

Overview:

This project has the goal of creating a more efficient way to run multiple web analytics reports at one time for a single account. With this efficiency boost, it should enable someone to run these batch reports for many more accounts over time. Additionally, each script can be edited to customize the reporting scheme for any client.

How It Works:

1. A user interface is brought up by running the Python script.
2. The user inputs four simple data points: property id, api credentials file, report start date, and report end date.
3. Reports are created and exported as a .csv file
4. Graphs are created from Python script using .csv files and saved as a .png file

My main areas of learning in this project included:

1. Python
2. Python packages, including PyQt, Pandas, Numpy, and Matplotlib
3. GA Data API
4. Software Development

Inquire and learn more: <https://swiftinsightdigital.com/analytics>

Project code: <https://github.com/PatioUmbrella/analyticsAutomation>