



Analytics Canvas Tutorial:

How to connect to Google Analytics



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Overview

Welcome to the “How to connect to Google Analytics” tutorial.

This tutorial aims to give you an overview of the Google Analytics connector and to touch on some high level concepts such as how to authorize access to Google Analytics and how to define a query.

Analytics Canvas connects to many web data sources, including Google Analytics, Google Big Query, Google AdWords, Google Sheets, Bing Ads, Facebook and more.

Authorizing Access

Before you connect to your Google Analytics data, you must authorize *Analytics Canvas* on your computer to access the data. You will be requested an access when you run *Analytics Canvas* for the first time. You can also authorize Google Analytics access from the Accounts menu, by selecting “Authorize New Account” and then “Google (GA, Sheets)”.

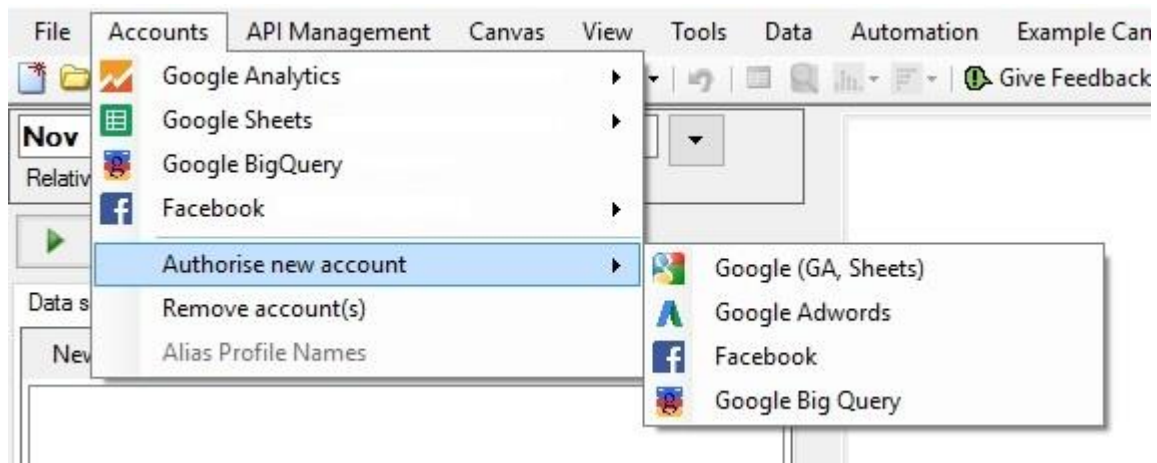


Figure 1 Accounts menu (Google (GA, Sheets))

Select the level of access you want to authorize, from the following options:

- Read Only
- Read and Write
- Optional: Read from Google Sheets (Google Drive)



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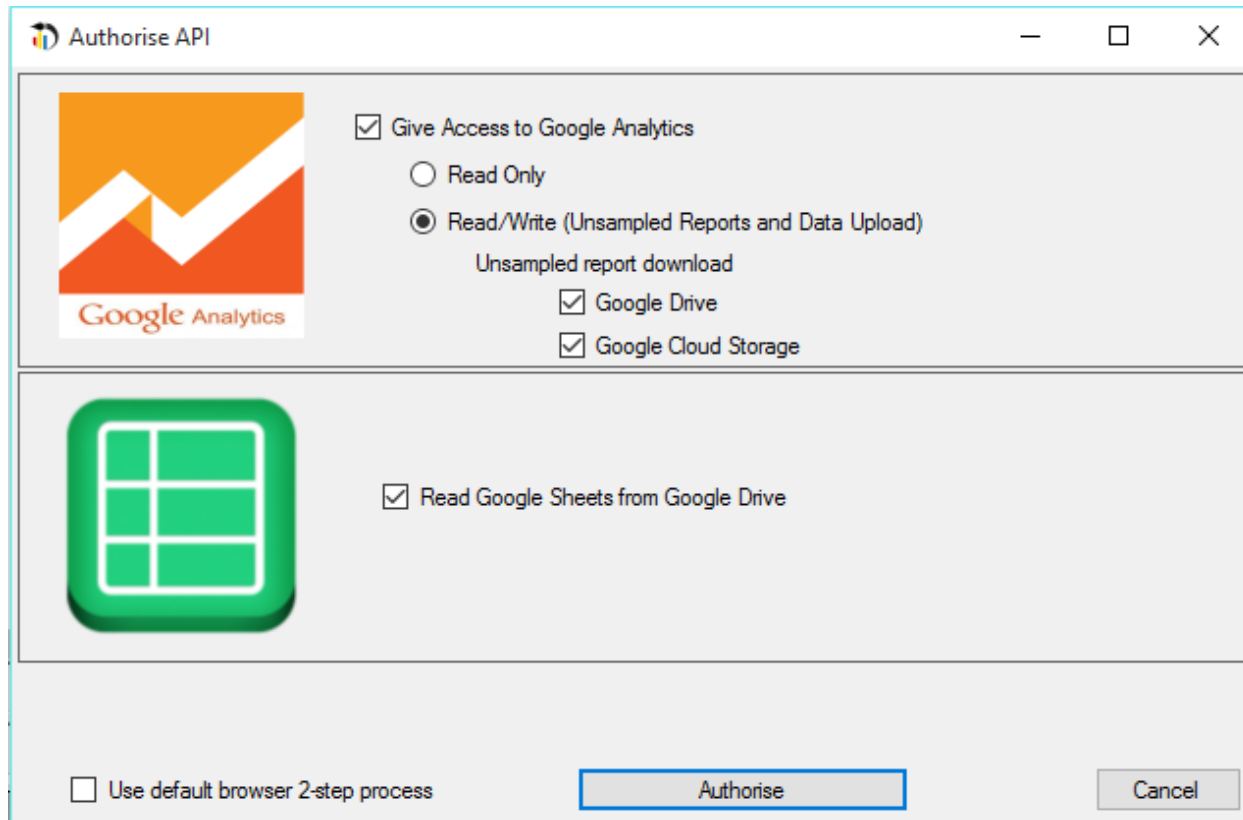


Figure 2 Authorize Google Analytics Access

Analytics Canvas will redirect you to Google’s website, where you can log in with your credentials and grant the permission to *Analytics Canvas* to access your Google Analytics data on your computer. You can authorize multiple accounts and switch between them in the menu. Note: You can revoke Google account access within your Google account settings at any time.

Connecting to Google Analytics data

To connect to Google Analytics data:

Step 1. Select “Google Analytics” from the New Source menu and then click on “Core Reporting”. Core Reporting contains most available dimensions and metrics, including Sessions, Visits, Pageviews, Events, Goals, Custom Variables, Ecommerce data and more.

Step 2. Select the profile(s) from which you want to extract the data.

Step 3. Define the query by selecting dimensions and metrics, and specifying a time period for which you need the data. You can also apply segments, filters, and sorting, get additional data, such as Account ID, and choose how you would like to get the data in Sampling and API Control tabs.



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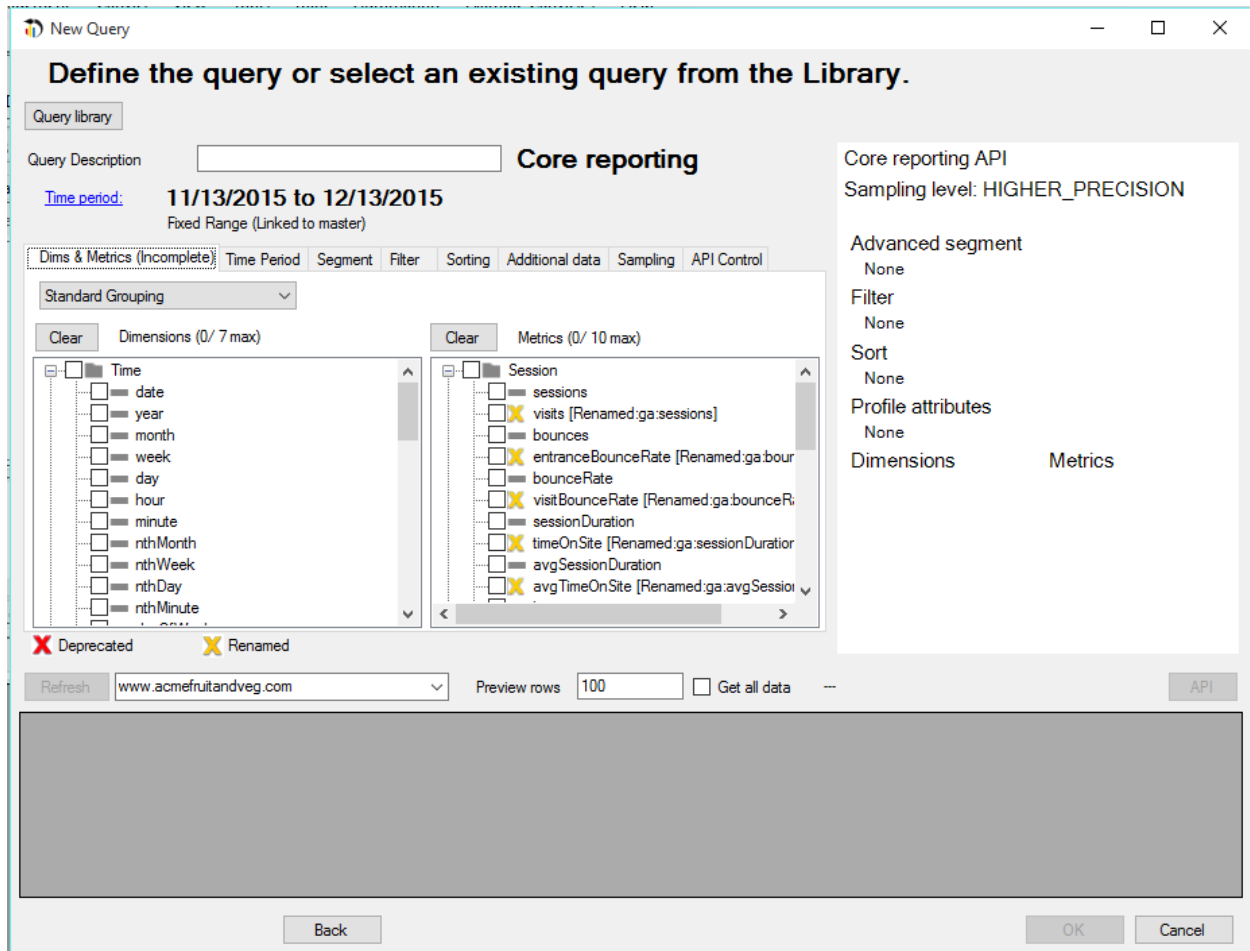


Figure 3 Google Analytics Query Definition

Step 4. Name your query and click OK.

Analytics Canvas will create a new Google Analytics import block on the Main Canvas.



Figure 4 Google Analytics Import Block

Conclusion

Thank you for reading this tutorial. We invite you to continue with the tutorial training to learn more about using Analytics Canvas.