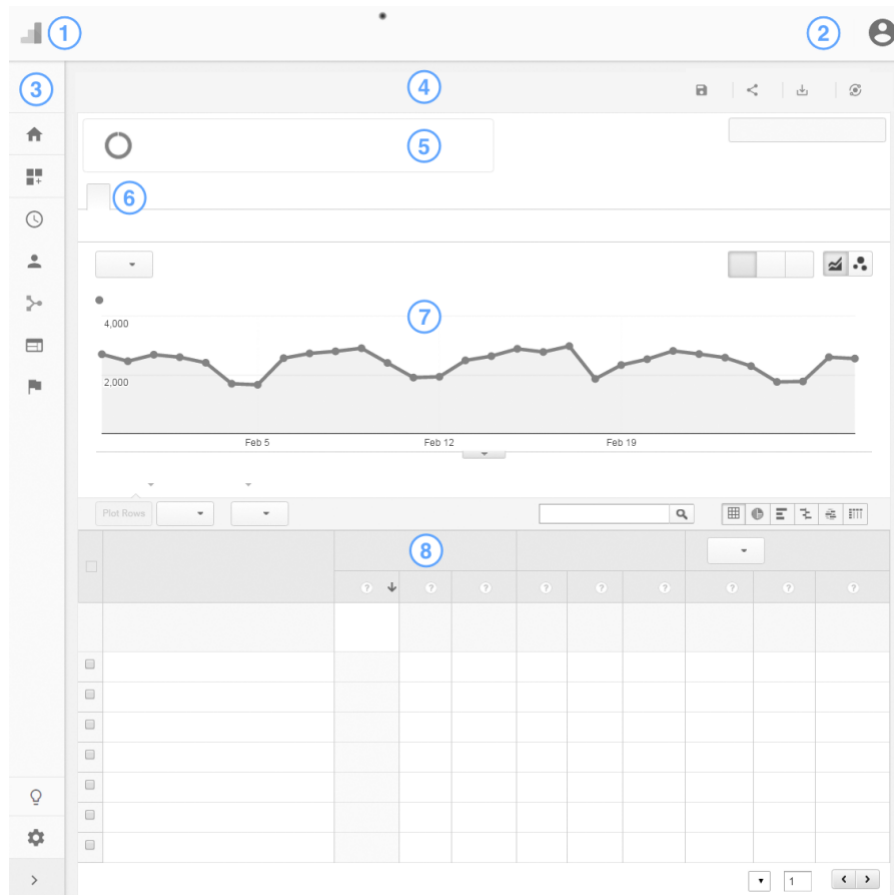# Google Analytics

Finding your way around Google Analytics

1. Navigation Links
2. Accounts, Settings and Diagnostics
3. Report Navigation
4. Report Header
5. Add Segments
6. Report Tabs
7. Graph View
8. Data Table View

1. Organization and account links, search

The breadcrumb links at the top of every page in Analytics give you access to the Google Marketing Platform organizations and product accounts, as well as Analytics accounts, properties, and views associated with your current login credentials.

- **Organization**: Within Google Marketing Platform, the representation of your company, and the management framework for your company's product accounts and users.
- **Product accounts**: Other Google Marketing Platform product accounts like Tag Manager and Optimize.
- **Account:** Your access point for Analytics, and the top-most level of organization within the product.
- **Property:** A website, mobile application, or device (e.g. a kiosk or point-of-sale device.) An account can contain one or more properties.
- **View:** Your access point for reports; a defined view of data from a property.
- Use the search box to search Analytics for reports, ask questions, and query for help content.

2. Diagnostics and Google accounts

Every page in Analytics also gives you access to notifications and diagnostic messages, and lets you manage your Analytics user settings and your Google accounts.

- Click ![bell icon] to see any messages generated by Analytics automated diagnostics
- Click ![menu icon] to change user settings, send feedback to Google, or get help with analytics
- Click ![account icon] to manage your Google account, and to sign out of Analytics.

3. Report Navigation

This is where you access all of your reports

- Click a report category to open that list of reports.
- The customization category includes dashboards, shortcuts, and custom reports

- Click ⚙ to open admin, where you manage your accounts, properties, and views

4. Action Bar

The action bar appears at the top of the reports in Analytics. The action bar includes the report title, the sample percentage, controls that act on the report as a whole, and a link to the Intelligence panel.

- The *sample percentage* tells you what percentage of sessions during the date range are included in the report. You can switch between a smaller sample (faster response time, less precision) or a larger sample (slower response time, greater precision).
- Click **Save** to save the current configuration of the report.
- Click **Export** to export your report data for use in other applications like Excel.
- Click **Share** to share a report, even if the recipients don't have Analytics accounts. Click Intelligence to open the intelligence panel, where you can see insights from your data generated by Analytics machine learning, and query your data using natural language.

5. Add Segments, set the date range

A segment is a subset of your Analytics data. Add segments to a report to compare different subsets of data.

- Click **+ Add segment** to add existing segments or create new ones.
- Click a segment to edit, copy, or remove it. (You can't edit the default system segments.)
- Use the **date selector** to change the date range of the report, and chose date ranges to compare

6. Report Tabs

This is where your report data begins. Analytics reports display data in one or more tabs, providing multiple views of the data in one place. Most standard reports include an Explorer tab, which typically has 2 parts: a graph of your data on top, and a data table below. Some reports include additional tabs like Overview or Map Overlay.

- You can add and edit tabs using the **Customize** link in the report header, as noted above.

- Use the **metric-group** links below the tab label to determine which metrics are shown in the data table: for example, *Summary, Site Usage, Goal Set 1*.

7. Graph View

The top portion of most Explorer tabs displays a graphical view of your data. Graph controls include:

- **Graph metric** selector: change the metrics plotted on the graph view. You can compare 2 metrics on the graph; for example, Sessions vs. Bounce Rate. Located below the metric group links.
- **Graph time-scale** buttons: change the time-scale of the graph. Choose between day, week, or month. Located to the right of the graph metric selector.
- **Graph type** buttons: change the graph display. Choose from line graph or motion chart. Located next to the graph time-scale buttons.
- Click the icon to open the Annotations drawer. You can make a note directly on the report. This control is located immediately below the graph's time axis.

8. Data Table

The lower portion of the Explorer tab displays report data in tabular form. The primary dimension and metrics displayed depend on the type of report and on the metric group selected in the Explorer tab controls.

Data table controls include:

- **Primary dimension** links: change the primary dimension in the report.
- **Plot Rows** button: add rows you've selected (by using the checkboxes) to the graph view.
- **Secondary dimension** menu: add another dimension to the report. To remove a secondary dimension, click the **X** in the dimension column's header. SEP

Sort Type Menu: change the order of the rows in the data table. Your choices are:

- Default: basic alphanumeric sort. The default order is high to low. You can change this by clicking the column header.

- Absolute change: sorts date range comparison data by amount of change rather than absolute values
- Weighted: sorts percentage data in order of importance instead of numerical order.

Search: display only rows matching your search term. Click advanced to define more complex filters

Table display buttons: change the way the data table is displayed. Your choices include:

- **Data:** displays the data in a tabular view. This is the default table view.

- **Percentage:** displays a pie chart, showing the contribution to the total for the selected metric.

- **Performance**: displays a horizontal bar chart, showing the relative performance for the selected metric.

- **Comparison** displays a bar chart plotting the performance of the selected metrics relative to the site average.

- **Term cloud:** displays a visual representation of the performance of keywords (not available for all reports)

- **Pivot:** rearranges the information in the table for certain reports by pivoting your data on a second dimension.

There are a few additional controls not shown in the interface map image at the beginning of this article:

- **Pagination** controls: change the number of rows displayed, jump to a specific page of data, or navigate page by page using the controls below the data table.
- **Refresh report** link: update the data displayed in the report by clicking the link located at the very bottom of the page, next to the generation date.

Manage and configure Analytics

Click **Admin** at the top of any Analytics page to manage and configure your accounts, properties, and views.

An account is the highest level of organization and you can have one or more accounts in Analytics. An account contains one or more properties. Each property usually represents a specific website or a mobile app. Properties contain views, which are subsets of reporting data for the property.

There are three columns: ACCOUNT, PROPERTY, and VIEW. Use the drop-down selector at the top of each column to:

- Select the account, property, and view you want, or
- Create a new account, property, or view.

For example, click **User Management** in the ACCOUNT column to add users to your selected account. To add users to a property, click **User Management** in the PROPERTY column. To add Goals to a view, click **Goals** in the VIEW column.