Multi-View Reporting

NEXT-ANALYTICS lets you specify more than one profile View in a single query.

For historical reasons, NEXT-ANALYTICS often uses the word Profile to refer to Google Analytics Views.

**Summary.** Choose multiple profile Views and show their metrics (numeric web site values, e.g. Users, Sessions, Pageviews ). An alternative to a summary view would be a Trend, which plots the values over a days, weeks, months or years.

For a Summary, You can put up to ten metrics in any one query. We’re using three metrics as examples, but the process is the same for any metrics that you’d use.

<table>
<thead>
<tr>
<th>B6</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Profile Name</td>
<td>Profile ID</td>
<td>Users</td>
<td>Sessions</td>
<td>Pageviews</td>
</tr>
<tr>
<td>2</td>
<td>community all</td>
<td>61194373</td>
<td>791</td>
<td>914</td>
<td>1367</td>
</tr>
<tr>
<td>3</td>
<td>community articles</td>
<td>61190677</td>
<td>689</td>
<td>795</td>
<td>1066</td>
</tr>
</tbody>
</table>

A spreadsheet like this makes it easy to use Excel, which lets you easily create your own key performance indicators (KPIS). For example, you can calculate the percent and difference of two values, or show them as a percent of target or budget, as stored in the spreadsheet itself.

Excel is such an easy tool to use for this kind of report, it makes complete sense to use an Excel Addin to get the Google Analytics data into Excel.

NEXT-ANALYTICS not only lets you build custom reports like this, but makes getting fresh data one-click easy.

**Identify the profile views that you want on the report**

On a Mac, press the Control key and Click a worksheet cell. On Windows, right-click a cell. The following popup menu will appear. Look for NEXT Analytics Addin then Edit Google Analytics choose Multiple Views...
You will see a dialog box that shows all the Web Accounts that are available to your Google Login. When you click on one of them, its Profile Views will show underneath. You can double-click on a profile to add it to your report.

You can add as many profiles as you want. After selecting all of the desired Google Analytics Profile Views, click the Save button.

See the Data
On a Mac, press the Control key and Click a worksheet cell. On Windows, right-click a cell. The following popup menu will appear. Navigate to NEXT Analytics Addin and choose Get Fresh Data. Your data will exist in an Excel worksheet.
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Have a Look At the Script for a Multi-Profile Report

If you examine the NEXT-ANALYTICS script, you can see the list of profiles by looking at the script:

You can have as many profile ID values as you want in that cell.

You can use cell references to supply values, as well as use Excel Visual Basic for Automation (VBA) to create the value in that cell.

So that’s all that needs to be done to get simple metrics for multiple profiles.

Multi-View Trend Chart

A trend chart will show these metric values along a unit of time. E.g. for each day.

Assuming you’re starting with the query built in the Multi-Profile Summary Report chapter, you have a query that has Users, Sessions, and Pageviews for multiple profiles.

Excel makes it very easy to build such a chart, as long as the data is recognizable by Excel.

Let’s go through the steps to lay out the data so that process remains easy:
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1. The Profile ID column has to be removed, before charting.

2. Add a Time dimension. If we want daily, we choose Date.

3. Use Copy/Paste to put the query into a dashboard (spreadsheet) you’re building (optional)

4. Format the date column so it’s recognized as an Excel date column

5. Use Excel’s “Insert Chart” on the selected data range

Finish it up by making the spreadsheet look nice using Excel’s formatting and layout.

Step 1/5. Remove the Un-Wanted Profile ID column

We want to remove the Profile ID column because it’s numeric values and the Excel Chart Wizard will try to plot it.

To eliminate a numeric column, put the following command below the ImportDataFiles command, as follows:

```
RemoveColumns,,"Profile ID"
```

To be clear, perform these steps:

1. Insert a blank line after `ImportDataFiles`

2. Copy / Paste the following line of text into the blank line:

   `RemoveColumns,"Profile ID"

The next time you click Refresh Data, that Profile ID column won’t be in the worksheet.
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Step 2/5. Add the Date Dimension

On a Mac, press the Control key and Click a worksheet cell. On Windows, right-click a cell. The following popup menu will appear. Navigate to NEXT Analytics Addin and choose Fields….

Click on the drop down list until you can select Time.

In the list below, double-click on the row that says Date. This will get you a daily report. If you wanted months, you’d click one of the Month dimensions,
This instructs Google Analytics to send you day by day data.

Click the Save/Exit or the Data Refresh then Save/Exit.

If you examine the _actions worksheet, you’ll see that ga:date was added.
If you haven’t already, refresh the data, and you will see individual days in the worksheet.

You will notice that the Date column has numbers in it!

This is because Excel parsed them as Excel dates. You now need to tell Excel to format them as dates.

But we are in the wrong spreadsheet at the moment. We want to do our formatting and charting in a central workbook, the one that we’re using as our dashboard.

So, ignore the fact that they’re showing as numbers for a moment. First, let’s move the actions script to its target spreadsheet and then do the formatting there (as described in the following step).
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Step 3/5. How To Move NEXT-ANALYTICS Actions Script to a new Spreadsheet

Normally you build a query in a temporary workbook so that your work doesn’t affect your other queries.

When you’re satisfied with the data, you transfer your query into a destination workbook.

Then you would fix any formatting, and create the chart in a workbook that you plan to distribute.

Before you transfer the script into another workbook, you need to edit the following three values so that the data is written to a known place in that workbook.

```
14 Prompt,Add,[DATA SHEET NAME],Sheet1
15 Prompt,Add,[TOP ROW],1
16 Prompt,Add,[TOP_LEFT],1
17 Prompt,Add,[BOTTOM_ROW],-1
18 prompt,add,[BOTTOM_RIGHT],-1
19 SaveInWorksheet2,current,[DATA SHEET NAME],Overwrite,invisible,[TO
20 }
```

Notes about SaveInWorksheet:

- You can put any worksheet name you want, it will be created automatically.
- You can make the top/left and bottom/right to be anything you want.
- If you don’t know how many rows or columns will come back, then leave bottom/right as -1 and -1.

So, you need to edit these three values and then copy/paste the scfript into another workbook.

Then click Data Refresh.

Step 4/5 Fix the Excel Date Formatting
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Now you have data to work with, in the workbook that you plan to distribute. This is the workbook where you fix the formatting and add charts.

When Excel gets the dates from Google Analytics, it converts them into numbers. As the Excel user, you need to request that Excel format them as dates, as per the image below. Click the date column, then click the Number format to Date.

Step 5/5. Insert the Chart

Click the top left corner of the data and click Excel’s Insert Chart.

You can select then cut/paste your chart into another worksheet if you wish to put all the charts from different queries on a single worksheet, as the “dashboard” view.
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You can click **Get Fresh Data** (on the menu) at any time and new values will appear in the chart.