



FOR WEBSITE AND FACEBOOK ANALYTICS

Magdolna Vilisics - Fastbridge Hungary
BI Forum Budapest 2016

Confession



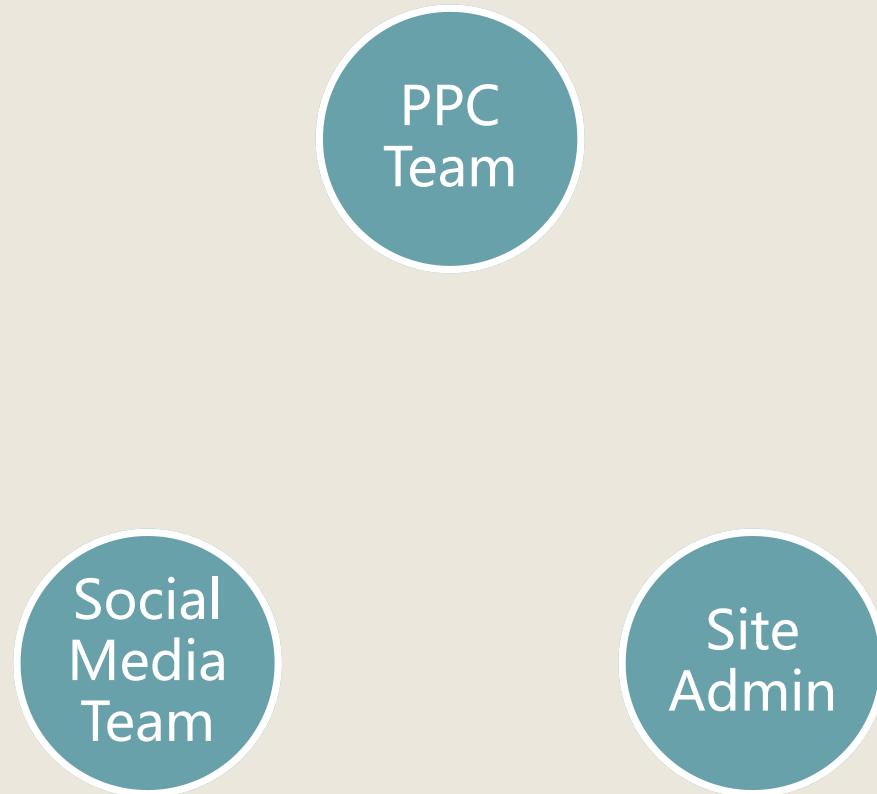
Cool! A banner ad!

"I love these sites with no ads!"
said everybody always.

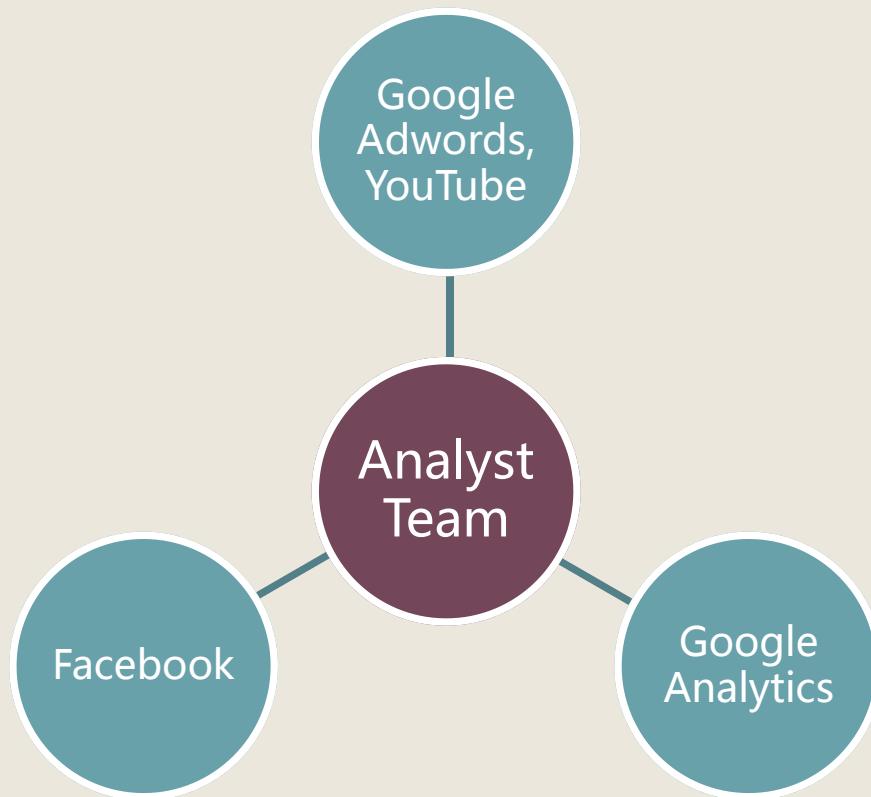
som ee cards
user card



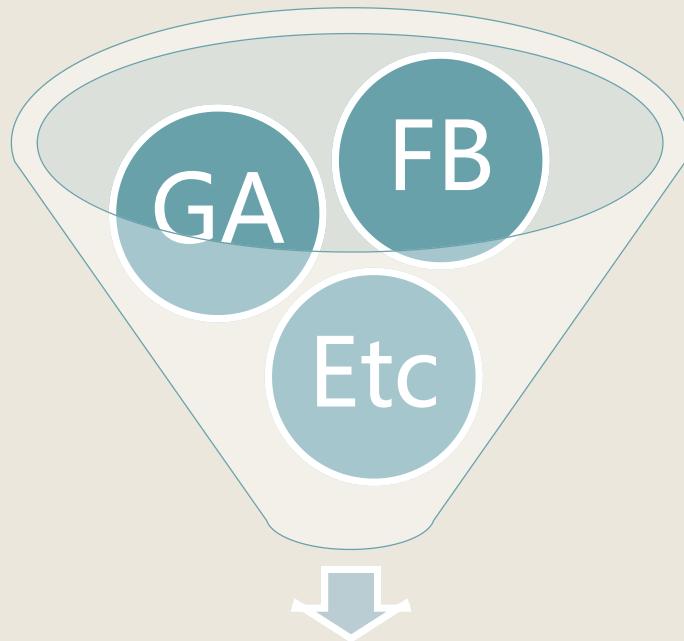
Traditional workflow



Datasources



A more ideal way



All relevant data

Why R ?

- There are options for connection to all the data sources
 - *Console.developers.com -> API for Google Analytics*
 - *Facebook Graph API, Marketing API*
- Various solutions on the market (even marketing tailored ones)
- There are nice packages in R:
 - *RGA*
 - *RAdwords*
 - *Rfacebook*
- Visualizations and/or xls?

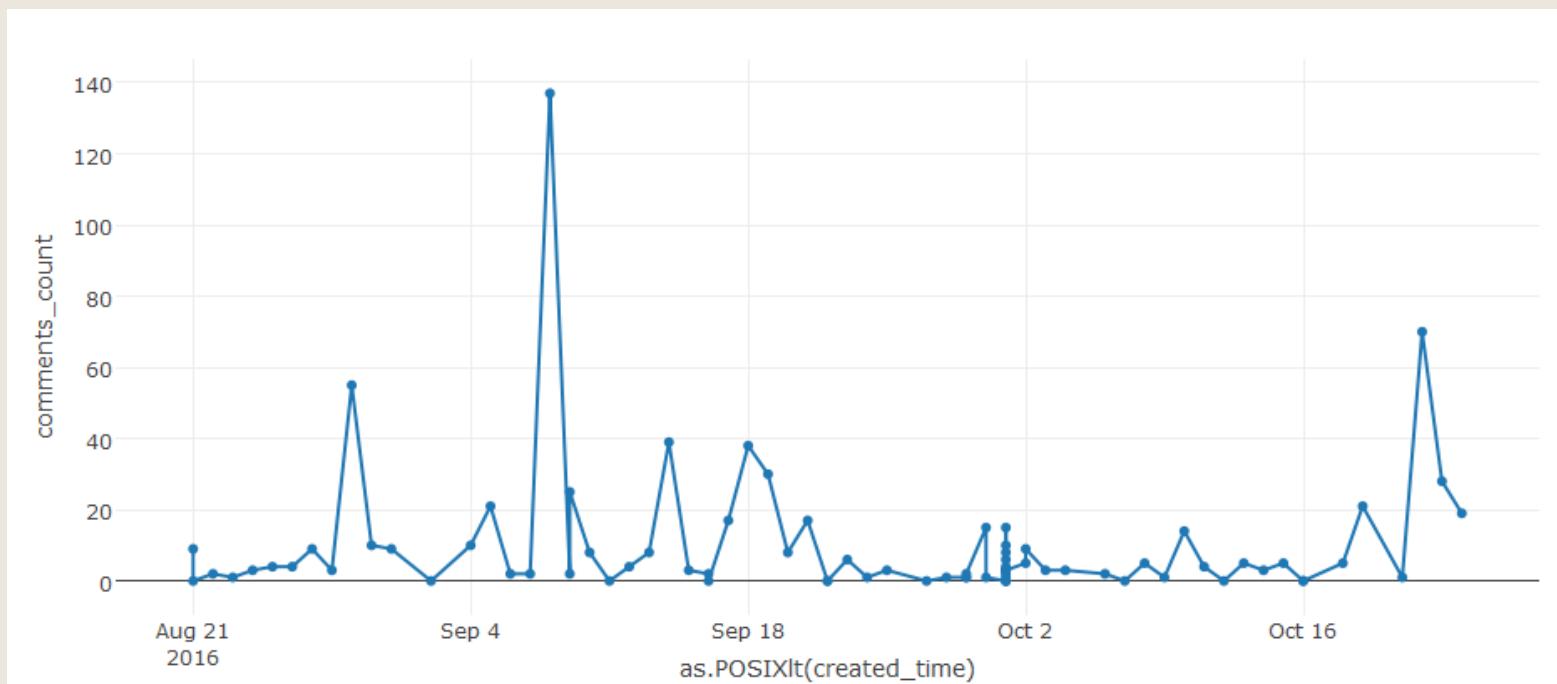
Retrieve data without login

- Use the APP credentials

```
token <- authorize(  
  client.id = „12345a.apps.googleusercontent.com”,  
  client.secret = „a1b2CDEFgh3-4JjKI”)  
data <- get_ga(profileId = "ga:123456789",  
  start.date = "30daysAgo",  
  end.date = "yesterday",  
  metrics = c("ga:users", "ga:sessions", "ga:pageviews"),  
  dimensions = "ga:date",  
  token)
```

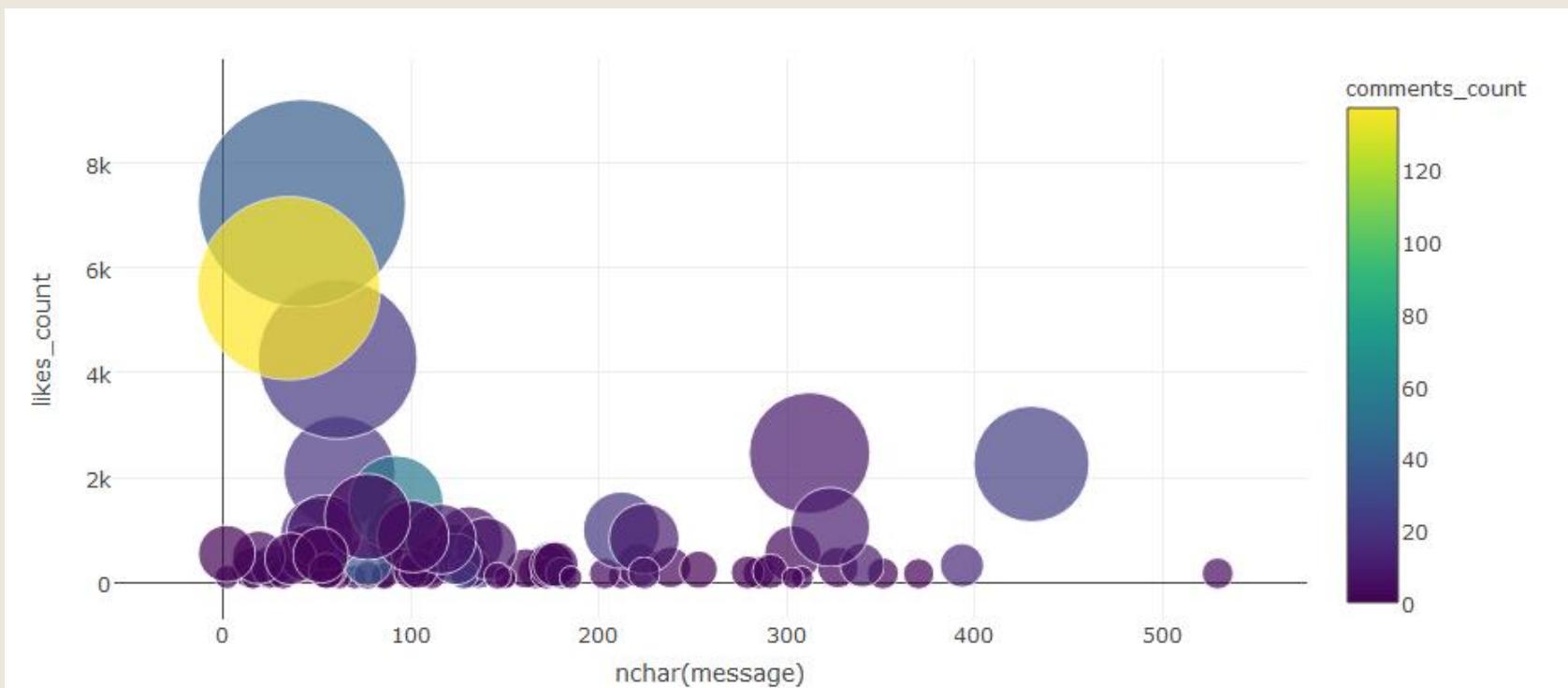
Visualize - 1

- ### ■ Visual analysis of trends in daily view



Visualize - 2

- Length of posts vs. virality



Solution for all parties

- Efficiency for the agency (e.g. Time spent with creating reports)
- More detailed and multiple-source data to look at
- Better insights
- Make use of visualization and presentation tools of R
- Export as csv/xlsx, etc.
- ...And it's free!

THANK YOU!

magdolna.vilisics@fastbridge.hu