Regular Expressions Cheat Sheet for Google Analytics L♡VES DATA

Syntax	Meaning	Example	Matches	Does not match
Anchors				
^	Starts with	^demo	demos, demonstration	my demo
$	Ends with	demo$	my demo	demonstration
Quantifiers				
?	Zero or one of the previous item	demos?123	demo123, demos123	demoA123
*	Zero or more of the previous item	goo*gle	gogle, google, goooogle	goggle
+	One or more of the previous item	goo+gle	google, goooogle	gogle, goggle
{n}	Exactly n times	w{3}	www	w, ww
{n,m}	From n to m times	a{4,7}	aaaa, aaaaa, aaaaaa, aaaaaaa	aaaaaaaa, aaa, a
{n,}	At least n times	go{2,}gle	google, goooogle, gooooogle	ggle, gogle
Wildcards				
.	Any single character	go.gle	google, goggle	gogle
.*	Everything	my.*	my demo, mydemo, my google	demo, google
Grouping and ranges				
|	Or	demo|example	demo, demos, example	analyze
[abc]	Any of these characters	analy[zs]e	analyse, analyze	analyxe
[a-z]	Any character in this range	demo[2-4]	demo2, demo3	demo1, demo5
[^abc]	None of these characters	analy[^zs]e	analyxe	analyse, analyze
[^a-z]	None of the characters in this range	demo[^2-4]	demo1, demo5	demo2, demo3
()	Group	^(demo|example)[0-9]+	demo1, example4	demoexample2
Characters				
\	Escape a special character	USD\$10	USD$10, USD$100	USD10, 10

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Syntax	Meaning
Other characters	
\s	White space
\S	Non-white space
\d	Digit character
\D	Non-digit character
\w	Word character
\W	Non-word character (e.g. punctuation, spaces)
Advanced	
(?:)	Non-capturing group (useful for filters)
??	Zero or one times "lazy" (useful for filters)
***?**	Zero or more times "lazy" (useful for filters)
+?	One or more times "lazy" (useful for filters)

Wrap Up

You can use regular expressions in Google Analytics to speed up the way you use and customize your reports. From custom segments to filtering your reports, regular expressions provide great flexibility. All of the places you can use them are covered in my blog post at https://lovesdata.co/ncdep

And when you're ready to learn more about Google Analytics, Google Tag Manager and other important tools, join me in my courses. You can find details at https://lovesdata.co/3ISJg

– Benjamin