

Google Cloud Platform

Querying Google Analytics Premium Data

BigQuery for Data Analysts

V1.2

Approximate timing: 20 minutes

Agenda

1

Google Analytics Premium

2

AdSense

3

Quiz & Lab

Google Analytics Premium (1 of 4)

- Integration of BigQuery is available for Google Analytics Premium (GAP) customers
- Data exported from Google Analytics profile is pushed to a BigQuery dataset
- Rows represent a *visit* in the Google Analytics profile
 - **Session-level data** – traffic source, custom dimensions, and so on
 - **Hit-level data** – sequenced *hits* nested in row

Notes:

Google Analytics Premium is for clients with large scale web activity allowing them to analyze web usage data on a huge scale. Using BigQuery allows for this huge scale analytics along with the ability to apply SQL like queries against that data. It also allows clients to join to data outside of Google Analytics.

Google Analytics Premium (2 of 4)

- Dimensions and metrics map to the names used in the Google Analytics Core Reporting API
- BigQuery allows you to manage data independently of your Google Analytics account
 - Use SQL-like syntax to query GAP data
 - Increased flexibility – Join to data outside of GAP
 - Scalable – Query all of your analytics data
 - Use third-party state-of-the-art BI tools to visualize data

Notes:

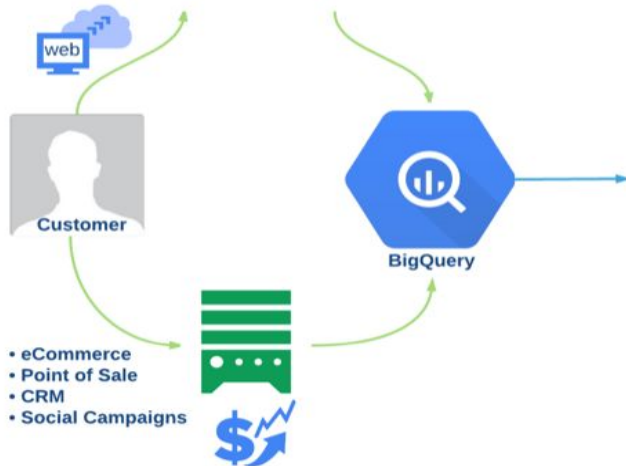
GAP data can be integrated with data from other internal and external systems to allowing for a 360-degree view.

Google Analytics Premium (3 of 4)

- GAP schema is highly nested
 - See:
<https://support.google.com/analytics/answer/3437719?hl=en>
- Analytics table created daily using format –
ga_sessions_YYYYMMDD
- Table storage lifecycle must be managed
 - Tables count toward storage usage

Google Analytics Premium (4 of 4)

Google Analytics Premium



Reporting and BI tools

Google Analytics Premium

doubleclick
ad exchange by Google

Agenda

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Quiz & Lab

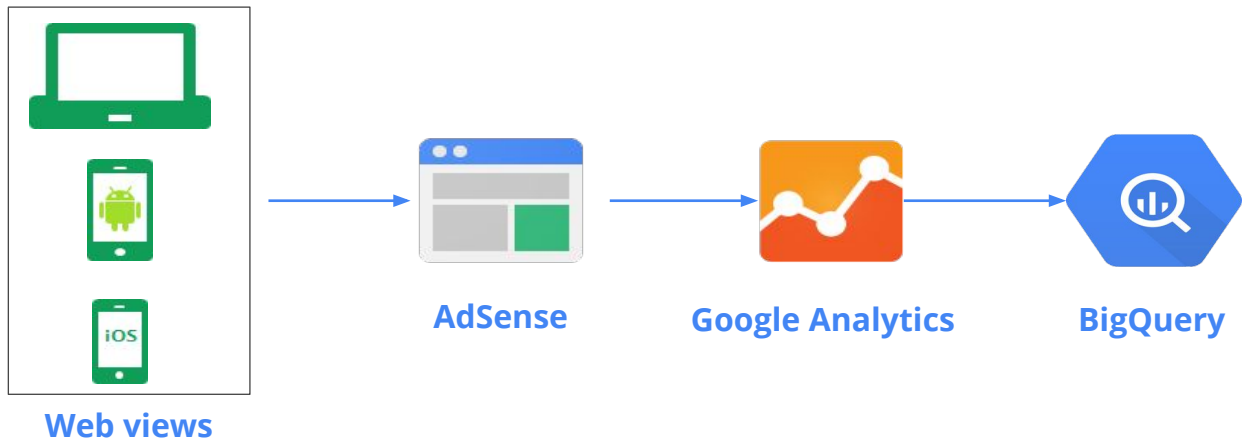
Google AdSense (1 of 4)

- AdSense monitors ad performance on your web site
- BigQuery access via `google.com:adsense-reports:Reports`
- Access only to your data in your account
- Contains data rollups along with important dimensions
 - Ad unit, domain, channel, and so on

Notes:

AdSense is a service that monitors the ad activity on a client's web site(s). Clients setup an AdSense accounts and configures where ads are displayed on web pages. AdSense data is stored on a set of tables for client to access.

Google AdSense (2 of 4)



Google AdSense (3 of 4)

- Data presented in 5 tables
 - DailyDomainReport - Domain-level report broken down by the domain of the web page hosting the ads
 - DailyReport - Report containing the types of ads displayed, targeting, country, and so on
 - DailyAdUnitReport - Metrics for each of the ad units defined across the sites in your account
 - DailyUrlChannelReport - Ads broken down by URL on which the ad unit was served
 - DailyCustomChannelReport - Custom channels defined by the client

Google AdSense (4 of 4)

- Each table contains common metric fields
 - `ad_requests`, `matched_ad_requests`,
`individual_ad_impressions`, `clicks`, `earnings`,
`page_views`
- Each table contains common dimension fields
 - `date`, `ad_client_id`, `product_code`, `product_name`
- Tables also contain specific dimensions for that table
 - See full list at
developers.google.com/adsense/management

Sample AdSense Query

AdSense query

```
SELECT custom_channel_id, SUM(earnings) AS  
earnings  
FROM  
[google.com:adsense-reports:Reports.DailyCustomCh  
annelReport]  
GROUP BY  
    custom_channel_id  
ORDER BY  
    earnings DESC  
LIMIT 5
```

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Quiz & Lab

Module Review

Which of the following are true regarding Google Analytics for BigQuery?

(select 2 of the available options)

- ☐ Google Analytics data can be exported to a .CSV file
- ☐ BigQuery integration is only available to clients using Google Analytics Premium
- ☐ Google Analytics data cannot be joined to outside datasets
- ☐ AdSense tables are normalized using metrics and dimensions
- ☐ A valid AdSense account can analyze ad data for other sites
- ☐ The Google Analytics schema contains nested and repeated fields

Lab

Querying Google Analytics Premium data

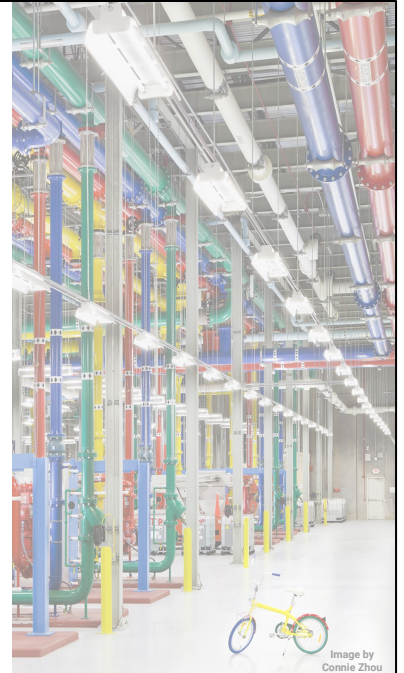


Image by
Connie Zhou

Resources

- Google Analytics Premium + Google BigQuery for Predictive Digital Marketing
https://cloud.google.com/solutions/google-analytics-bigquery?hl=en#getting_started_with_google_analytics_premium_bigquery
- Google AdSense Management API
<https://developers.google.com/adsense/management>

Module Review Answers

Which of the following are true regarding Google Analytics for BigQuery?

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