	*fetch_googleanalytics A function to fetch Google Analytics data from the windsor.ai API*

Description

fetch_googleanalytics A function to fetch Google Analytics data from the windsor.ai API

Usage

```
fetch_googleanalytics(
  api_key,
  date_from = NULL,
  date_to = NULL,
  fields = c("campaign", "clicks", "spend", "impressions", "date")
)
```

Arguments

api_key	Your api key to access Windsor.ai API
date_from	The date from which to start getting data in format YYYY-MM-DD
date_to	The date until which to start getting data in format YYYY-MM-DD
fields	he fields fetched from the API for a given connector See https://windsor.ai/api-fields/ for details.

Value

A data frame with the desired data

Examples

```
## Not run:
my_googleanalytics_data <- fetch_googleanalytics(api_key = "your api key",
date_from = "2022-10-01",
date_to = "2022-10-02",
fields = c("campaign", "clicks",
"spend", "impressions", "date"))

## End(Not run)
```

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my_googleanalytics_data

*Sample of digital marketing data from Google Analytics downloaded
by means of the Windsor.ai API.*

Description

A data set containing sample Google Analytics data fetched from windsor.ai API. See more at:
https://windsor.ai/

Usage

    my_googleanalytics_data

Format

A data frame with 164 rows and 5 variables:

campaign name of the campaign

clicks number of clicks

spend spend data

impressions impressions data

date date

Source

<https://windsor.ai/>

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