

Getting Started With Analysis in Google Analytics

**Learn About Segment, Custom
Reports and Dashboards**

Index

1. How to Use Custom Reports in Google Analytics?
 - a. What are custom reports?
 - b. How to create custom reports in google analytics?
 - c. How to customize custom reports?
 - i. How to access custom reports?
 - d. How to categorize custom reports?
 - e. How to edit custom Reports?
 - f. How to share custom reports?
 - g. How to import custom reports?

2. How to create custom dashboards in Google Analytics?
 - a. What are custom dashboards?
 - b. How to create custom reports?
 - c. How to import custom reports?
 - d. How to share custom reports?
 - e. How to create widgets in dashboard?
 - f. How to edit & delete widgets?
 - g. How to clone a widget?
 - h. How to add segment to a dashboard?
 - i. How to delete dashboard?

3. How to use custom segments in google analytics?
 - a. What are segments?
 - b. How to add segments in google analytics?
 - c. How to remove segments?
 - d. How to share segments?
 - e. How to import segments?

How to Use Custom Reports in Google Analytics?

a. What are custom reports?

Custom reports in google analytics are the reports that you create. You can do this by selecting the required dimensions and metrics and view them the way you want.

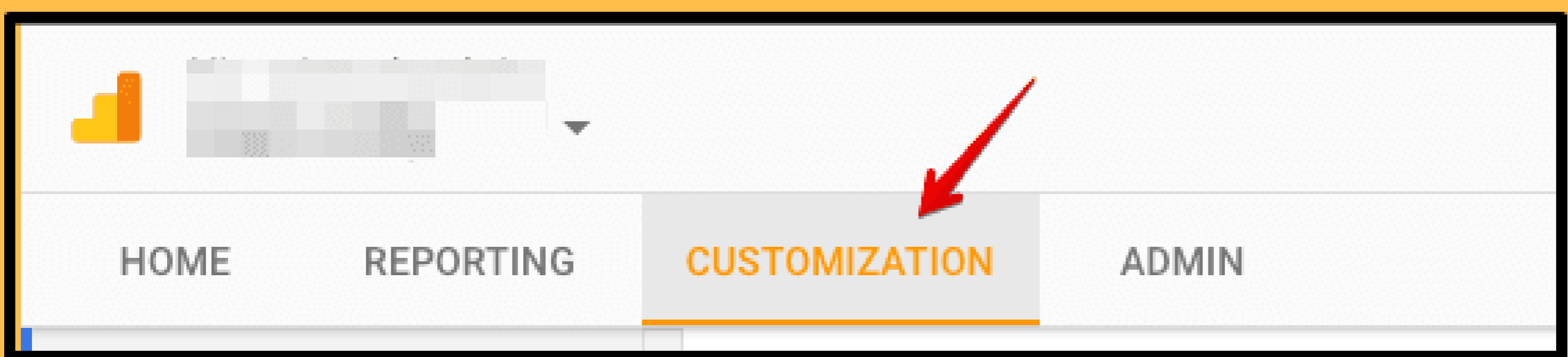
b. How to create custom reports in google analytics?

Follow the steps below to create custom reports in google analytics.

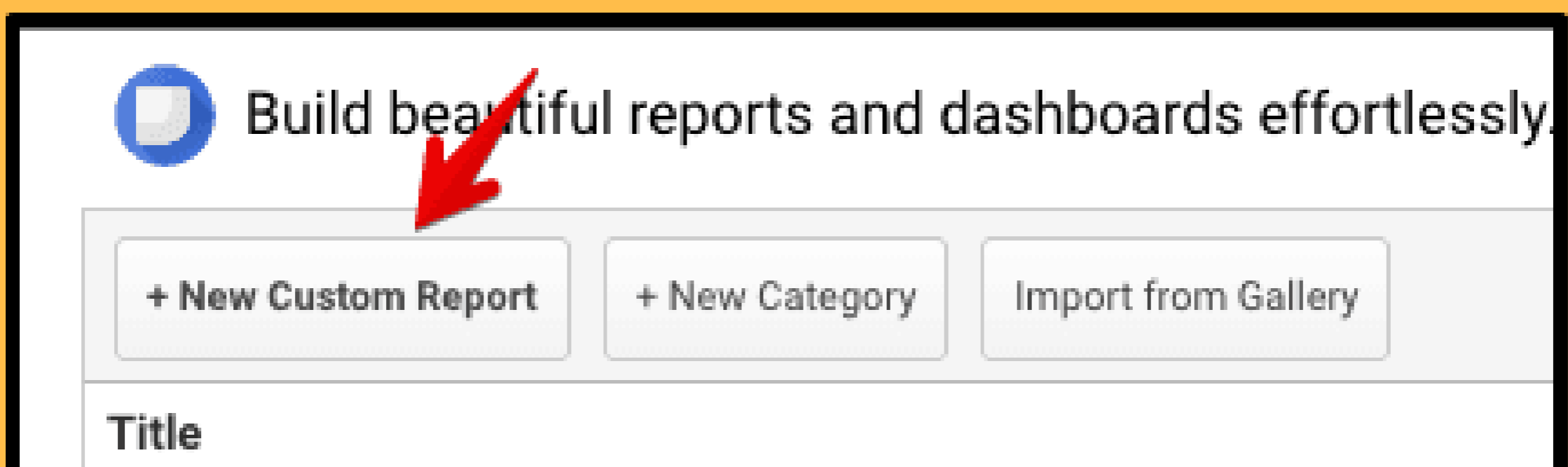
Step#1: Login to your analytics account.

Step#2: Open the specific view in which you want to create custom reports.

Step#3: Select the 'Customization' tag from the top menu.



Step#4: Click on the create 'New Custom Report' button.



Step#5: Enter the title for your custom report.

Step#6: Enter the name of your reporting tab, select the report type, define dimensions and metrics.

Report Content
'Funnel' type disabled. You can't mix funnel and non-funnel tabs.

Report Tab × Report Tab + add report tab

Name Report Tab

Type Explorer Flat Table Map Overlay

Metric Groups

Metric Group

+ add metric

+ Add metric group

Dimension Drilldowns

+ add dimension

Note: adding additional report tabs are optional but every report must contain at least one reporting tab.

Step#6: Filters are optional but this is added to restrict the data for specific dimensions.

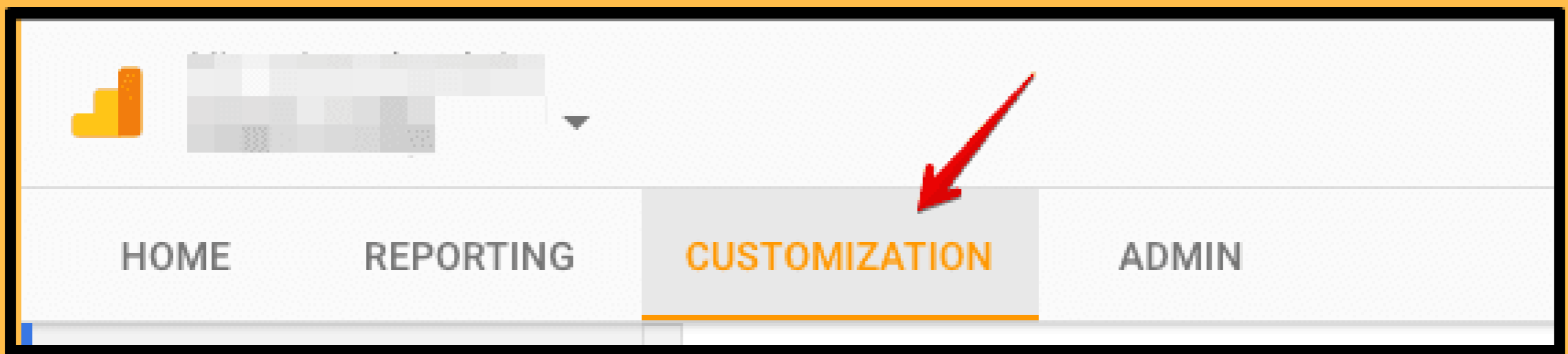
Step#7: This is again optional step. Select from the view options where you want this report to appear.

Step#8: Click Save and you are done.

c. How to Customize Custom Reports?

i. How to access custom reports?

To access custom reports select Customization tab from the top menu.

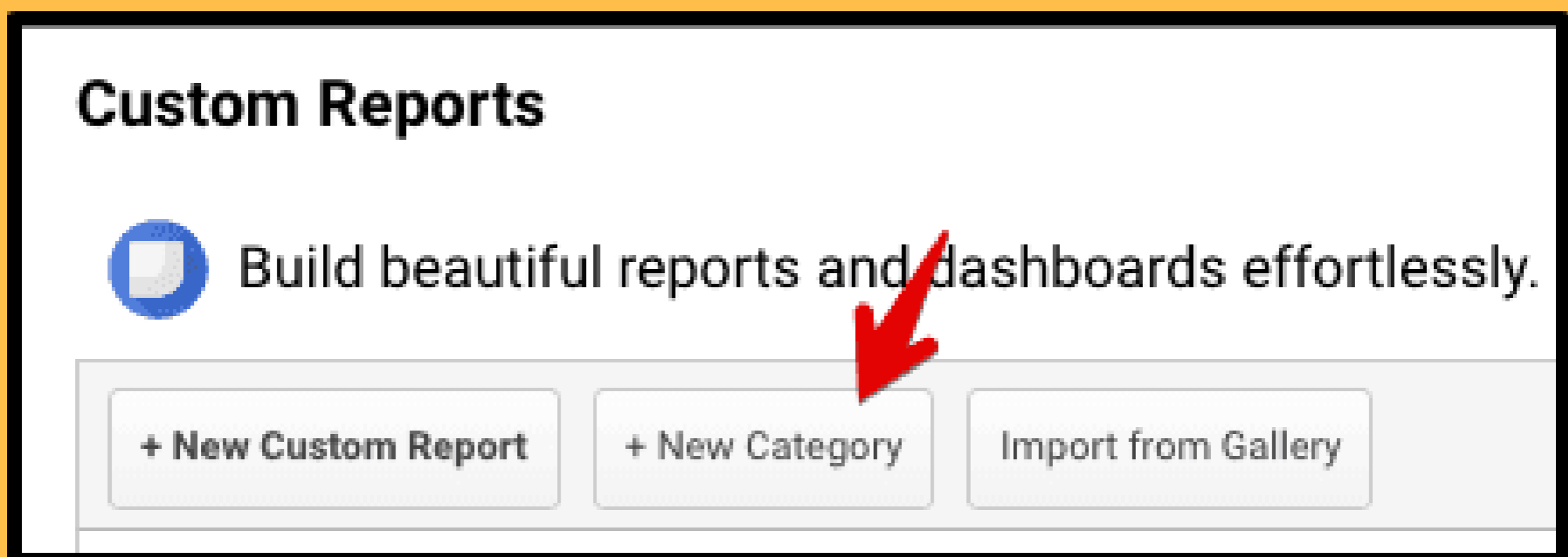


If you have already created any custom reports you will see them listed on the left panel.

d. How to categorize custom reports?

Click on the 'customization' tab from the top navigation menu in your analytics account.

Now, click on the 'New Category' button to create a category for your custom reports.



e. How to edit custom reports?

Step#1: To edit custom reports in google analytics, open the report which you want to edit.

Step#2: Inside the reports, look at the top nav-bar and click on the edit option.

Scroll Tracking Timing Report

Edit

Email

Export ▾

Add to Dashboard

Shortcut

Step#3: Inside you can change dimensions, metrics or create a new report tab. Click 'save button' to save new changes.

From the above menu, you can send these reports via email, export in different formats and add this to your dashboard.

f. How to share custom reports?

To share custom reports in google analytics follow the below steps:

Step#1: select the customization tab to view the list of custom reports.

Step#2: Open the specific report which you want to share.

Step#3: Add this report to your dashboard.

Scroll Tracking Timing Report

Edit

Email

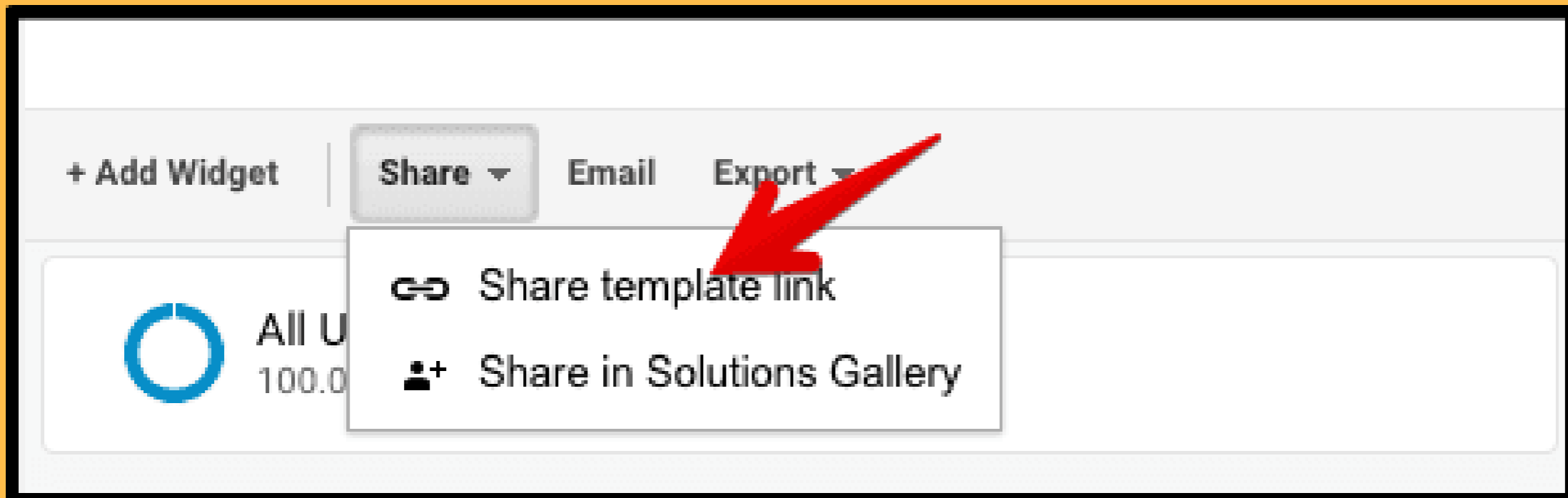
Export ▾

Add to Dashboard

Shortcut

Step#4: Once you added the report to dashboard, you will see this custom report in your dashboard. Now, from the dashboard click on the share button on the top navigation menu

Step#5: From the share button drop-down menu, click on 'share template link'.



Step#6: Copy the generated link and send to the person you want to share with.

f. How to import custom reports?

Follow the below steps to import custom reports in google analytics.

Step#1: Sign In to your analytics account.

Step#2: Make sure you have the view level access to import this report.

Step#3: Click on the custom report link in which you want to import.

Step#4: A new window will appear to select the view in which you want to import.

Report Content
'Funnel' type disabled. You can't mix funnel and non-funnel tabs.

Report Tab × Report Tab + add report tab

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

+ add metric

+ Add metric group

Dimension Drilldowns

+ add dimension

Step#5: Select specific view and and click on create button.

Once this is done you will see this report in your private dashboard.

Bonus:

[6 Google Analytics Goals, Segments and Dashboards for Shopify](#)



How to Create Custom Dashboards In Google Analytics?

a. What are custom dashboards?

Google analytics custom dashboards contain the most important data that is frequently viewed. Every view in analytics has a by default dashboard, which has some prebuilt widgets. The dashboards created by you are called custom dashboards.

You can export, email and share these dashboards. You can either create custom dashboards or import using a template link or from analytics solution gallery (<https://www.google.com/analytics/gallery/>).

You must have the view level access to create and customize google analytics custom dashboards.

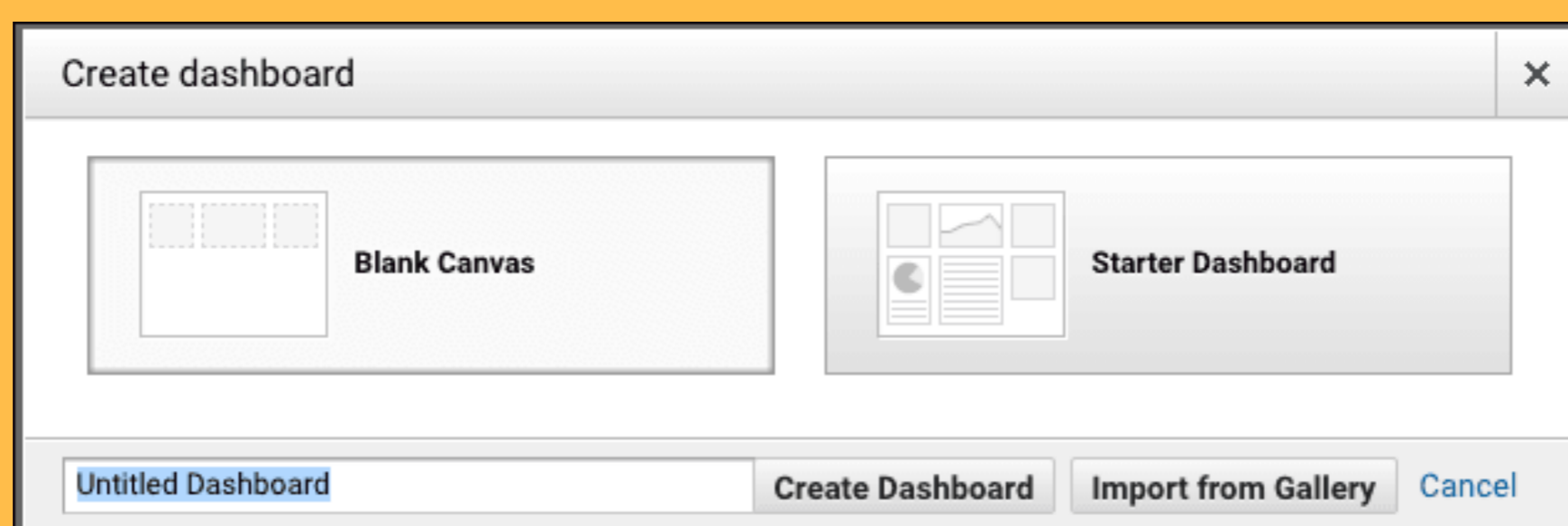
b. How to create custom dashboard?

Follow the steps below to create your own custom dashboard.

Step#1: Navigate to your view and select the reporting tab.

Step#2: Select Dashboards and click New Dashboard.

Step#3: From the pop-up window, click on either the blank canvas or starter dashboard.



Note: Click on the blank canvas to add your own widgets

Step#4: Enter your dashboard name and click on Create Dashboard.

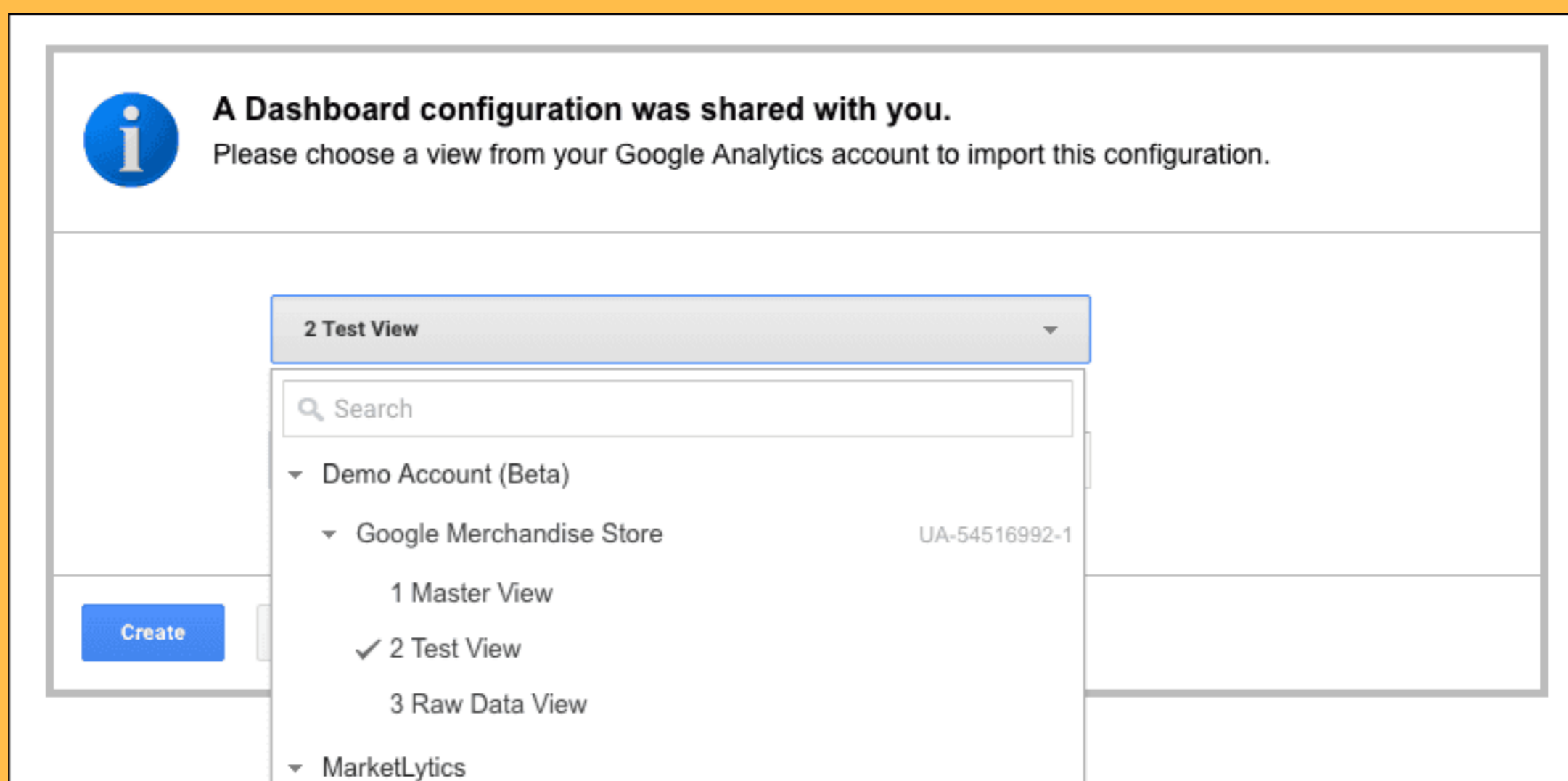
c. How to import custom dashboards?

Follow the below steps to import custom dashboards to your analytics account.

Step#1: Sign in to your analytics account.

Step#2: click on the custom dashboard template link.

Step#3: Select the view in which you want to import.



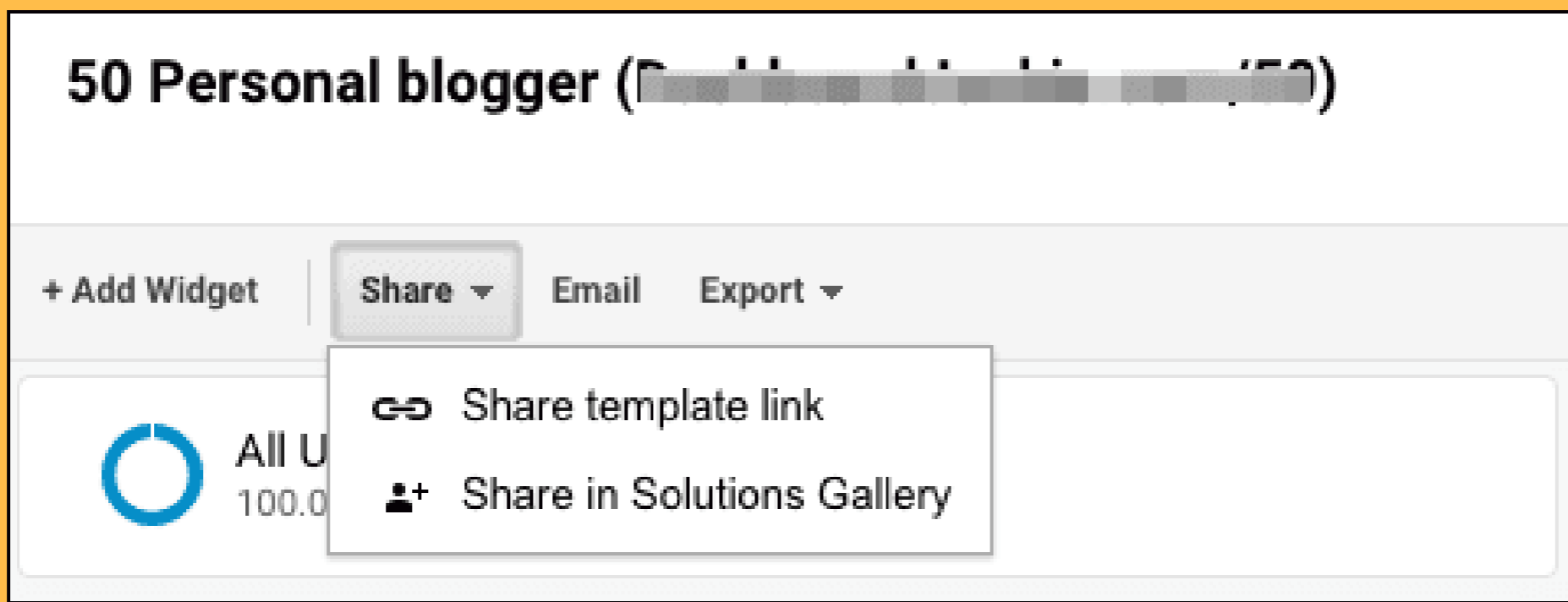
Step#4: Click on the Create button.

Now click on the dashboard column in your reporting tab to view this dashboard.

d. How to Share Custom Dashboard?

Open the dashboard which you want to share.

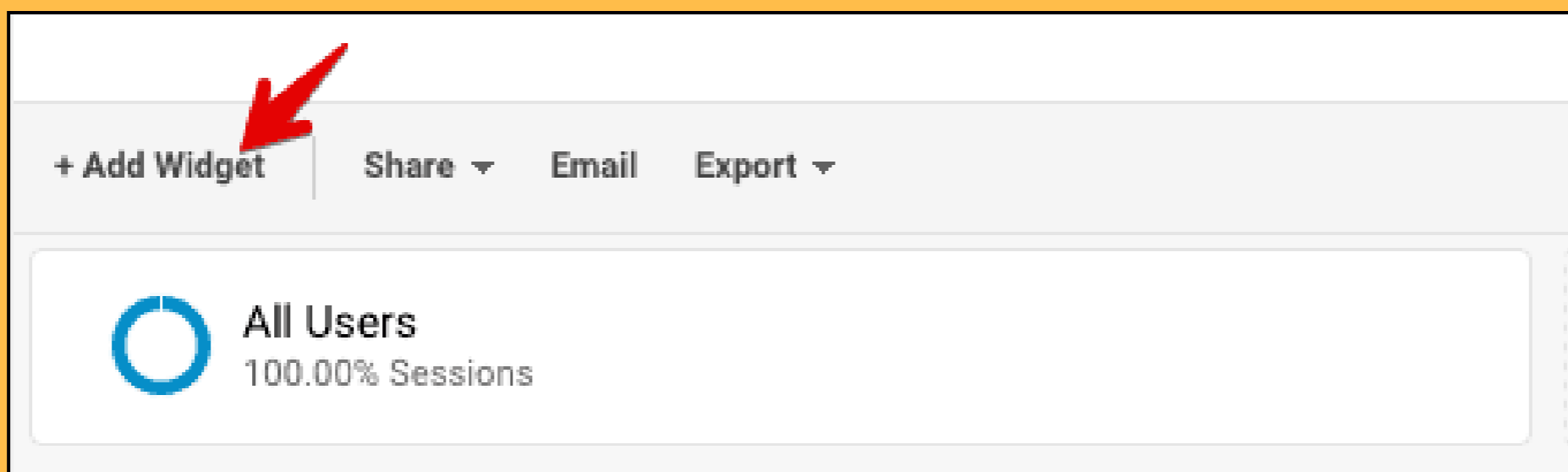
Click on the share button from the top navigation menu and select if you want to share via template link or to analytics solution gallery.



e. How to Create Widgets in Dashboard?

A dashboard can contain at least 12 widgets. Follow steps below to add widgets to dashboard.

Step#1: Inside your new dashboard, click on the new widget button from the top menu.



Step#2: In the next pop up window, enter the title for your widget. Select between the real time and standard reports.

Step#3: Select the dimensions and metrics for the widget. These change depending on the type of widget you selected.

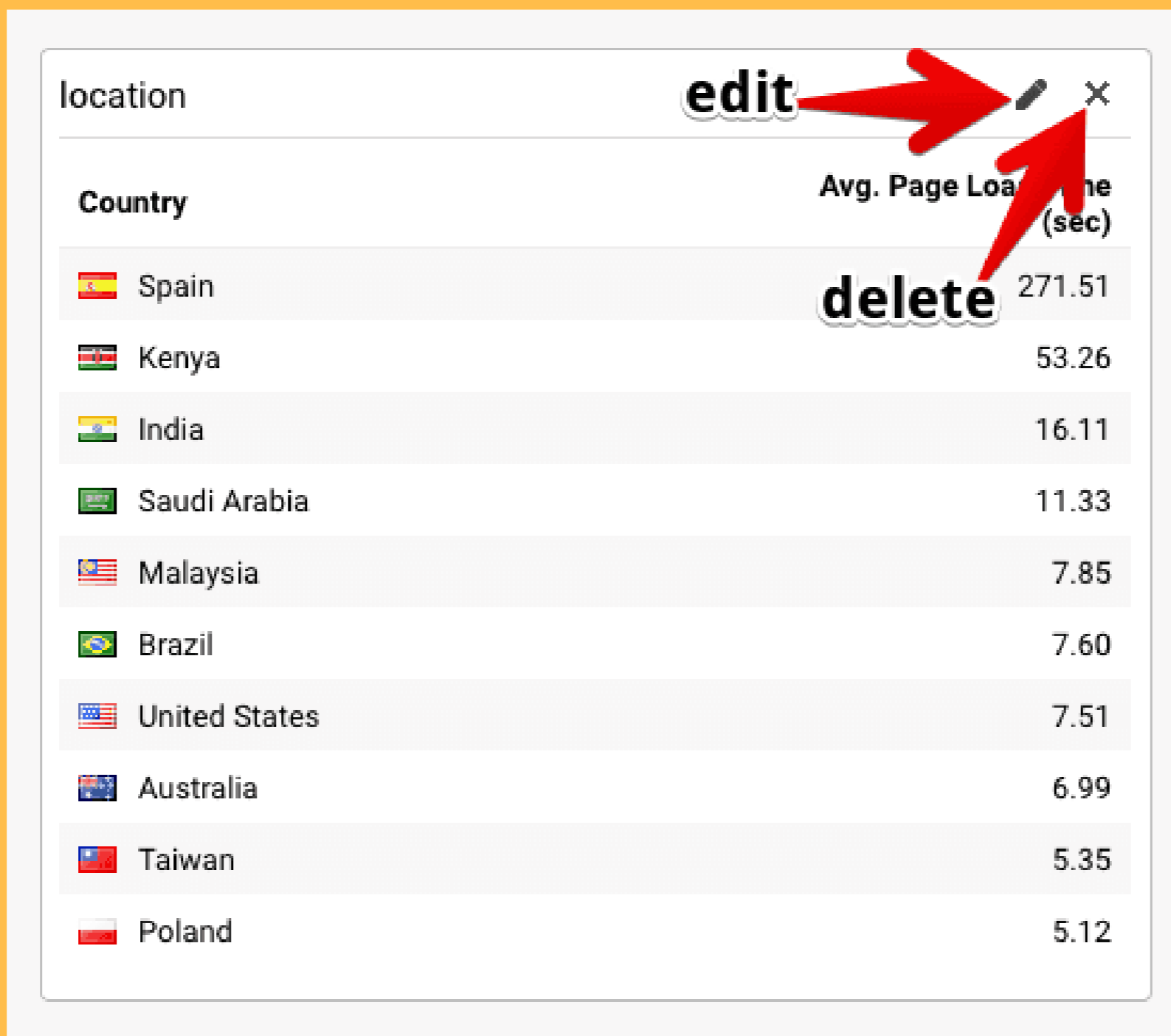
Step#4: you can apply filter to this widget to only include or exclude specific data.

Step#5: you can link this widget to a report or url, which makes the widget title a link. This can take you to a specified link or report.

Step#6: Click on the Save button to view this report.

f. How you edit & delete dashboard widgets?

To edit an existing widget, hover over the widget and click on the pen icon appearing at the top right. To delete this widget click on the cross icon.

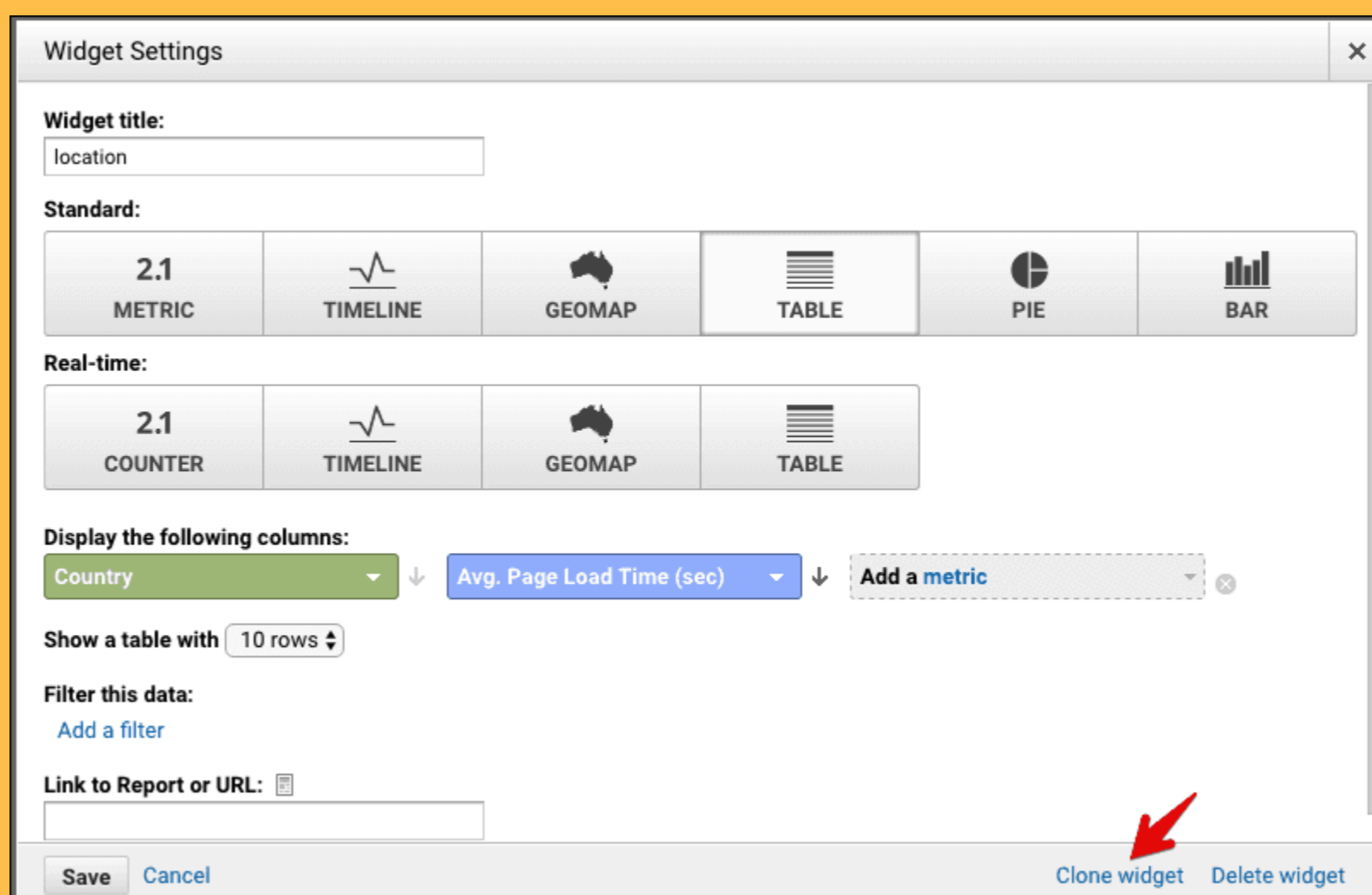


Country	Avg. Page Load Time (sec)
Spain	271.51
Kenya	53.26
India	16.11
Saudi Arabia	11.33
Malaysia	7.85
Brazil	7.60
United States	7.51
Australia	6.99
Taiwan	5.35
Poland	5.12

g. How to clone a widget?

You can clone widgets in google analytics to make an exact copy. This helps you use one widget as a base for another.

Hover over the widget and click the edit icon. In the edit window click on the **clone widget** button.



Widget Settings

Widget title: location

Standard:

2.1 METRIC | TIMELINE | GEOMAP | TABLE | PIE | BAR

Real-time:

2.1 COUNTER | TIMELINE | GEOMAP | TABLE

Display the following columns:

Country | Avg. Page Load Time (sec) | Add a metric

Show a table with 10 rows

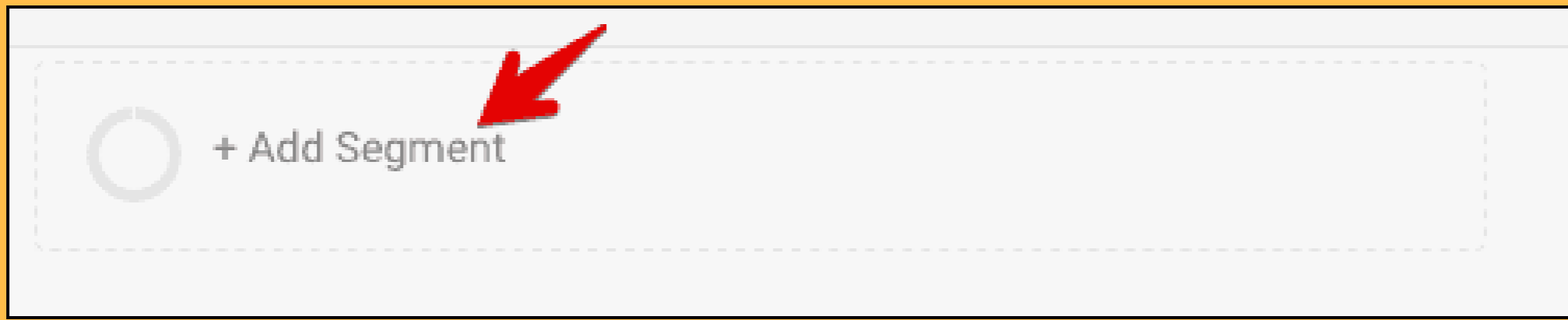
Filter this data: Add a filter

Link to Report or URL:

Save Cancel Clone widget Delete widget

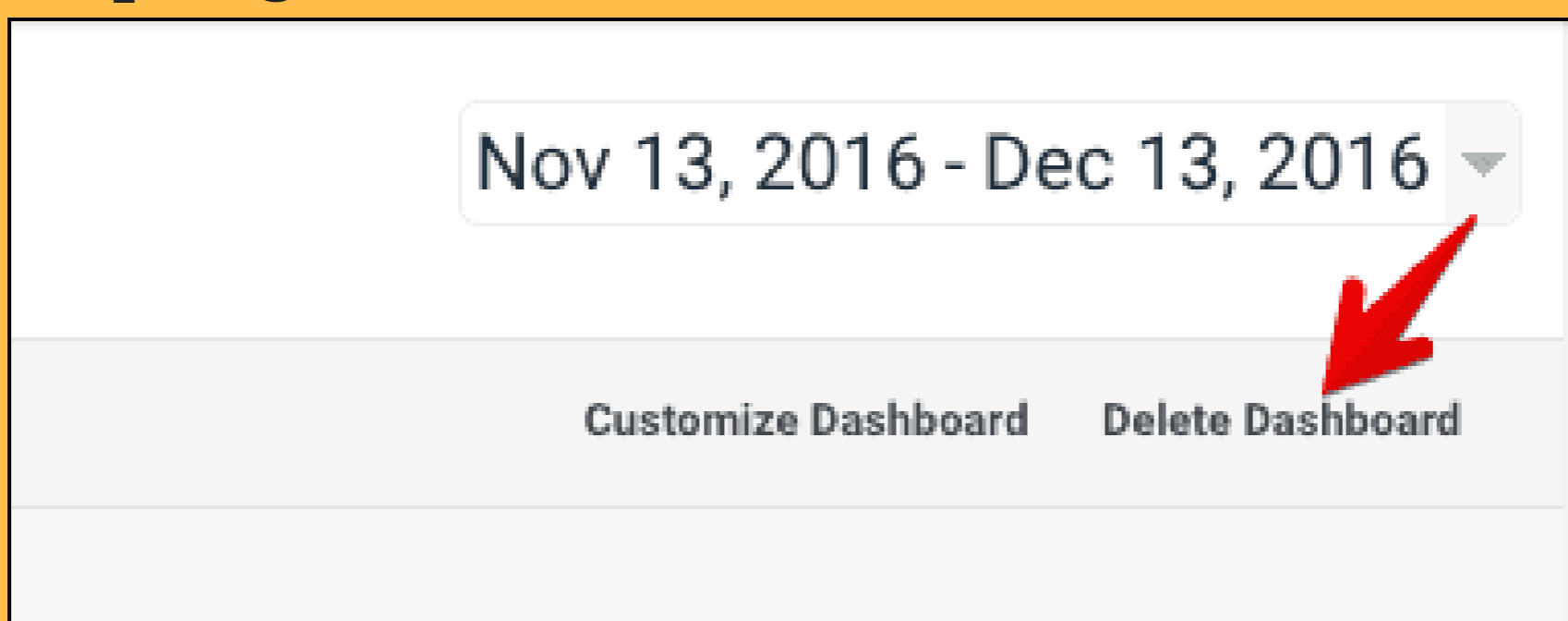
h. How to add segments to Dashboard?

To add a segment to your dashboard, click on the add segment button inside the specific dashboard.



i. How to delete a dashboard?

Open the specific dashboard which you want to delete. On the top right click on the delete dashboard button.



Bonus:

[New Google Analytics User Starter Bundle](#)



How to Use Custom Segments In Google Analytics?

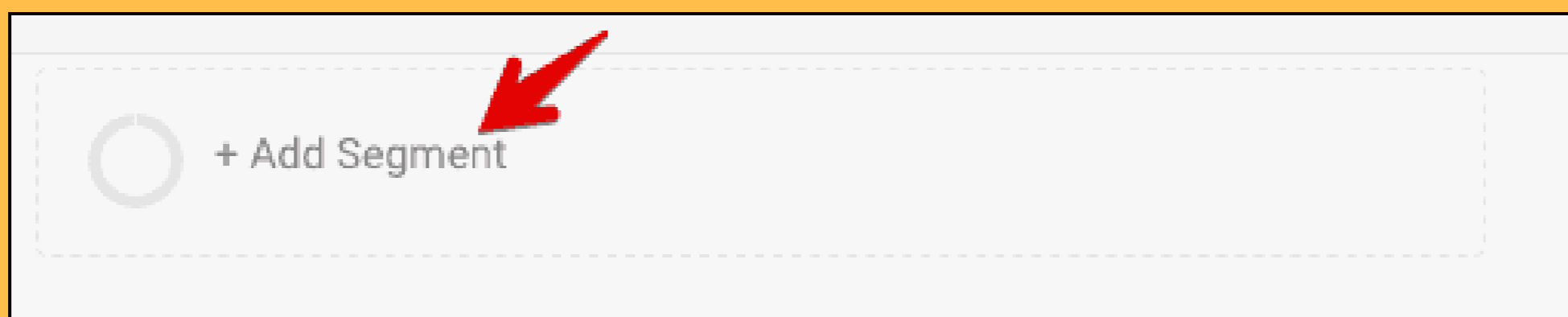
a. What are segments?

A segment in google analytics is a subset of your data. It can be the data about a single country or about single traffic source. You can use segment to isolate a subset of data to understand the major changes that affect your data.

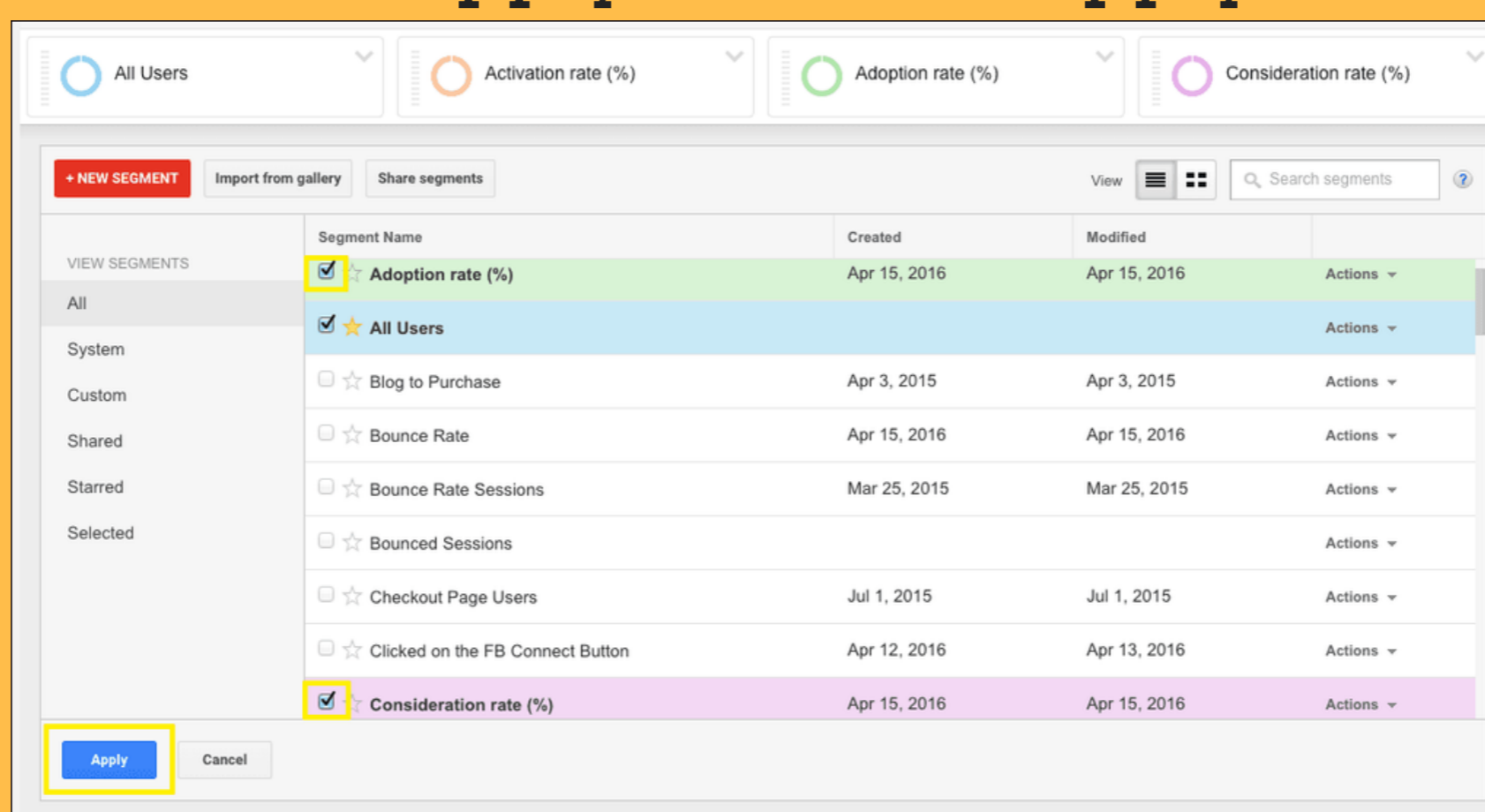
Custom segments can be added to any reports in google analytics. You can apply up to 4 segments at a time. All users segment is selected by default to display all data without applying filters.a.

b. How to add segments in google analytics?

To add segments in google analytics click on the add segment button in the reporting tab.



Next, from the list of segments, click on the segments which you want to apply and click apply button.



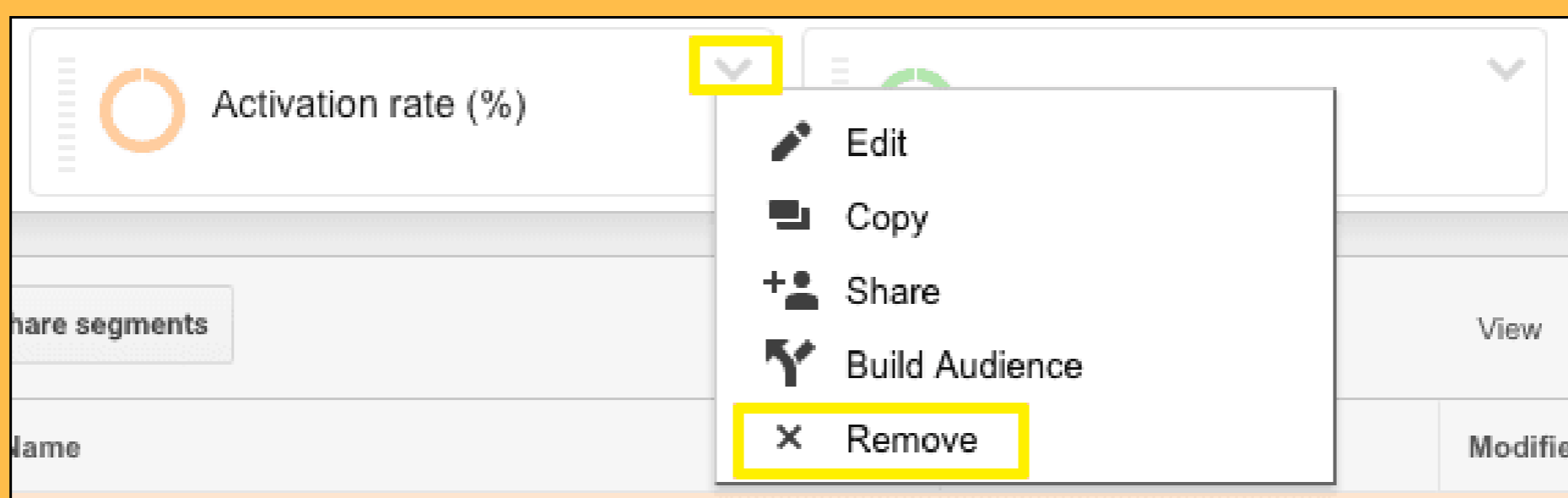
Once you apply segments, you will see the filtered data based on the segments.

User Type ?	Users ?	Sessions ?	Avg. Session Duration ?
All Users	120 % of Total: 100.00% (120)	185 % of Total: 100.00% (185)	00:04:21 Avg for View: 00:04:21 (0.00%)
Activation rate (%)	21 % of Total: 17.50% (120)	54 % of Total: 29.19% (185)	00:08:36 Avg for View: 00:04:21 (98.09%)
Adoption rate (%)	29 % of Total: 24.17% (120)	35 % of Total: 18.92% (185)	00:08:36 Avg for View: 00:04:21 (97.93%)
Consideration rate (%)	28 % of Total: 23.33% (120)	31 % of Total: 16.76% (185)	00:08:59 Avg for View: 00:04:21 (106.80%)

In-order to add different segments click on any segment to open popup, un-select the segment you want to remove and then select required segment and click apply.

c. How to Remove Segments?

You can remove segment by either unselecting it from popup or selecting 'Remove' from segment drop-down menu that appears by clicking arrow on corner of segment button.

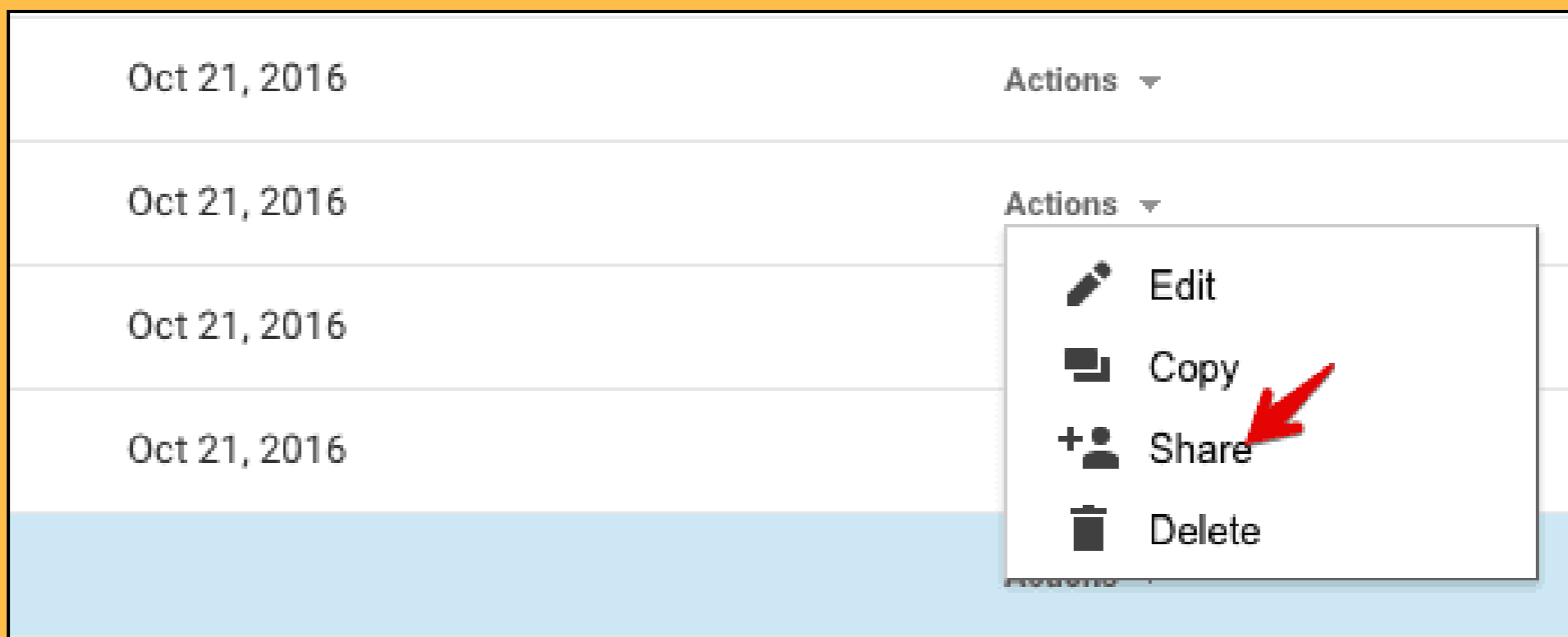


d. How to share google analytics segments?

Follow the steps below to share google analytics segments.

step#1: click on the any of the segment to display the list of segments.

Step#2: from the segments list, click on the action drop-down menu and select share



Copy the generated url and send to anyone you want to share with.

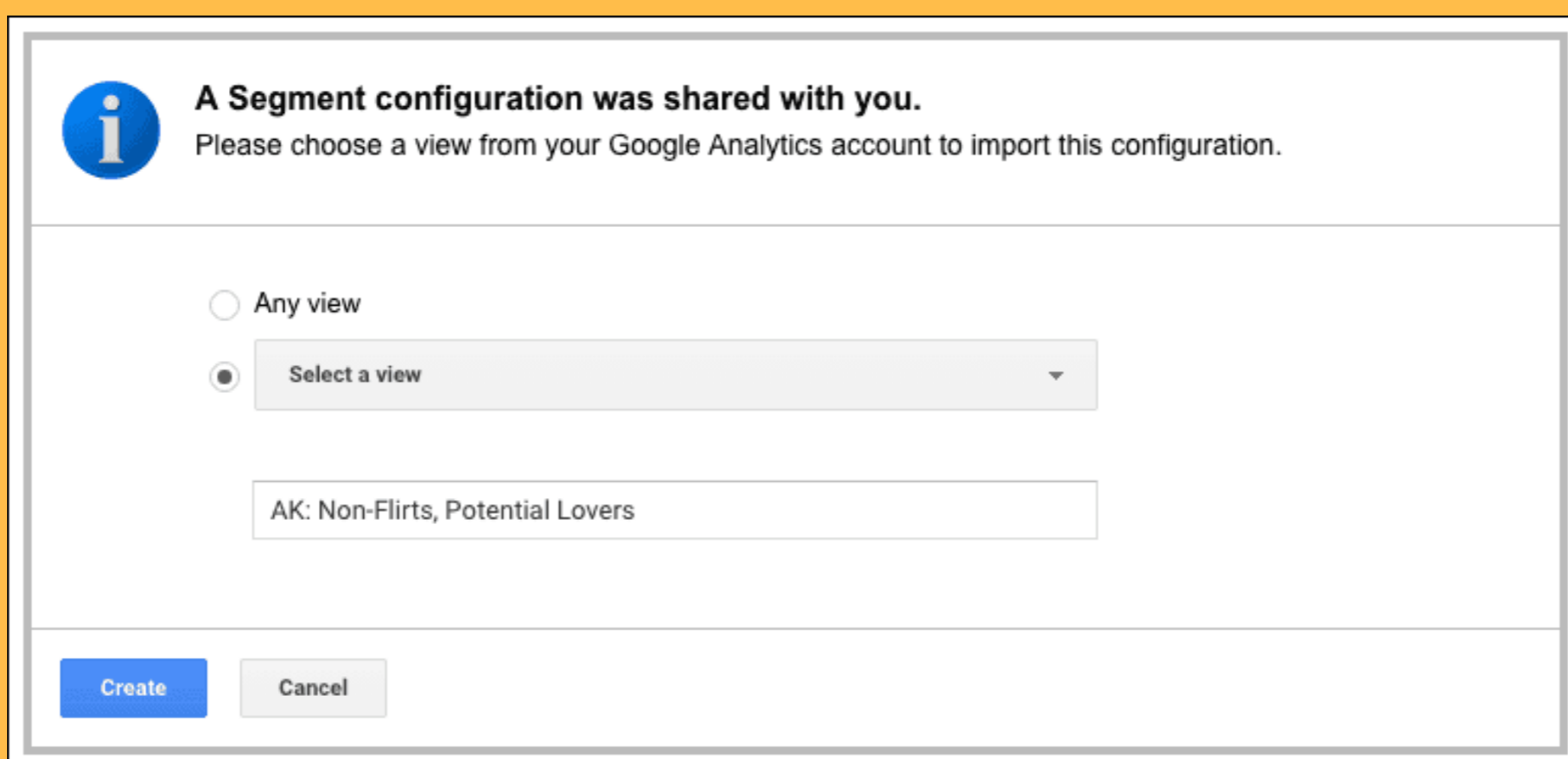
e. How to import segments in google analytics?

Follow the steps below to import segments.

step#1: sign in to your analytics account.

step#2: Click on the segment link which you want to import.

step#3: select the view in which you want to import and click create button.



GET IN TOUCH

