Package ‘fetchGoogleAnalyticsR’

November 22, 2022

Type Package

Title Get Data from Google Analytics via the ’Windsor.ai’ API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Google Analytics using the ’Windsor.ai’ API <https://windsor.ai/api-fields/>.

License GPL-3

URL https://windsor.ai/

Depends R (>= 3.5.0)

Imports jsonlite (>= 1.7.2)

Suggests knitr, rmarkdown, dplyr, ggplot2, tidyr, curl

VignetteBuilder knitr

Encoding UTF-8

Language en-US

LazyData true

RoxygenNote 7.2.1

NeedsCompilation no

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Repository CRAN

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fetch_googleanalytics A function to fetch Google Analytics data from the windsor.ai API

Description

fetch_googleanalytics A function to fetch Google Analytics data from the windsor.ai API

Usage

fetch_googleanalytics(
  api_key,
  date_from = NULL,
  date_to = NULL,
  fields = c("campaign", "clicks", "spend", "impressions", "date")
)

Arguments

api_key Your api key to access Windsor.ai API
date_from The date from which to start getting data in format YYYY-MM-DD
date_to The date until which to start getting data in format YYYY-MM-DD
fields the fields fetched from the API for a given connector See https://windsor.ai/api-fields/ for details.

Value

A data frame with the desired data

Examples

## Not run:
my_googleanalytics_data <- fetch_googleanalytics(api_key = "your api key",
                                              date_from = "2022-10-01",
                                              date_to = "2022-10-02",
                                              fields = c("campaign", "clicks",
                                                          "spend", "impressions", "date"))

## End(Not run)
Description

A data set containing sample Google Analytics data fetched from windsor.ai API. See more at: https://windsor.ai/

Usage

my_googleanalytics_data

Format

A data frame with 164 rows and 5 variables:

- campaign: name of the campaign
- clicks: number of clicks
- spend: spend data
- impressions: impressions data
- date: date

Source

https://windsor.ai/
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