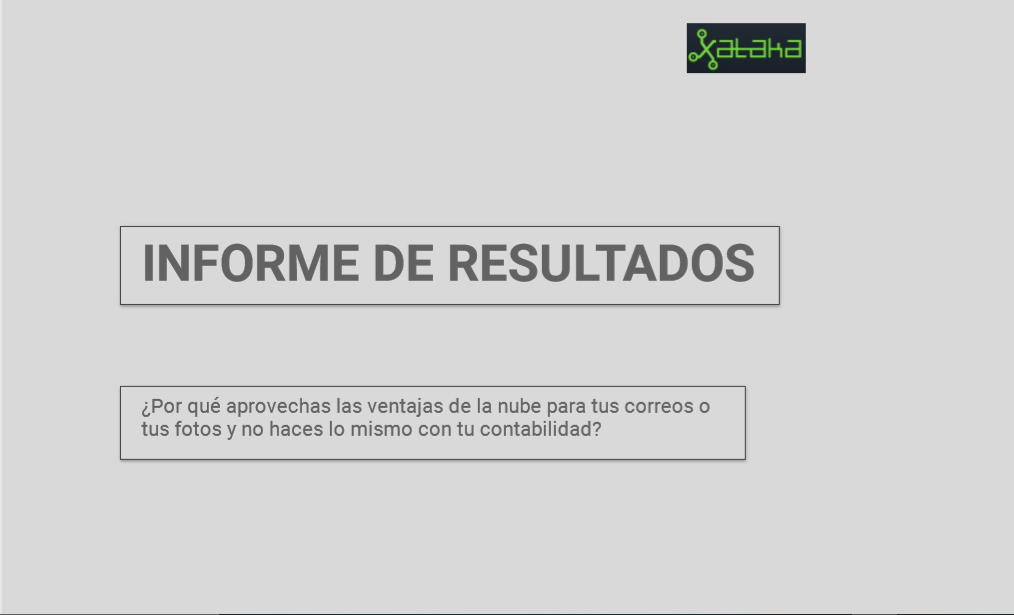
Name: **Hema Malini B**

Designation: **Data Analyst**

**Google Analytics Data Studio Reports**

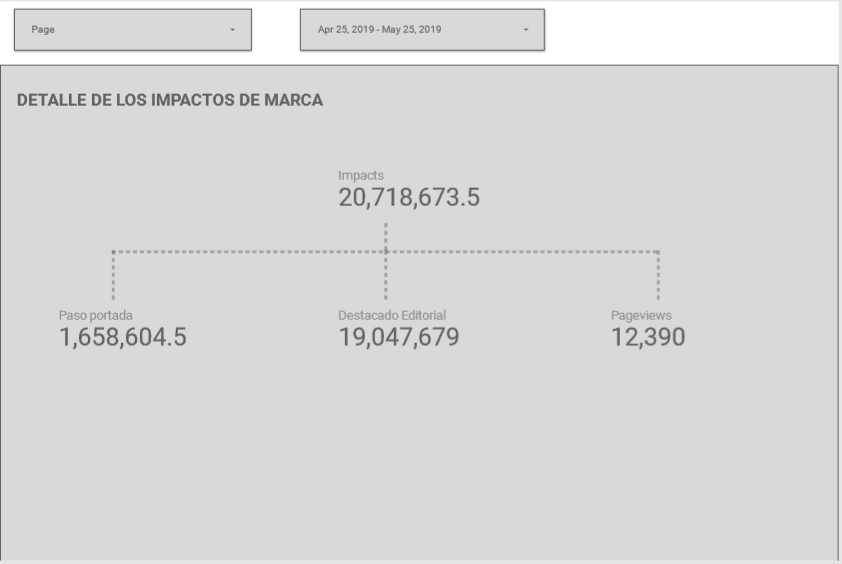
1. Xataka Data Studio Report
   1. Page 1



* 1. Page 2



* 1. Page 3



* 1. Page 4



* 1. Page 5



1. App Script Sample

*var startDate = '';*

*var pagePath = '';*

*var results = '';*

*var profileId = '';*

*var tableId = '';*

*var index = 0;*

*var sheet = '';*

*function runDemo() {*

*try {*

*clearSheets()*

*var data\_sheet = SpreadsheetApp.getActive().getSheetByName('Input');*

*for (index = 2; index<=10; ++index) {*

*check\_value = 'A'+index;*

*profileId = data\_sheet.getRange(check\_value).getValue();*

*if(profileId != '') {*

*results = getReportDataForProfilePP(index);*

*outputToSpreadsheetPP(index,results);*

*results = getReportDataForProfileDE(index);*

*outputToSpreadsheetDE(index,results);*

*/\*results = getReportDataForProfilePD(index);*

*outputToSpreadsheetPD(index,results);*

*results = getReportDataForProfileAVT(index);*

*outputToSpreadsheetPD(index,results);\*/*

*// Set Up the query arguments*

*check\_value = 'A'+index;*

*profileId = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var tableId = 'ga:' + profileId;*

*check\_value = 'B'+index;*

*var sDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*startDate = Utilities.formatDate(sDate, 'GMT+02:00', 'yyyy-MM-dd');*

*check\_value = 'C'+index;*

*var eDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*var endDate = Utilities.formatDate(eDate, 'GMT+02:00', 'yyyy-MM-dd');*

*check\_value = 'F'+index;*

*pagePath = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var metrics = ['ga:pageviews,ga:avgTimeOnPage,ga:bounceRate'];*

*var options = {*

*'dimensions': 'ga:PagePath',*

*'filters': 'ga:PagePath=@'+pagePath,*

*'sort': '-ga:pageviews',*

*//'segment': '',*

*'samplingLevel': 'HIGHER\_PRECISION',*

*'max-results': '5' // To limit the results to 5. Maximum number of results: 10000*

*}*

*// Fetch the report*

*var report = gaGet(tableId, startDate, endDate, metrics, options);*

*var data = report.rows;*

*var current\_sheet = SpreadsheetApp.getActive().getSheetByName('PageData');*

*// Get the range to write and write the results*

*var writeRange = current\_sheet.getRange(index, 1, data.length, data[0].length) // Read reference for getRange arguments*

*writeRange.setValues(data);*

*}*

*}*

*} catch(error) {*

*throw new Error(error);*

*}*

*}*

*function clearSheets() {*

*sheet = SpreadsheetApp.getActive().getSheetByName('PasoPorPortada');*

*sheet.clear();*

*sheet = SpreadsheetApp.getActive().getSheetByName('DestacadoEditorial');*

*sheet.clear();*

*sheet = SpreadsheetApp.getActive().getSheetByName('PageData');*

*sheet.clear();*

*sheet = SpreadsheetApp.getActive().getSheetByName('AverageTimeOnPage');*

*sheet.clear();*

*}*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Paso Por Portada Start \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*function getReportDataForProfilePP(index) {*

*var check\_value = '';*

*check\_value = 'A'+index;*

*profileId = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*tableId = 'ga:' + profileId;*

*check\_value = 'B'+index;*

*var sDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*startDate = Utilities.formatDate(sDate, 'GMT+1:00', 'yyyy-MM-dd');*

*check\_value = 'D'+index;*

*var eDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*var endDate = Utilities.formatDate(eDate, 'GMT+1:00', 'yyyy-MM-dd');*

*var optArgs = {*

*'dimensions': '', // Comma separated list of dimensions.*

*'metrics': 'ga:pageviews',*

*'sort': 'ga:pageviews', // Sort by sessions descending, then keyword.*

*'filters': 'ga:pagepath==/;ga:country=@spain', // Display only google traffic.*

*'max-results': '250' // Display the first 250 results.*

*};*

*// Make a request to the API.*

*results = Analytics.Data.Ga.get(*

*tableId, // Table id (format ga:xxxxxx).*

*startDate, // Start-date (format yyyy-MM-dd).*

*endDate, // End-date (format yyyy-MM-dd).*

*'ga:pageviews', // Comma seperated list of metrics.*

*optArgs);*

*if (results.getRows()) {*

*return results;*

*} else {*

*throw new Error('No views (profiles) found');*

*}*

*}*

*function outputToSpreadsheetPP(index,results) {*

*var check\_value = '';*

*var resultVar = 0;*

*var sheet = SpreadsheetApp.getActive().getSheetByName('PasoPorPortada');*

*var cell = sheet.getRange("A1");*

*cell.setValue("Date");*

*var cell = sheet.getRange("B1");*

*cell.setValue("PasoPorPortado");*

*check\_value = 'A'+index;*

*var cell = sheet.getRange(check\_value);*

*cell.setValue(startDate);*

*resultVar = resultVar + results.getRows();*

*check\_value = 'B'+index;*

*var cell = sheet.getRange(check\_value);*

*cell.setValue(resultVar);*

*}*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Paso Por Portada End \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Destacado Editorial Start \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*function getReportDataForProfileDE(index) {*

*var check\_value = '';*

*check\_value = 'A'+index;*

*profileId = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var tableId = 'ga:' + profileId;*

*check\_value = 'B'+index;*

*var sDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*startDate = Utilities.formatDate(sDate, 'GMT+1:00', 'yyyy-MM-dd');*

*check\_value = 'E'+index;*

*var eDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*var endDate = Utilities.formatDate(eDate, 'GMT+1:00', 'yyyy-MM-dd');*

*var optArgs = {*

*'dimensions': '', // Comma separated list of dimensions.*

*'metrics': 'ga:pageviews',*

*'sort': 'ga:pageviews', // Sort by sessions descending, then keyword.*

*'filters': 'ga:country=@spain;ga:pagepath!@/quienes-somos;ga:pagepath!@/autor;ga:pagepath!@/respuestas',*

*'max-results': '250' // Display the first 250 results.*

*};*

*// Make a request to the API.*

*var results = Analytics.Data.Ga.get(*

*tableId, // Table id (format ga:xxxxxx).*

*startDate, // Start-date (format yyyy-MM-dd).*

*endDate, // End-date (format yyyy-MM-dd).*

*'ga:pageviews', // Comma seperated list of metrics.*

*optArgs);*

*if (results.getRows()) {*

*return results;*

*} else {*

*throw new Error('No views (profiles) found');*

*}*

*}*

*function outputToSpreadsheetDE(index,results) {*

*var resultVar = 0;*

*var check\_value = '';*

*var sheet = SpreadsheetApp.getActive().getSheetByName('DestacadoEditorial');*

*//sheet.clear();*

*var cell = sheet.getRange("A1");*

*cell.setValue("Date");*

*var cell = sheet.getRange("B1");*

*cell.setValue("DestacadoEditorial");*

*check\_value = 'A'+index;*

*var cell = sheet.getRange(check\_value);*

*cell.setValue(startDate);*

*resultVar = resultVar + results.getRows();*

*check\_value = 'B'+index;*

*var cell = sheet.getRange(check\_value);*

*cell.setValue(resultVar);*

*}*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Destacado Editorial End \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Page Data Start \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*function getReportDataForProfilePD(index) {*

*var check\_value = '';*

*check\_value = 'A'+index;*

*profileId = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var tableId = 'ga:' + profileId;*

*check\_value = 'B'+index;*

*var sDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*startDate = Utilities.formatDate(sDate, 'GMT+02:00', 'yyyy-MM-dd');*

*check\_value = 'C'+index;*

*var eDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*var endDate = Utilities.formatDate(eDate, 'GMT+02:00', 'yyyy-MM-dd');*

*check\_value = 'F'+index;*

*pagePath = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var optArgs = {*

*'dimensions': 'ga:hostname', // Comma separated list of dimensions.*

*'metrics': 'ga:pageviews',*

*'sort': 'ga:pageviews', // Sort by sessions descending, then keyword.*

*'filters': 'ga:PagePath=@'+pagePath,*

*'max-results': '250' // Display the first 250 results.*

*};*

*// Make a request to the API.*

*var results = Analytics.Data.Ga.get(*

*tableId, // Table id (format ga:xxxxxx).*

*startDate, // Start-date (format yyyy-MM-dd).*

*endDate, // End-date (format yyyy-MM-dd).*

*'ga:pageviews', // Comma seperated list of metrics.*

*optArgs);*

*if (results.getRows()) {*

*return results;*

*} else {*

*throw new Error('No views (profiles) found');*

*}*

*}*

*function outputToSpreadsheetPD(index,results) {*

*var check\_value = '';*

*var sheet = SpreadsheetApp.getActive().getSheetByName('PageData');*

*var headerNames = [];*

*for (var i = 0, header; header = results.getColumnHeaders()[i]; ++i) {*

*headerNames.push(header.getName());*

*}*

*sheet.getRange(1, 1, 1, headerNames.length)*

*.setValues([headerNames]);*

*sheet.getRange(index, 1, results.getRows().length, headerNames.length)*

*.setValues( results.getRows());*

*}*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Page Data End \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Average Time on Page Start \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*function getReportDataForProfileAVT(index) {*

*var check\_value = '';*

*check\_value = 'A'+index;*

*profileId = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var tableId = 'ga:' + profileId;*

*check\_value = 'B'+index;*

*var sDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*startDate = Utilities.formatDate(sDate, 'GMT+02:00', 'yyyy-MM-dd');*

*check\_value = 'C'+index;*

*var eDate = new Date(SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue());*

*var endDate = Utilities.formatDate(eDate, 'GMT+02:00', 'yyyy-MM-dd');*

*check\_value = 'F'+index;*

*pagePath = SpreadsheetApp.getActive().getSheetByName('Input').getRange(check\_value).getValue();*

*var optArgs = {*

*'dimensions': 'ga:PagePath', // Comma separated list of dimensions.*

*'metrics': 'ga:avgTimeOnPage',*

*'sort': 'ga:avgTimeOnPage', // Sort by sessions descending, then keyword.*

*'filters': 'ga:PagePath=@'+pagePath,*

*'max-results': '250' // Display the first 250 results.*

*};*

*// Make a request to the API.*

*var results = Analytics.Data.Ga.get(*

*tableId, // Table id (format ga:xxxxxx).*

*startDate, // Start-date (format yyyy-MM-dd).*

*endDate, // End-date (format yyyy-MM-dd).*

*'ga:avgTimeOnPage', // Comma seperated list of metrics.*

*optArgs);*

*if (results.getRows()) {*

*return results;*

*} else {*

*throw new Error('No views (profiles) found');*

*}*

*}*

*function outputToSpreadsheetAVT(index,results) {*

*var check\_value = '';*

*var sheet = SpreadsheetApp.getActive().getSheetByName('AverageTimeOnPage');*

*var headerNames = [];*

*for (var i = 0, header; header = results.getColumnHeaders()[i]; ++i) {*

*headerNames.push(header.getName());*

*}*

*sheet.getRange(1, 1, 1, headerNames.length)*

*.setValues([headerNames]);*

*sheet.getRange(index, 1, results.getRows().length, headerNames.length)*

*.setValues( results.getRows());*

*}*

*/\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Page Data End \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*/*

*function gaGet(tableId, startDate, endDate, metrics, options) {*

*// Apply standard options*

*options = options || {};*

*options['max-results'] = options['max-results'] || '10000';*

*// If errors persist up to 5 times then terminate the program.*

*for (var i = 0; i < 5; i++) {*

*try {*

*return Analytics.Data.Ga.get(tableId, startDate, endDate, metrics, options); // 503*

*} catch (err) {*

*// https://developers.google.com/analytics/devguides/reporting/core/v3/coreErrors*

*if (err.message.indexOf('a server error occurred') > -1) {*

*Logger.log('Backend Error');*

*// Note: Don't listen to Google's reply and retry request after 2 minutes*

*Utilities.sleep(2 \* 60 \* 1000);*

*} else if (err.message.indexOf('User Rate') > -1) {*

*Logger.log('Rate Limit Error');*

*// Exponential Backoff*

*Utilities.sleep(1000 \* Math.pow((i + 1), 2));*

*} else if (err.message.indexOf('too many concurrent connections') > -1) {*

*Logger.log('Concurrent Connections Error');*

*// Exponential Backoff*

*Utilities.sleep(1000 \* Math.pow((i + 1), 2));*

*} else {*

*Logger.log(err);*

*throw err;*

*}*

*}*

*}*

*throw 'Error. Max retries reached';*

*}*