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';*

 *}*