



Setting up your GA4 Report Library

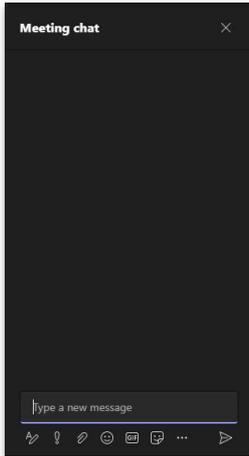
Free-form 1

	desktop	mobile
Device category		
Town/City	Active users	Active U
Totals	46,455 63.7% of total	24,7 34.0% of to
1 (not set)	4,430	2,045
2 New York	1,008	501
3 London	783	345
4 Singapore	768	193
5 San Jose	701	210
6 Washington	175	691
7 San Francisco	620	241
8 Los Angeles	494	
9 Frankfurt	662	
10 Sunnyvale		

Webinar Etiquette

Chat

The 'Chat' window is the easiest way to ask questions!



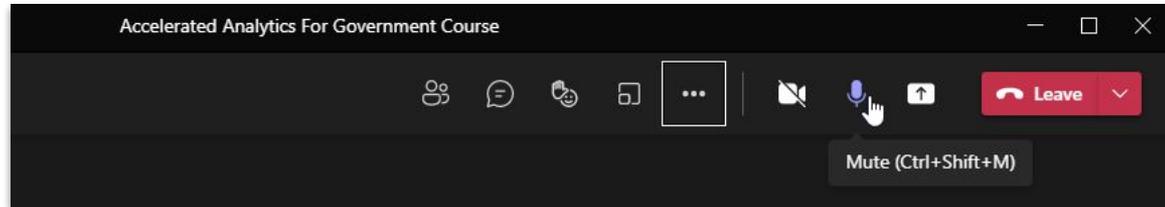
Mute

Please Mute yourself when you are not speaking.

This keeps background noise to a minimum and makes it easier to hear me.

Your Video

We request you have your camera on to create the best possible training environment for all participants.



We're recording

- Feel free to opt out of speaking if you prefer not to be recorded - use the chat instead.
- You'll get a copy of this (and the slide deck) after the session.



Hi, I'm Ash Zielke

Senior Analytics & Optimization
Manager



Purpose of this session

- The sunset date for Universal Analytics is approaching (1st July 2023 for standard properties, 30th June 2024 for 360 properties).
- Unlike Universal Analytics, the new version, Google Analytics 4, **comes with limited reports out-of-the-box.**
- Today we'll talk you through how to **set up your own GA4 reporting library**, based on common government reporting requirements.



Where are we?

- The DTA x Jellyfish GA4 training journey.

MONTHLY - 2022	24 FEB 2023	10 MARCH 2023	31 MARCH 2023	ONGOING 2023
<p>Future-proofing for Google Analytics 4</p> <p>Platform overview and top level migration checklist.</p> <p>Available on demand on DTA site.</p>	<p>Privacy and Security Refresher</p> <p>Best security practices and important privacy considerations when using Google Analytics.</p>	<p>Setting up your GA4 Reporting Library</p> <p>How to set up your own GA4 reporting library, based on common government reporting requirements.</p>	<p>Deep Dive GA4 & Visualisations</p> <p>Advanced techniques including funnels, path analysis and segmentation.</p>	<p>Additional Sessions TBD</p> <p>Watch this space!</p>

Session Breakdown

10:00am Introduction, agenda, housekeeping

10:15am Checking prerequisite access

10:30am Understanding the GA4 report workspace

10:45am Scoping your reporting requirements

10:50am Navigating the reports workspace

11:20am Customising the Pages and Screens report

11:20am Example reports to build

11:30am Session ends

Prerequisites:

01. A GA4 property.
- 02 . The GA4 property has data in it.
- 03 . You have Editor or Administrator level access to the property.

If you don't have the above, you will not be able to follow the exercises in this session. It's recommended that you complete the *Futureproofing with GA4* training first, then revisit the recording and slides from today's session. It is also assumed you have some basic knowledge of Universal Analytics, though not strictly required.

How to check access

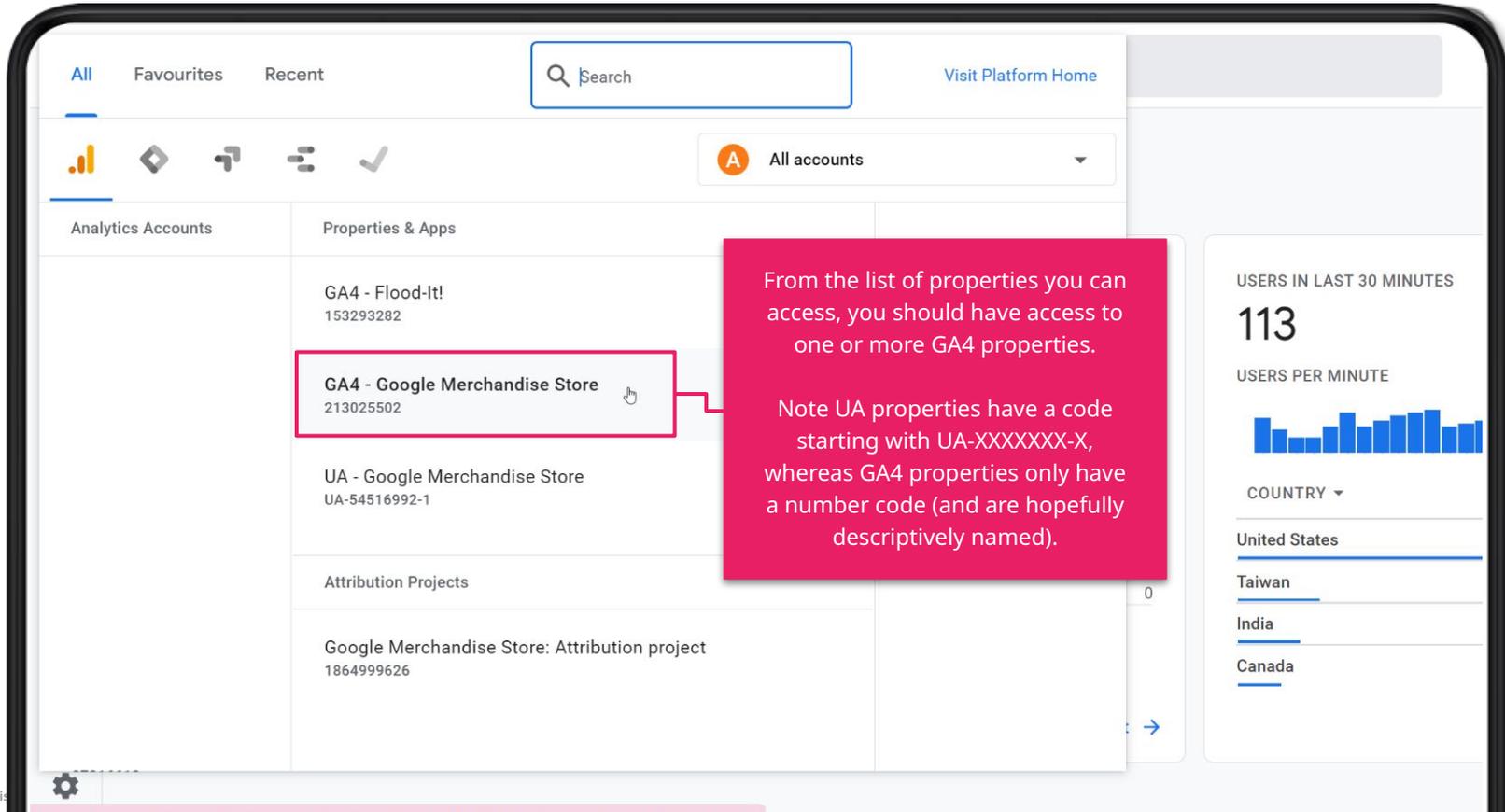
Step 1. Open analytics.google.com

The screenshot shows the Google Analytics dashboard for 'All accounts > UA - Google Merchandise Store'. The breadcrumb path is 'All accounts > UA - Google Merchandise Store > 1 Master View'. A search bar contains the text 'Try searching "Pageviews in last 30 days"'. The left sidebar includes navigation options: Home, Customisation, REPORTS (Real-time, Audience, Acquisition, Behaviour, Conversions), Attribution BETA, Discover, and Admin. The main content area displays four key metrics: Revenue (16K, -1.6%), \$56K (-4.6%), Conversion Rate (2.47%, +13.1%), and Sessions (20K, -1.5%). Below these metrics is a line chart showing data from 23 Nov to 29 Nov. The right sidebar shows 'Active users in last 7 days' as 13, 'Page views per minute' with a bar chart, and 'Top Active Pages' including /Google+Red.../Cl, /Google+Red...+P, /home, /yourinfo.html, and /Google+Rede...e.

Callout Box: GA will default to the last property you had open. Click to browse.

Metric	Value	Change
Revenue	16K	↓ 1.6%
Revenue	\$56K	↓ 4.6%
Conversion Rate	2.47%	↑ 13.1%
Sessions	20K	↓ 1.5%

Step 2. Open your GA4 property



The screenshot shows the Google Analytics interface. At the top, there are tabs for 'All', 'Favourites', and 'Recent'. A search bar is present with the text 'Search'. Below the search bar, there are navigation icons and a dropdown menu for 'All accounts'. The main content area is divided into two columns: 'Analytics Accounts' and 'Properties & Apps'. Under 'Properties & Apps', there is a list of properties:

- GA4 - Flood-It! 153293282
- GA4 - Google Merchandise Store 213025502** (highlighted with a red box)
- UA - Google Merchandise Store UA-54516992-1

Below the properties list, there is a section for 'Attribution Projects' with the entry 'Google Merchandise Store: Attribution project 1864999626'. On the right side of the interface, there are summary cards for 'USERS IN LAST 30 MINUTES' (113) and 'USERS PER MINUTE' (a bar chart). Below these, there is a 'COUNTRY' dropdown menu with options: United States, Taiwan, India, and Canada.

From the list of properties you can access, you should have access to one or more GA4 properties.

Note UA properties have a code starting with UA-XXXXXXX-X, whereas GA4 properties only have a number code (and are hopefully descriptively named).

Step 3. Go to Reports workspace

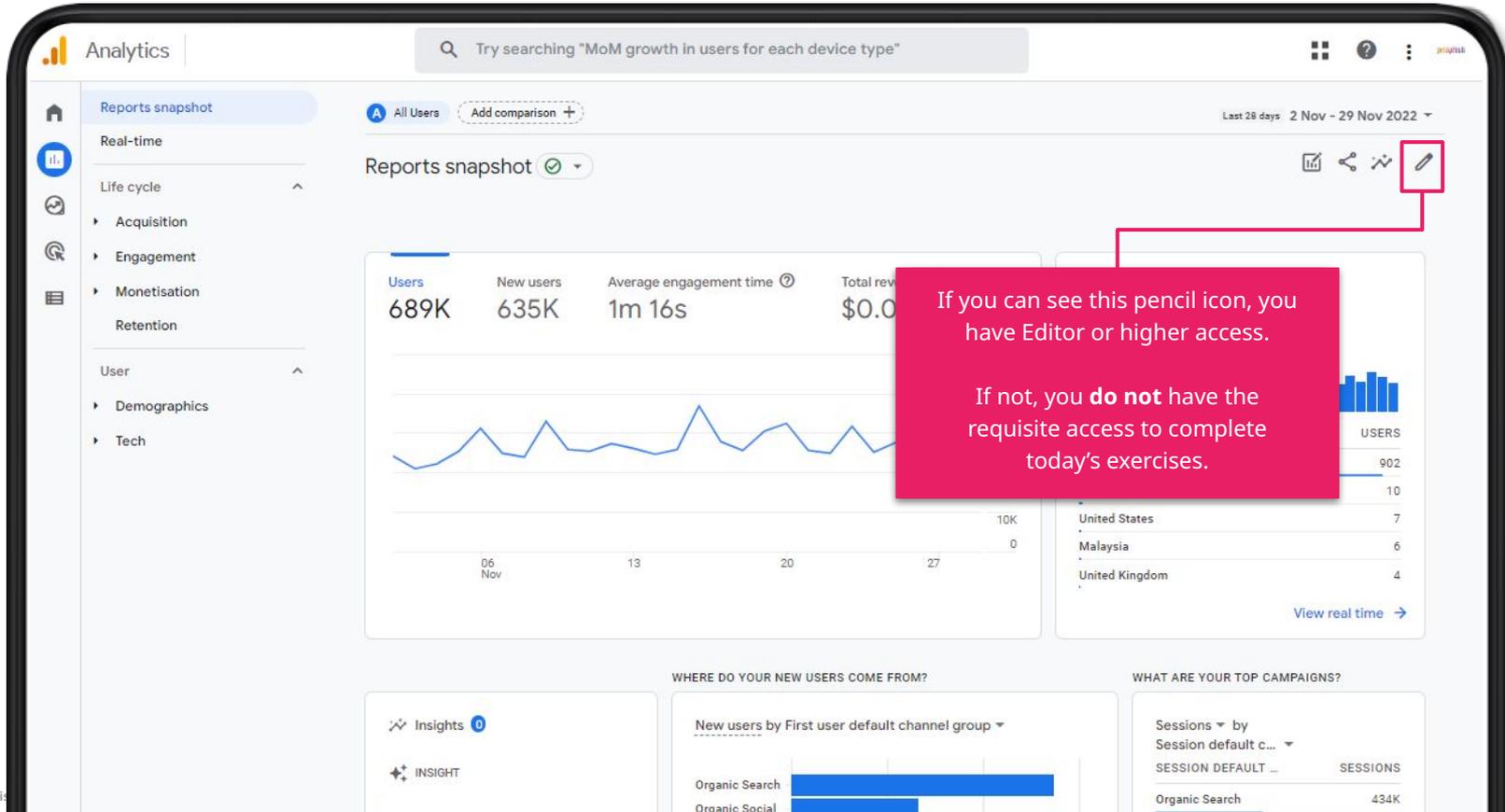
The screenshot displays the Google Analytics interface. At the top, the breadcrumb navigation shows "All accounts > Demo Account" and the current report is "GA4 - Google Merchandise ...". A search bar contains the text "Try searching 'path analysis'".

The left-hand navigation menu is highlighted with a red box. The "Reports" option, represented by a bar chart icon, is the focus. A red callout box with a white border points to the "Reports" option and contains the text: "Hover over the left hand side and click the Reports option".

The main content area shows a line chart for "New users" and "Conversions" over a period from day 24 to 29. The "New users" metric is currently at 12K, with a 13.0% decrease from the preceding period. The "Conversions" metric is at 1K, with a 0.4% decrease. A "View reports snapshot" link is visible at the bottom right of the chart area.

On the right side, there are two summary cards. The first card, "USERS IN LAST 30 MINUTES", shows a value of 90. The second card, "USERS PER MINUTE", shows a bar chart. Below these cards is a "COUNTRY" dropdown menu with the following options: United States, India, Canada, and Japan.

Step 4. Look for the pencil icon



The screenshot shows the Google Analytics 4 'Reports snapshot' interface. A red box highlights the pencil icon in the top right corner of the report area, which is used to edit the report. A red line connects this icon to a pink callout box.

Analytics | Try searching "MoM growth in users for each device type"

Reports snapshot | All Users | Add comparison | Last 28 days | 2 Nov - 29 Nov 2022

Real-time | Life cycle | Acquisition | Engagement | Monetisation | Retention | User | Demographics | Tech

Reports snapshot

Users: 689K | New users: 635K | Average engagement time: 1m 16s | Total rev: \$0.0

USERS

Country	Users
United States	7
Malaysia	6
United Kingdom	4

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group

Channel Group	Users
Organic Search	~10K
Organic Social	~5K

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default c...

Campaign	Sessions
Organic Search	434K

If you can see this pencil icon, you have Editor or higher access.

If not, you **do not** have the requisite access to complete today's exercises.

Troubleshooting

As a third party, I won't be able to grant you access. You will need to discuss this with your team internally.

- If you **don't have access** to a GA4 property, you will need to investigate amongst your team whether you have GA4, and who can grant you access.
- If you find out your organisation **doesn't have GA4**, please complete the Futureproofing with GA4 training. This session will walk you through how to create one.
- If you **don't see the pencil icon**, you will need to ask who in your team can grant you Editor level access. Note Editors can make destructive changes to their properties, and your team may have GA governance policies which limit this level of access.

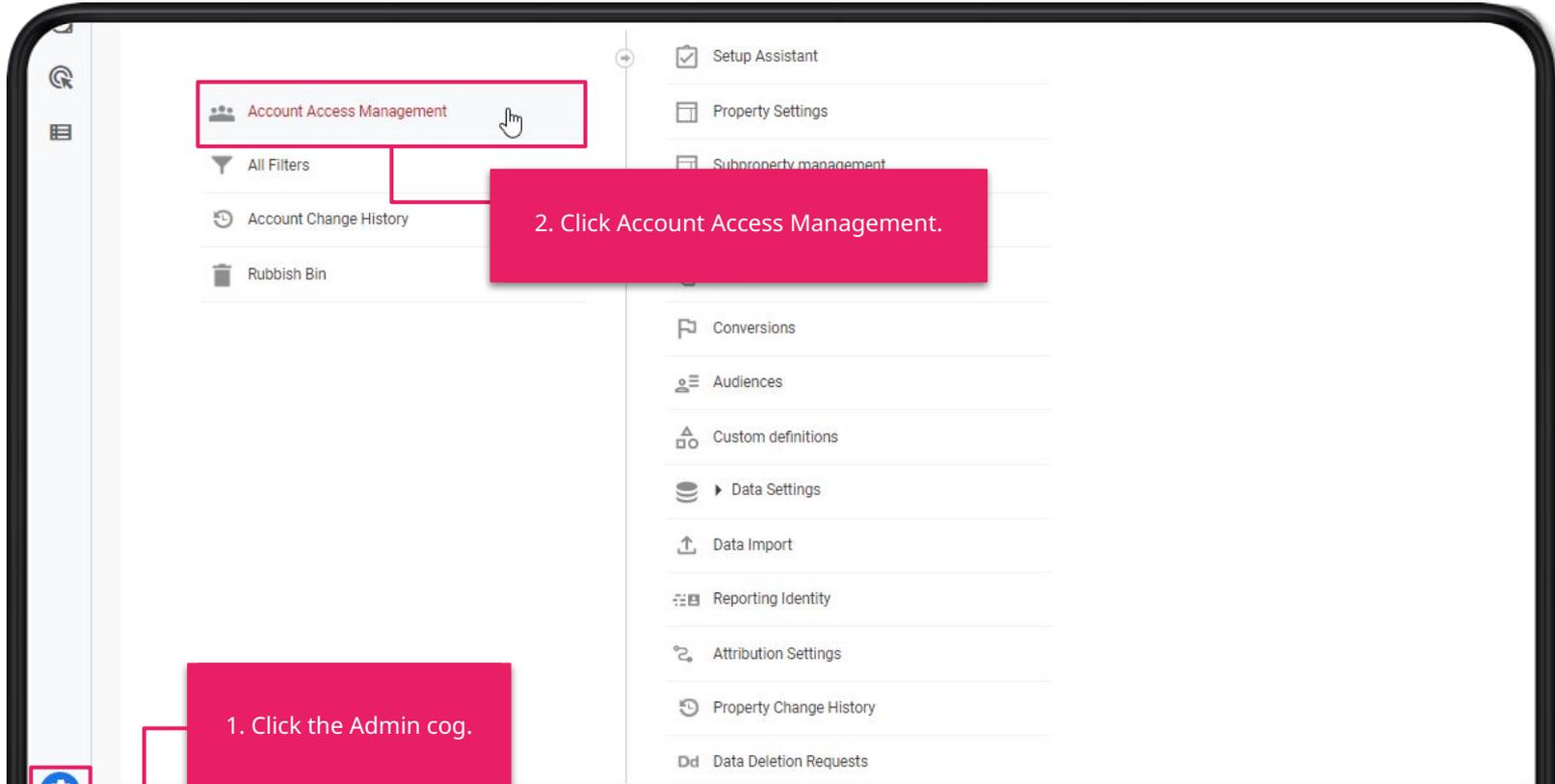
A security reminder

Only Editor and Admin level users can customise the reports workspace.

These permissions should only be granted conservatively, and reviewed regularly.

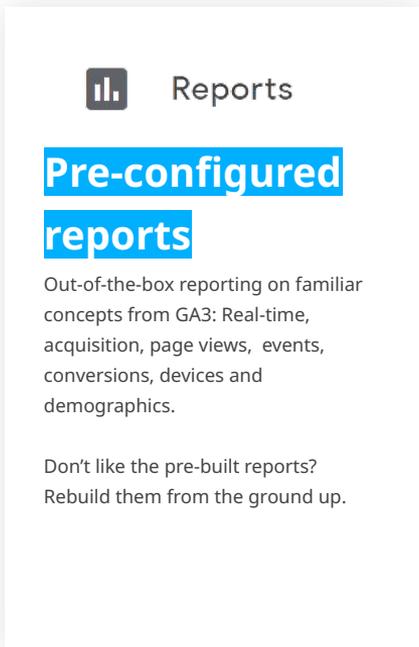
- Editors can delete properties and edit their settings.
- Admin can do the above, and also add and remove user access to the GA4 property.
- As such, we recommend limiting who is granted these permissions, and ensuring users who no longer require access are removed.

Adding and Removing Users (Requires Admin role)



Understanding the GA4 Report workspace

The GA4 Reports Workspace



- Reports are simplified to highlight need-to-know metrics, and to be more user friendly for beginners.
- Reduced focus on pre-built reports compared to Universal Analytics, improved flexibility to build custom reports.
- More complex reporting may be better achieved in Looker studio (formerly known as Data Studio).
- Think of the GA4 reports as the place to do **top level checks on your key data**, and initial explorations.

Universal Analytics Reports: Readymade pizza

- Comes out of the box.
- Generic approach at the expense of customisation.
- Work with what you're given.
- Don't like pineapple? Eat around it.



GA4 Reports: Build a pizza bar

- GA4 gives you the base and lets you pick your own toppings.
- Can be intimidating to know where to start, but the end result will be far more relevant.
- Reports in this workspace will be inherited by all users when they to your property. This is a **destructive** workspace.



Before you publish any changes today...

As it is a destructive workspace, and your changes will be shared with other users, **scope out what reports your team needs before saving any changes to existing reports.**

I recommend for today you experiment with customising reports in exercises with me to see what is possible, but then discard any changes made.

Post-session you will receive our example reporting guide which will have handy 'recipes' for you to replicate.

Scoping your reporting requirements

Recreate from UA, or start fresh with GA4?

- Depending on your familiarity with UA, you might find it easier to get started in GA4 by recreating commonly used reports from UA in GA4.
- If you're not attached to the reports in UA, you might be happy to treat GA4 as a blank slate.
- Maybe you want to do a mix of old and new.
- Regardless, most agencies will have similar website objectives and reporting requirements. You might relate to one or more of these examples.

Website Objective Example: Provide information

Your website or app might **provide**:

- Pages with content on (a topic).
- PDF downloads
- Video content
- Social media activity directing users back to information on your website.

You might **report on**:

- Most/least engaged with pages, overall or by a website section.
- Demographic data on our audience, to inform content strategy.
- Most/least downloaded PDFs.
- Most/least watched videos.
- Content viewed by users from a specific traffic source, or campaign.

Website Objective Example: Increase awareness

Your website or app might **do**:

- Search or display advertising.
- Social media activity directing users back to information on your website.
- Outbound/inbound links from other government websites.

You might **report on**:

- New users acquired from a specific advertisement, traffic source, or campaign.
- What content these users viewed.
- What were the top government websites sending traffic to your site, and what page did those users land on?

Giving you the building blocks to build these reports

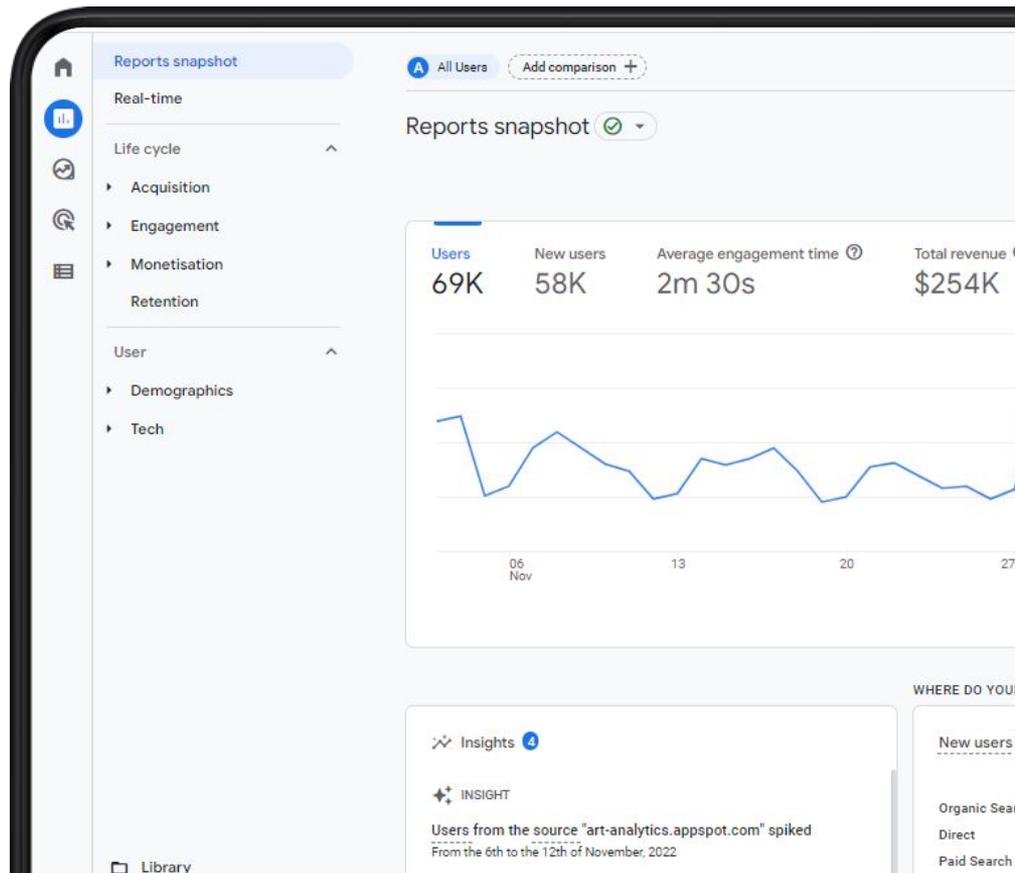
- We can't cover examples for every reporting scenario in one session...
- ...but we can show you some common examples to get you started with GA4.



Navigating the Reports Workspace

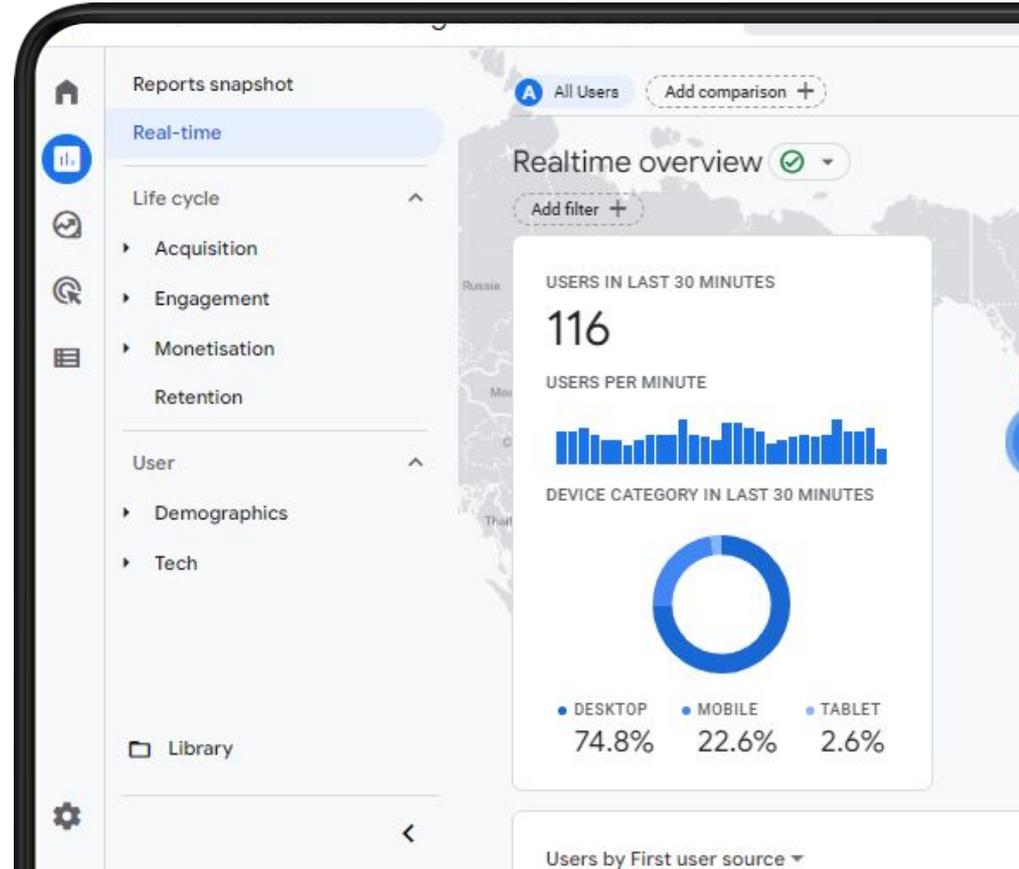
Reports Snapshot

- A top level snapshot of key metrics, with links out to other reports.
- Customisable, but limited and rigid compared to other reports.



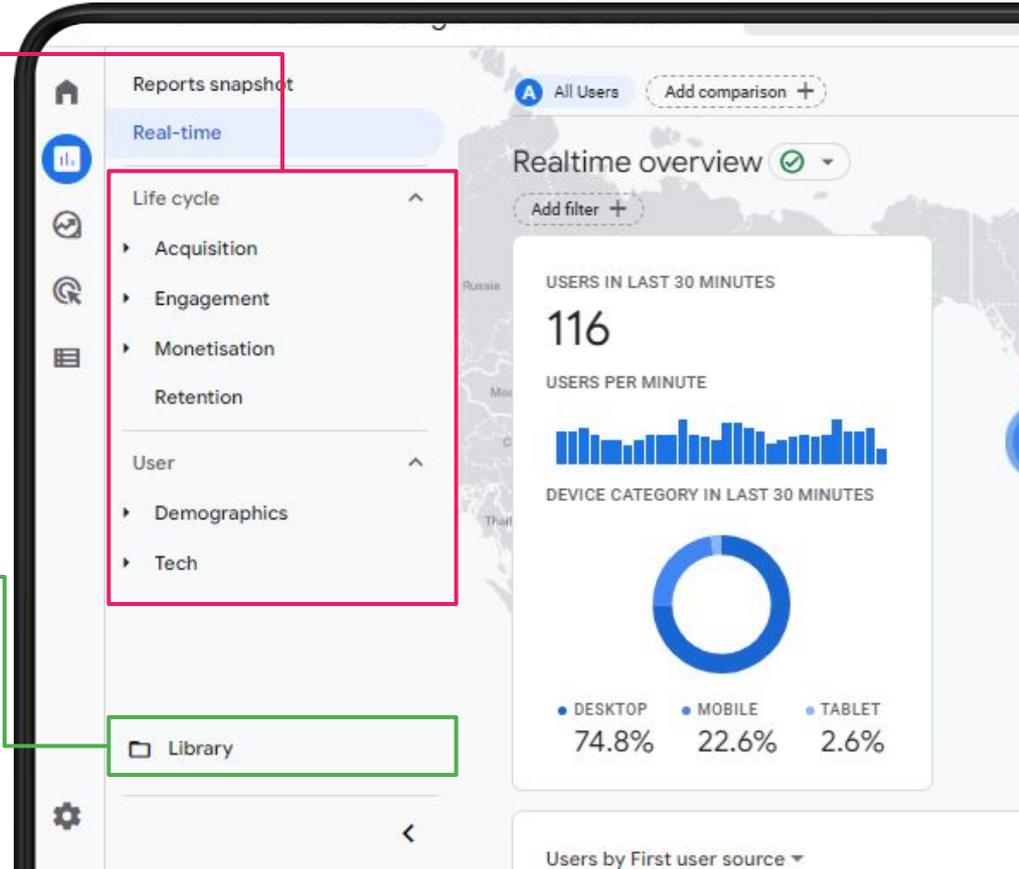
Real-Time

- Real-time users on your site.
- Not customisable.



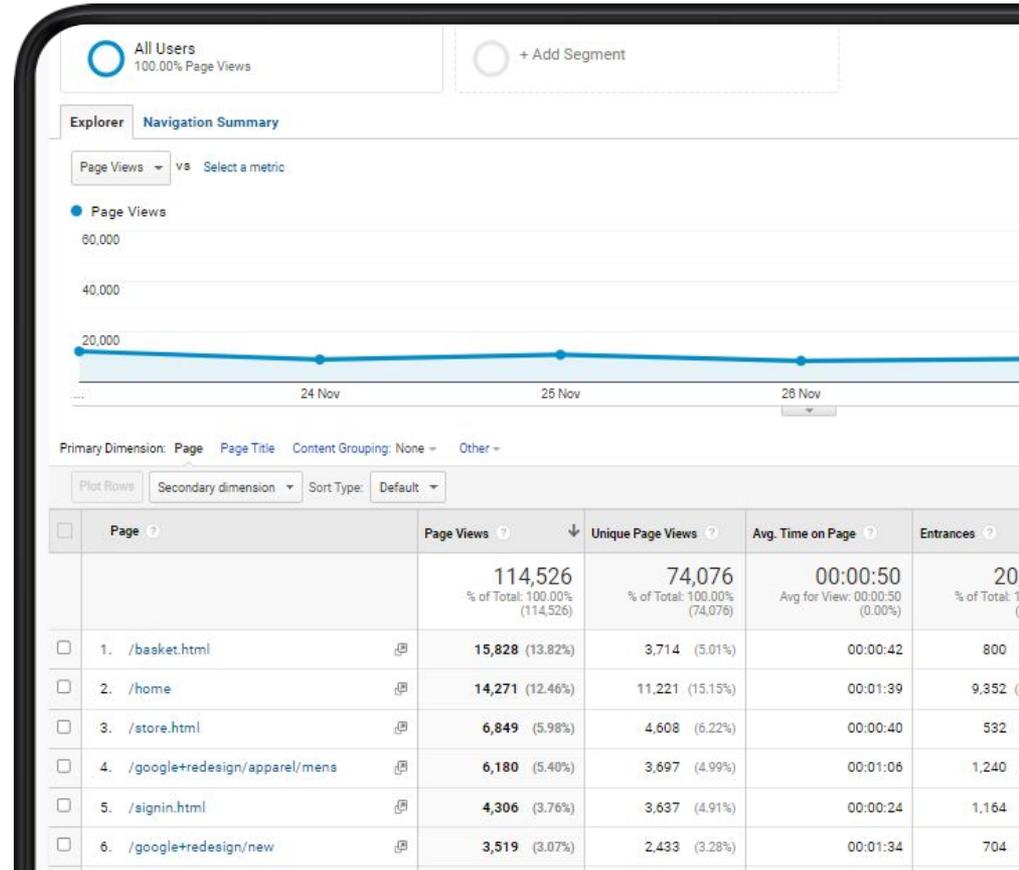
Reports to Customise

- The rest of these reports are customisable and can be renamed, deleted, duplicated and expanded upon as you see fit. Some reports come out of the box, which you can remove if not relevant.
- The Library tab is where you can manage your reporting library settings.



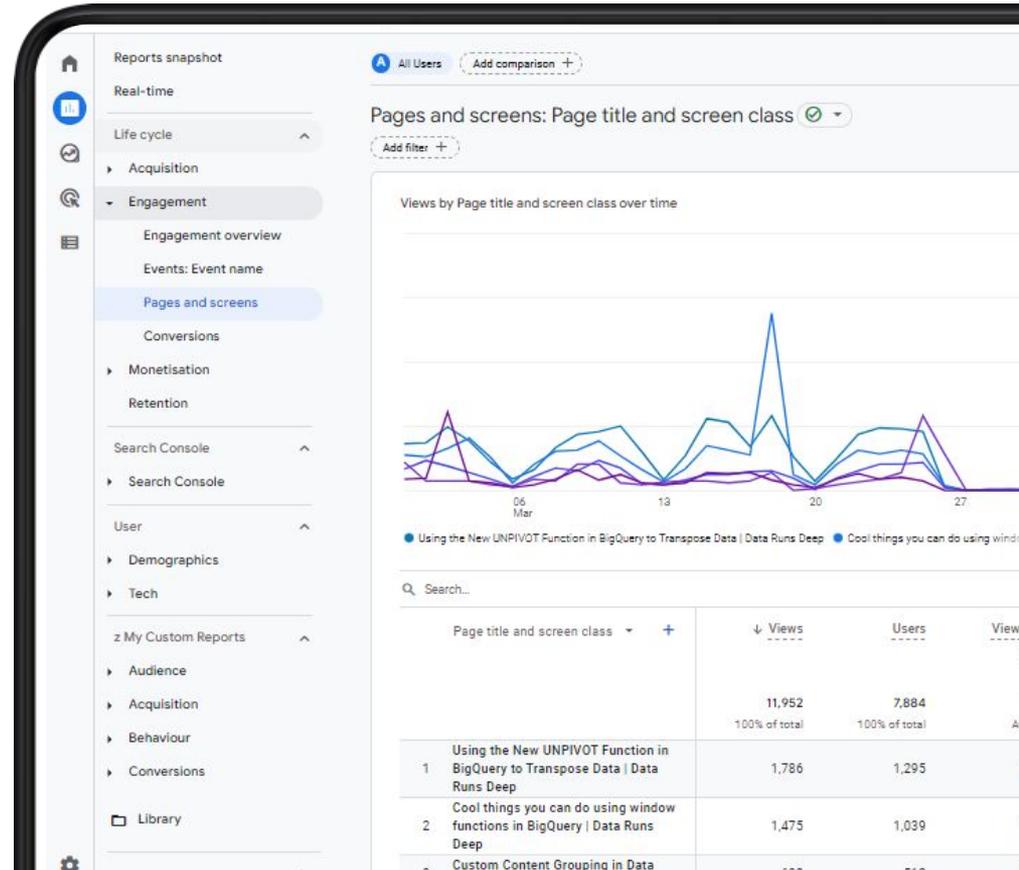
Recreating the Site Content report from UA

- From UA, you might be familiar with the Site Content report, which is a list of all the pages on your site, how often they were viewed, and some engagement metrics. This is often the most used report in GA.
- Let's create something similar to this in GA4.



Open Life Cycle → Engagement → Pages and Screens

- This report comes out of the box in GA4, and is the closest equivalent.
- We are going to do some group exercises today exploring how you can customise this report - it's not quite what we need *yet*.
- First, let's take a refresher of how to navigate reports in GA4.



Navigating the Pages and Screens Report

Changing the date range

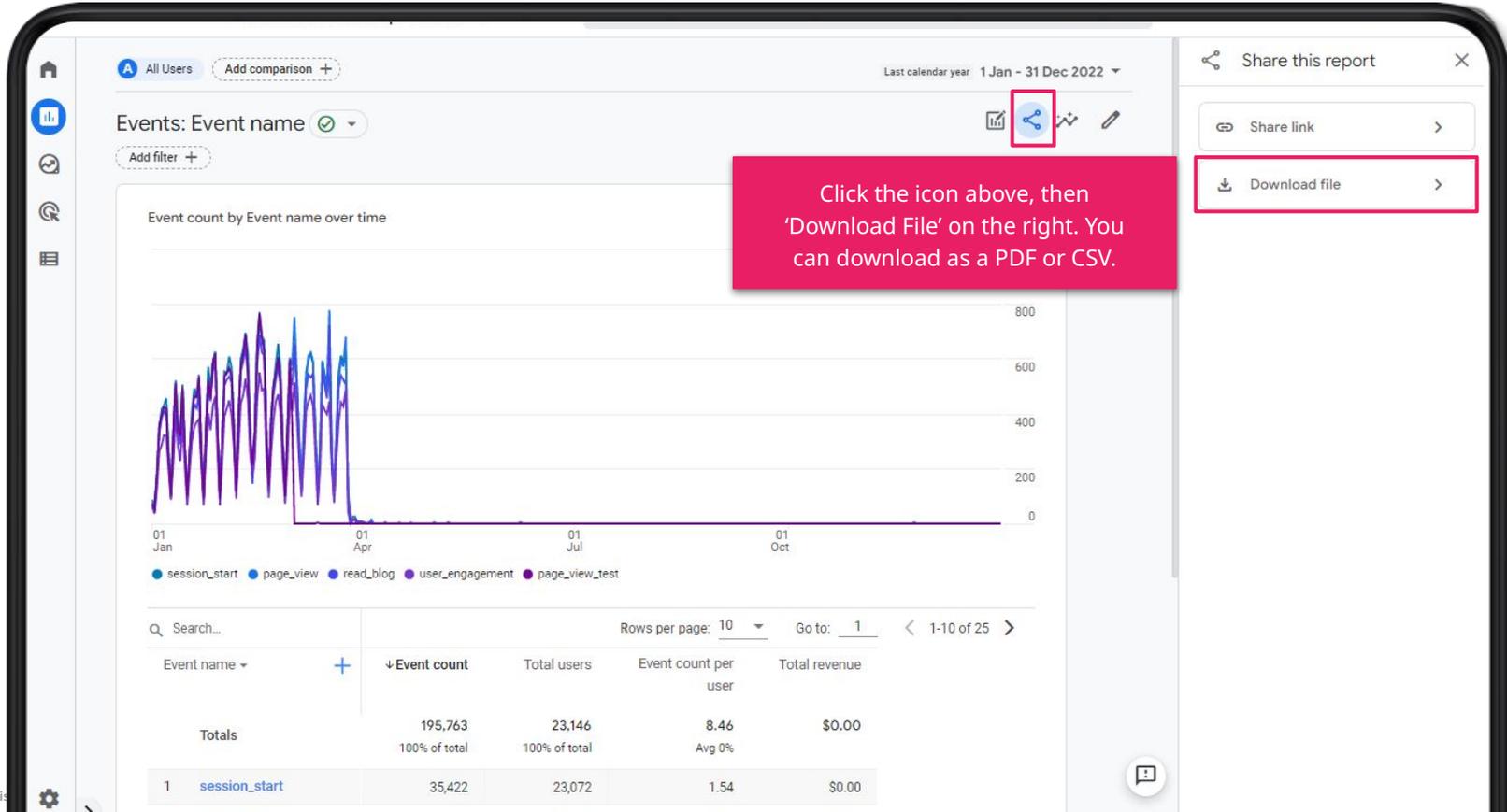
The screenshot shows a GA4 report interface. At the top right, there is a date range selector set to "Custom: 1 Mar - 31 Mar 2022". A pink callout box points to this selector with the text: "Date range selection. You can also compare difference between time periods, much like UA." Below the selector, the report title is "Pages and screens: Page title and screen class". The main content area features a line chart titled "Views by Page title and screen class over time" and a horizontal bar chart titled "Views by Page title and screen class". The bar chart shows the following data:

Page title and screen class	Views
Using the New UNPIVOT Fun...	~1,800
Cool things you can do using...	~1,500
Custom Content Grou...	~800
Data Runs Deep Google...	~600
Security Best Practices: Usi...	~500

Below the charts is a table with columns: Page title and screen class, Views, Users, Views per user, Average engagement, Event count, Conversions, and Total revenue. The table shows the following data:

Page title and screen class	Views	Users	Views per user	Average engagement	Event count	Conversions	Total revenue
	11,952 100% of total	7,884 100% of total	1.52 Avg 0%	0m 48s Avg 0%	58,201 100% of total	11,632.00 100% of total	\$0.00
1 Using the New UNPIVOT Function in BigQuery to Transpose Data Data Runs Deep	1,786	1,295	1.38	0m 45s	7,386	1,809.00	\$0.00
2 Cool things you can do using window functions in BigQuery Data Runs Deep	1,475	1,030	1.42	0m 39s	5,400	1,538.00	\$0.00

Downloading data



Click the icon above, then 'Download File' on the right. You can download as a PDF or CSV.

Event count by Event name over time

Event name	Event count	Total users	Event count per user	Total revenue
Totals	195,763 100% of total	23,146 100% of total	8.46 Avg 0%	\$0.00
1 session_start	35,422	23,072	1.54	\$0.00

Comparisons

Comparisons are similar to segments in UA. As the name suggests, comparisons allow you to compare different groups against one another. E.g. Top pages viewed by desktop vs mobile users.

Device category include... X Device category matche... X Add comparison +

Custom 1 Mar - 31 Mar 2022

Edit comparisons

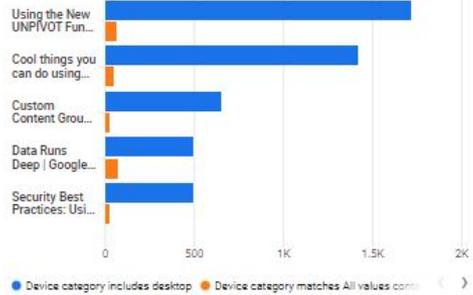
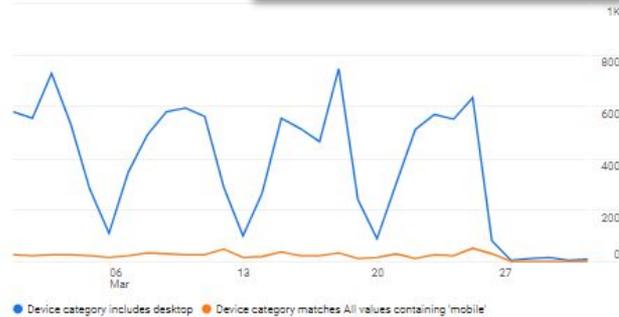
COMPARISONS (ADD UP TO FOUR)

- Device category includes desktop
- Device category matches All values containing 'mobile'
- + Add new comparison

Pages and screens

Add filter +

Views over time



Search...

Rows per page: 10 Go to: 1 1-10 of 239

Page title and screen class	Comparison	Views	Users	Views per user	Average engagement time	Event count	Conversion
Device category includes desktop		11,285 94.42% of total	7,461 94.63% of total	1.51 Avg -0.23%	0m 48s Avg -1.89%	55,220 94.88% of total	11,099 95.42% of total
Device category matches All values containing 'mobile'		653 5.46% of total	419 5.31% of total	1.56 Avg +2.8%	1m 04s Avg +32.62%	2,915 5.01% of total	521 4.48% of total
1 Using the New UNPIVOT Function in BigQuery to Transpose Data Data Runs Deep	Device category includes desktop	1,717	1,246	1.38	0m 44s	7,137	1,749
Using the New UNPIVOT Function	Device category matches All						

Filters

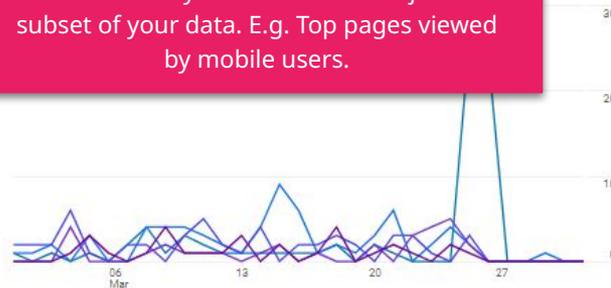
All Users +

Custom 1 Mar - 31 Mar 2022

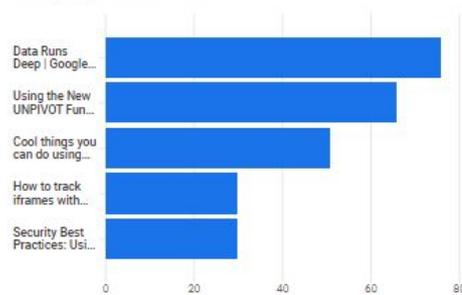
Pages and screens +

Include Device category = All... ×

Filters allow you to drill down to just a subset of your data. E.g. Top pages viewed by mobile users.



Views by Page title and screen class



● Data Runs Deep | Google Analytics Partner | Melbourne, Sydney, Hobart ● Using the New UNPIVOT Function

Search...

Rows per page: 10 Go to: 1 < 1-10 of 103 >

Page title and screen class +	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total
	653 100% of total	419 100% of total	1.56 Avg 0%	1m 04s Avg 0%	2,915 100% of total	521.00 100% of total	
1 Data Runs Deep Google Analytics Partner Melbourne, Sydney, Hobart	76	54	1.41	0m 27s	371	65.00	
2 Using the New UNPIVOT Function in BigQuery to Transpose Data Data Runs Deep	66	47	1.40	1m 09s	233	58.00	
Cool things you can do using							

Build filter

CONDITIONS (BUILD UP TO FIVE)

Include + Dimension +
 Device category +
 Dimension values
 All values containing 'mobile' ×

+ Add new condition

SUMMARY

Include Device category = All values containing 'All values containing 'mobile'

Apply

Toggle Dimension

The screenshot shows a GA4 report titled "Pages and screens" for the period "1 Mar - 31 Mar 2022". At the top, there is a line chart showing data trends over time. To the right of the chart is a horizontal bar chart comparing three categories: "Data Runs Deep | Google...", "Security Best Practices: Usi...", and another partially visible category. Below the charts is a search bar and a table with columns for "Page title and screen class", "Event count", "Conversions", and "Total revenue".

A red box highlights the dropdown menu for "Page title and screen class". A red callout box contains the text: "Clicking the down arrow allows you to pick from a limited, predefined set of dimensions. I never use this feature."

	Page title and screen class	Event count	Conversions	Total revenue
1	Page path and screen class	7,386	1,809.00	\$0.00
2	Page title and screen name	5,409	1,538.00	\$0.00
3	Content group	2,818	765.00	\$0.00
4	...	2,329	343.00	\$0.00
5	...	1,917	496.00	\$0.00
6	Deep	2,080	526.00	\$0.00
7	Deep	1,978	559.00	\$0.00
8	Previous and Next Page Path in Google Data Studio Data Runs Deep	1,793	525.00	\$0.00
9	How we resolved the Facebook Ads Insights error Data Runs Deep	1,547	385.00	\$0.00
10	How To Set Up Cloud Function Failure Notifications With Stackdriver Data Runs Deep	1,340	374.00	\$0.00

Rows per page, Change pages

The screenshot shows a GA4 report titled "Pages and screens" for the period "Custom 1 Mar - 31 Mar 2022". The report includes a line chart at the top and a table below. A red box highlights the controls for "Rows per page" (set to 10) and "Go to" (set to 1 of 1-10 of 239). A pink callout box with the text "Add more rows per page, or change page" points to these controls.

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
Using the New UNPIVOT Function in BigQuery to Transpose Data Data Runs Deep	11,952 100% of total	7,884 100% of total	1.52 Avg 0%	0m 48s Avg 0%	58,201 100% of total	11,632.00 100% of total	\$0.00
1 Using the New UNPIVOT Function in BigQuery to Transpose Data Data Runs Deep	1,786	1,295	1.38	0m 45s	7,386	1,809.00	\$0.00
2 Cool things you can do using window functions in BigQuery Data Runs Deep	1,475	1,039	1.42	0m 39s	5,409	1,538.00	\$0.00
3 Custom Content Grouping in Data Studio Data Runs Deep	680	512	1.33	0m 45s	2,818	765.00	\$0.00
4 Data Runs Deep Google Analytics Partner Melbourne, Sydney, Hobart	573	280	2.05	0m 26s	2,329	343.00	\$0.00
5 Security Best Practices: Using Service Accounts In The Google Cloud Platform Data Runs Deep	525	380	1.38	0m 38s	1,917	496.00	\$0.00
6 How to track iframes with Google Tag Manager Data Runs Deep	510	361	1.41	1m 14s	2,080	526.00	\$0.00
7 How To Calculate Table Level Percentages In BigQuery Data Runs Deep	503	400	1.26	0m 37s	1,978	559.00	\$0.00
8 Previous and Next Page Path in Google Data Studio Data Runs Deep	441	330	1.34	0m 51s	1,793	525.00	\$0.00
9 How we resolved the Facebook Ads Insights error Data Runs Deep	352	253	1.39	0m 52s	1,547	385.00	\$0.00
10 How To Set Up Cloud Function Failure Notifications With Stackdriver Data Runs Deep	315	258	1.22	0m 40s	1,340	374.00	\$0.00

Sort by event or conversion (implementation dependent)

Pages and screens Custom: 1 Mar - 31 Mar 2022

Cloud For Marketing & Y...

Hover over this space, then click this arrow to sort

Search...

Rows per page: 10 Go to: 1 < 1-10 of 239 >

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	11,952 100% of total	7,884 100% of total			file_download 5 % of total	All events 11,632.00 100% of total	\$0.00
1 Grab Our Free Data Studio Icon Set - Download Here Data Runs Deep	17	16			4	17.00	\$0.00
2 Cloud For Marketing & You - May 2019 Download - Thank you! Data Runs Deep	1	1	1.00	0m 12s	1	1.00	\$0.00
3 (not set)	0	7,404	0.00	0m 00s	0	0.00	\$0.00
4 404 Data Runs Deep	17	14	1.21	0m 02s	0	13.00	\$0.00
5 A Better Way to Measure Your Ad Campaign - HBR Data Runs Deep	3	2	1.50	0m 51s	0	3.00	\$0.00
6 A Google Analytics Advanced Segment For All Campaigns Data Runs Deep	2	2	1.00	0m 23s	0	2.00	\$0.00
7 Acompanhamento do tempo da sessão com o Gerenciador de tags do Google Os dados são profundos	0	1	0.00	0m 25s	0	0.00	\$0.00
8 Add COVID-19 Annotations to your Dashboards Data Runs Deep	1	1	1.00	0m 38s	0	0.00	\$0.00
9 Adding Scroll Depth Tracking With Google Tag Manager Data Runs Deep	11	8	1.38	1m 08s	0	1.00	\$0.00
10 Adding a Page Feedback Widget using Google Tag Manager Data Runs Deep	22	16	1.38	0m 51s	0	15.00	\$0.00

Event = file_download

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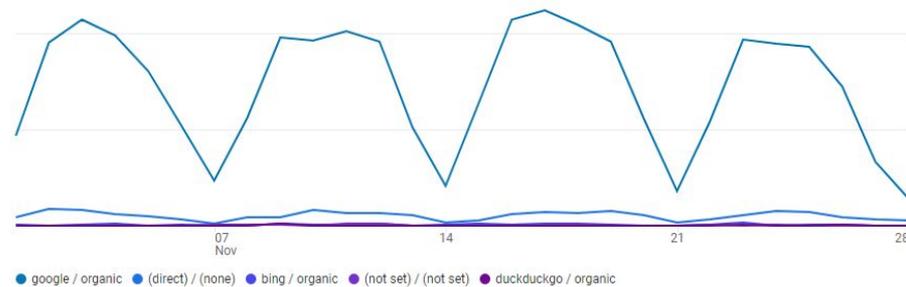
Refresher: New metrics and dimensions

Engaged sessions vs sessions

SAMPLE DATA

- **Engaged sessions:** The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page views.
- **Sessions:** All sessions, including engaged and not engaged sessions.
- **Engaged sessions per user:** Average number of engaged sessions per user (Engaged sessions/users).

Users by Session source/medium over time



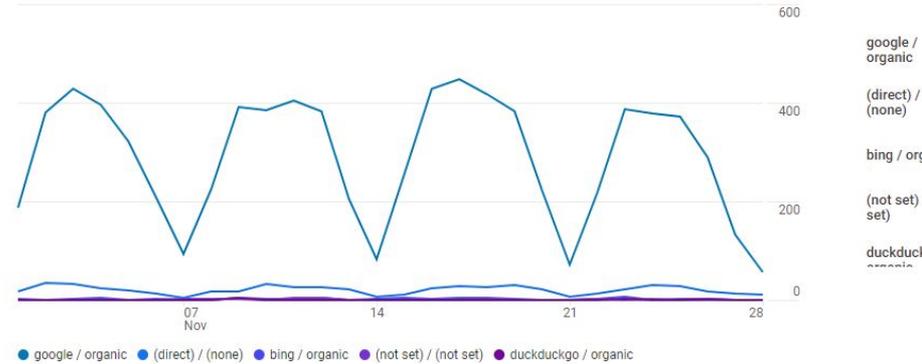
Search...

Session source/medium	Users	Sessions	Engaged sessions	Average engagement time per session
Totals	7,340 100% of total	10,803 100% of total	7,101 100% of total	0m 35s Avg 0%
1 google / organic	6,748	9,853	6,540	0m 35s
2 (direct) / (none)	464	700	400	0m 27s
3 bing / organic	54	78	48	1m 07s
4 (not set) / (not set)	27	0	0	0m 00s
5 duckduckgo / organic	20	24	17	1m 22s
6 yandex.ru / referral	10	11	7	1m 17s
7 baidu / organic	9	9	5	0m 00s
8 yahoo / organic	6	9	5	3m 10s
9 tagassistant.google.com / referral	5	23	16	2m 09s
10 datastudiotemplates.com / referral	4	4	4	1m 27s

Engagement rate

SAMPLE DATA

- **Engagement rate** is the percentage of sessions that were engaged sessions.
 - Engaged sessions divided by total sessions.



Session source/medium	Users	Engagement rate	Sessions	Engaged sessions	Average engagement time per session
Totals	7,340 100% of total	65.73% Avg 0%	10,803 100% of total	7,101 100% of total	0m 30s Avg
1 google / organic	6,748	66.38%	9,853	6,540	0m 30s
2 (direct) / (none)	464	57.14%	700	400	0m 20s
3 bing / organic	54	61.54%	78	48	1m 00s
4 (not set) / (not set)	27	0%	0	0	0m 00s
5 duckduckgo / organic	20	70.83%	24	17	1m 20s
6 yandex.ru / referral	10	63.64%	11	7	1m 00s
7 baidu / organic	9	55.56%	9	5	0m 00s
8 yahoo / organic	6	55.56%	9	5	3m 00s
9 tagassistant.google.com / referral	5	69.57%	23	16	2m 00s
10 datastudiotemplates.com / referral	4	100%	4	4	1m 20s

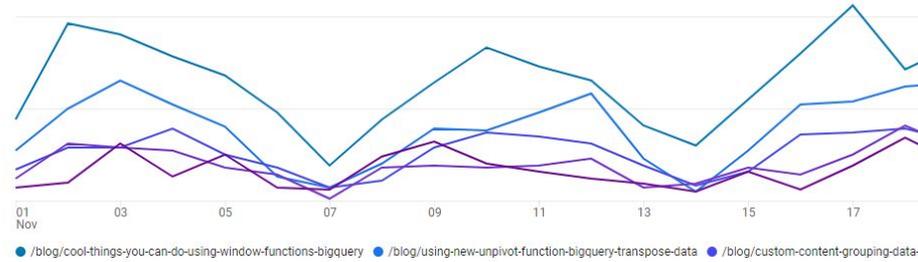
Average engagement time

SAMPLE DATA

- **Average engagement time** is the average length of time that your app is in the foreground or webpage is in focus.
 - This doesn't include time where your website is in the background in another tab -- because of this, your time may be lower in GA4 vs GA3.

- This **replaces average session duration and time on page** in GA3.

Views by Page path + query string and screen class over time



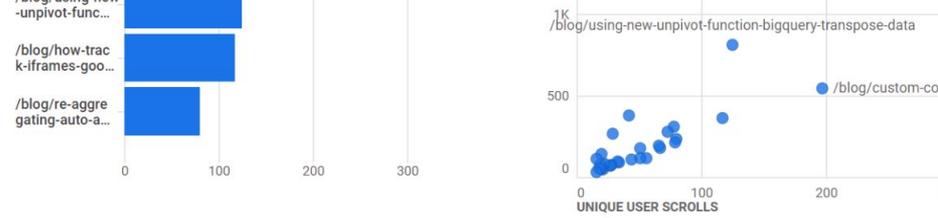
Q Search...

	Page path + query string and screen class	Views	Average engagement time
Totals		10,809 100% of total	0m 52s Avg 0%
1	/blog/cool-things-you-can-do-using-window-functions-bigquery	1,649	0m 45s
2	/blog/using-new-unpivot-function-bigquery-transpose-data	1,067	0m 42s
3	/blog/custom-content-grouping-data-studio	670	0m 54s
4	/blog/how-track-iframes-google-tag-manager	479	1m 07s
5	/	453	0m 27s
6	/blog/flying-beagle/how-calculate-table-level-percentages-bigquery	434	0m 35s
7	/blog/previous-and-next-page-path-google-data-studio	379	1m 01s
8	/blog/editing-scorecard-metric-names-google-data-studio	302	0m 29s
9	/blog/re-aggregating-auto-aggregate-google-data-studio	285	0m 56s
10	/blog/flying-beagle/how-we-resolved-facebook-ads-insights-error	281	1m 19s
11	/blog/flying-beagle/how-set-cloud-function-failure-notifications-stackdriver	247	0m 46s
12	/blog/tracking-session-time-with-google-tag-manager	233	1m 34s
13	/blog/flying-beagle/security-best-practices-using-service-accounts-google-clo...	190	0m 34s

Unique user scrolls

SAMPLE DATA

- **Unique user scrolls** is the number of unique users who scrolled 90% of the depth of the page at least once.



Search...		Rows per page: 25	Go to: 1
Page path + query string and screen class	Users	Unique user scrolls	New users
Totals	7,442 100% of total	2,022 100% of total	6,745 100% of total
1 /blog/cool-things-you-can-do-using-window-func...	1,290	310	1,045
2 /blog/custom-content-grouping-data-studio	544	197	486
3 /blog/using-new-unpivot-function-bigquery-tran...	811	125	698
4 /blog/how-track-iframes-google-tag-manager	362	117	324
5 /blog/re-aggregating-auto-aggregate-google-dat...	234	80	188
6 /blog/flying-beagle/how-we-resolved-facebook-ad...	213	79	198
7 /blog/previous-and-next-page-path-google-data-...	309	78	254
8 /	278	73	210
9 /blog/tracking-session-time-with-google-tag-ma...	179	67	161
10 /blog/flying-beagle/how-set-cloud-function-failur...	193	66	182
11 /blog/setting-monthly-targets-google-data-studio	116	56	98
12 /blog/flying-beagle/security-best-practices-usi...	177	51	170
13 /blog/your-data-studio-game-why-isnt-my-dashb...	116	51	103
14 /blog/building-r-shiny-app-google-cloud-display...	108	44	100
15 /blog/flying-beagle/how-calculate-table-level-p...	378	42	316
16 /blog/your-data-studio-game-conditional-format...	90	34	76
17 /blog/loading-data-studio-report-pre-selected-fil...	96	33	80

First user medium vs session medium (or source/campaign)

SAMPLE DATA

- **First user medium** is the medium via which the user was first acquired (or first user source, or first user campaign).
- **Session medium** is the medium that referred the session only.



Search... Rows per page: 25

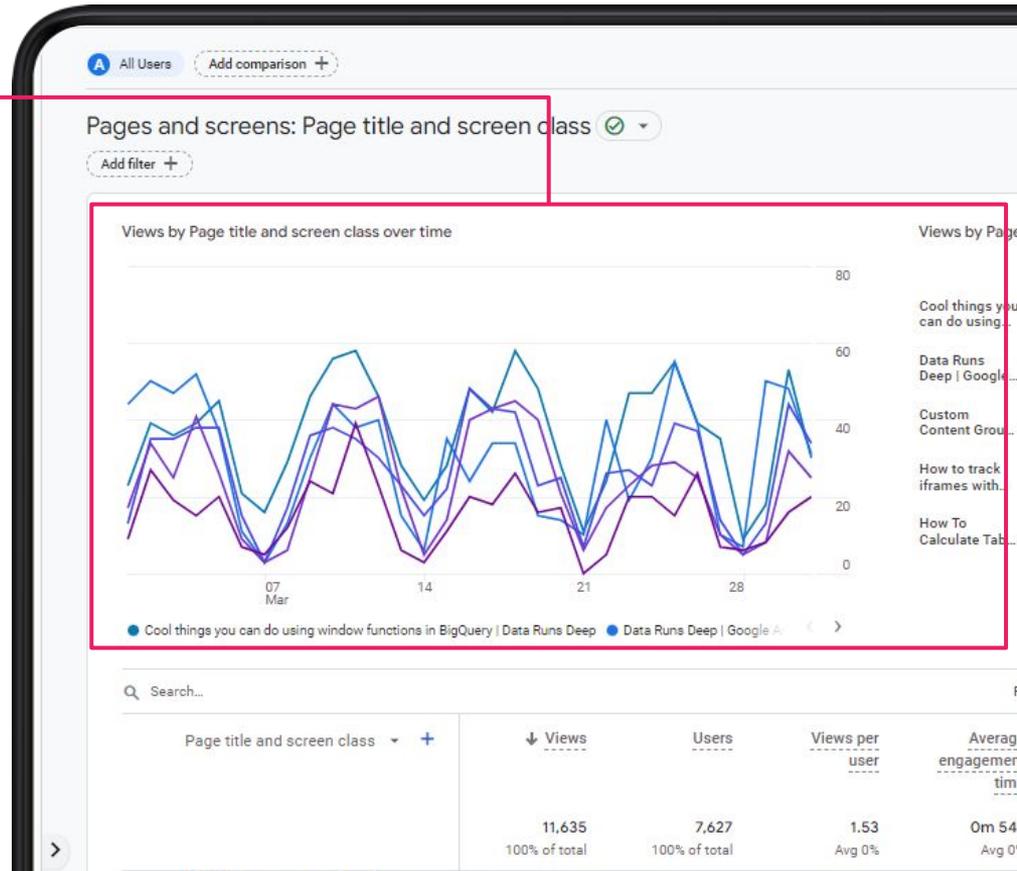
First user medium Session medium X

			Users	New users	Engagement rate
Totals			37,249 100% of total	36,010 100% of total	89.62% Avg 0%
1	organic	organic	30,847	29,918	91.82%
2	(none)	organic	3,031	2,721	68.33%
3	(none)	(none)	2,719	2,689	88.22%
4	referral	referral	370	363	94.76%
5	cpc	cpc	240	237	98.95%
6	(none)	referral	52	34	80.17%
7	(none)	cpc	27	21	100%
8	organic	(none)	97	4	95.76%
9	partner	partner	4	4	100%
10	emailsig	emailsig	3	3	66.67%
11	session4	session4	3	3	100%
12	(none)	(not set)	112	2	0%
13	referral	(none)	3	2	100%
14	utm_test_EventCamp...	(not set)	2	2	0%
15	(none)	emailsig	1	1	0%
16	(not set)	(not set)	1	1	100%
17	28 October	28 October	1	1	100%
18	Session4	Session4	1	1	100%

Customising the Pages and Screens Report

Things to change on this report: Graphs

- I don't find these graphs useful. They push the table beneath them (which is the part I actually want to use) further down the page.
- It's up to personal preference, but I will be hiding these graphs. I'll show you how shortly.



Things to change on this report: Table

The screenshot shows a Google Analytics report titled "Pages and screens: Page title and screen class". The report includes a line chart at the top and a table below. A red box highlights the pencil icon in the top right corner, with a callout box that says "Click the pencil icon to start editing the report".

Search: Rows per page: 10 Go to: 1 < 1-10 of 262 >

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total	\$0.00
1	Cool things you can do using window functions in BigQuery Data Runs Deep	1,121	920	1.22	0m 51s	5,631	1,355.00	\$0.00
2	Data Runs Deep Google Analytics Partner Melbourne, Sydney, Hobart	925	613	1.51	0m 31s	4,887	674.00	\$0.00
3	Custom Content Grouping in Data Studio Data Runs Deep	843	655	1.29	0m 53s	4,192	993.00	\$0.00
4	How to track iframes with Google Tag Manager Data Runs Deep	757	634	1.19	0m 56s	3,841	894.00	\$0.00
5	How To Calculate Table Level Percentages In BigQuery Data Runs Deep	481	393	1.22	0m 36s	2,329	562.00	\$0.00
6	Editing Scorecard Metric Names In Google Data Studio Data Runs Deep	365	327	1.12	0m 25s	1,809	426.00	\$0.00
7	Setting Monthly Targets in Google Data Studio Data Runs Deep	327	235	1.39	1m 20s	1,642	359.00	\$0.00
8	How To Consistently Select a Randomly Distributed Sample of Rows From A BigQuery Table Data Runs Deep	307	257	1.19	0m 35s	1,555	364.00	\$0.00
9	Security Best Practices: Using Service Accounts In The Google Cloud Platform Data Runs Deep	243	212	1.15	1m 10s	1,298	288.00	\$0.00
10	How To Count the Number Of Files In Each Of Your Google Cloud Storage Buckets Data Runs Deep	240	214	1.12	0m 23s	1,195	255.00	\$0.00

Things to change on this report: Table

Pages and screens: Page title and screen class Custom: 1 Mar - 31 Mar 2021 Save...

Search... Rows per page: 10 Go to: 1 < 1-10 of 262 >

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total	\$0.00
1 Cool things you can do using window functions in BigQuery Data Runs Deep	1,121	920	1.22	0m 51s	5,631	1,355.00	\$0.00
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Customise report

REPORT DATA

Dimensions >

Metrics >

REPORT FILTER

+ Add filter

CHARTS

Line Chart >

Bar Chart >

REPORT TEMPLATE

Pages and screens

SUMMARY CARDS

Views by Page title and screen cl... ⋮

+ Create new card

Hide charts

Things to change on this report: Dimensions

Pages and screens: Page title and screen class

Let's now change the Dimension. Click the Dimensions tab on the right.

Custom: 1 Mar - 31 Mar 2021 Save...

Search... Rows per page: 10 Go to: 1 < 1-10 of 262 >

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total	\$0.00
1	Cool things you can do using window functions in BigQuery Data Runs Deep	1,121	920	1.22	0m 51s	5,631	1,355.00	\$0.00
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Customise report

REPORT DATA

- Dimensions
- Metrics

REPORT FILTER

+ Add filter

CHARTS

- Line Chart
- Bar Chart

REPORT TEMPLATE

Pages and screens

SUMMARY CARDS

- Views by Page title and screen cl...
- Create new card

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Things to change on this report: Dimensions

Pages and screens: Page title and screen class

Custom 1 Mar - 31 Mar 2021 Save...

Search... Rows per page: 10 Go to: 1 1-10 of 262

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		100% of total	100% of total	Avg 0%	Avg 0%	All events	All events	
1	Cool things you can do using window functions in BigQuery Data Runs Deep	1,121	920	1.22	0m 51s	5,631	1,355.00	\$0.00
2	Data Runs Deep Google Analytics Partner Melbourne, Sydney, Hobart	925	613	1.51	0m 31s	4,887	674.00	\$0.00
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Dimensions

PRIMARY DIMENSIONS

- Page title and screen class Default
- Page path and screen class
- Page title and screen name
- Content group
- Add dimension

The dimensions added here are available for the user to toggle in the drop down on the left. I don't find this to be an intuitive way to navigate these reports, so I just make sure the Default dimension is a suitable one.

Apply

Things to change on this report: Dimensions

Pages and screens: Page title and screen class

Custom: 1 Mar - 31 Mar 2021 Save...

Click the three dots and then 'Set as default' or 'Remove' next to a dimension.

Click 'Add dimension'

Page title and screen class	Views	Users	Views per user	Average engagement time	All events	All events	
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total	\$0.00
1 Cool things you can do using window functions in BigQuery Data Runs Deep	1,121	920	1.22	0m 51s	5,631	1,355.00	\$0.00
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PRIMARY DIMENSIONS

- Page title and screen class Default
- Page path and screen class Set as default
- Page title and screen class Remove
- Content group

Add dimension

Apply

Dimension options

- Remember that GA4 rolls app and web tracking into one property, so the dimension options reflect this (regardless of your data).
- The default is **Page title and screen class**. If you have app data, it will show you web pages and app screen classes in one dimension.

← Back

Pages and screens: Page title and screen class

Q Search... Rows per page: 10

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total
1	Cool things you can do using window functions in BigQuery Data Runs Deep	1,121	920	1.22	0m 51s	5,631
2	Data Runs Deep Google Analytics Partner Melbourne, Sydney, Hobart	925	613	1.51	0m 31s	4,887
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10	How To Count the Number Of Files In Each Of Your Google Cloud Storage Buckets Data Runs Deep	240	214	1.12	0m 23s	1,195

Dimension options

- Remember that GA4 rolls app and web tracking into one property, so the dimension options reflect this (regardless of whether you have an app or not).
- The default is **Page title and screen class**. If you have app data, it will show you web pages and app screen classes in one dimension. **If you don't have an app, it will only show web data.**
- Some websites don't have unique titles for every page. This means multiple pages with the same title may be grouped together as one line item if a **'Page title'** dimension is being used.

← Back

Pages and screens: Page title and screen class

Q Search... Rows per page: 10

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total
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Dimension options

App + Web Options:

- Page title and screen name
E.g. "Website Homepage" and "App Homepage"
- Page title and screen class
E.g. "Website Homepage" and "Main_menu"
- Page path + query string and screen class
E.g. "/home" and "Main_menu"

Web Only Options:

- Page title
E.g. "Website Homepage"
- Page path + query string
E.g. "/home" (My recommendation as most similar to UA).

← Back

Pages and screens: Page title and screen class

Q Search... Rows per page: 10

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total
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6	Editing Scorecard Metric Names In Google Data Studio Data Runs Deep	365	327	1.12	0m 25s	1,809
7	Setting Monthly Targets in Google Data Studio Data Runs Deep	327	235	1.39	1m 20s	1,642
8	How To Consistently Select a Randomly Distributed Sample of Rows From A BigQuery Table Data Runs Deep	307	257	1.19	0m 35s	1,555
9	Security Best Practices: Using Service Accounts In The Google Cloud Platform Data Runs Deep	243	212	1.15	1m 10s	1,298
10	How To Count the Number Of Files In Each Of Your Google Cloud Storage Buckets Data Runs Deep	240	214	1.12	0m 23s	1,195

Applying new Default Dimension

← Back

Pages and screens: Page path + query string

Custom 1 Mar - 31 Mar 2021 [Save...](#)

Q Search... Rows per page: 10 Go to: 1 < 1-10 of 448 >

	Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total	
1	/blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00	\$0.00
2	/	872	549	1.59	0m 33s	4,568	611.00	\$0.00
3	/blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00	\$0.00
4	/blog/how-track-iframes-google-tag-manager	757	634	1.19	0m 58s	3,858	897.00	\$0.00
5	/blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00	\$0.00
6	/blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00	\$0.00
7	/blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00	\$0.00
8	/blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00	\$0.00
9	/blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	243	212	1.15	1m 10s	1,300	289.00	\$0.00
10	/blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	1.12	0m 23s	1,195	255.00	\$0.00

← Dimensions

PRIMARY DIMENSIONS

- Page title
- Page path + query string Default**

Add dimension

Update your preferred default dimension, then click "Apply"

Apply

Customising the Metrics

Now let's customise the Metrics. Click the Metrics option on the right.

Pages and screens: Page path + query string

Rows per page: 10 Go to: 1 < 1-10 of 448 >

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total	\$0.00
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00	\$0.00
2 /	872	549	1.59	0m 33s	4,568	611.00	\$0.00
3 /blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00	\$0.00
4 /blog/how-track-iframes-google-tag-manager	757	634	1.19	0m 58s	3,858	897.00	\$0.00
5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00	\$0.00
6 /blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00	\$0.00
7 /blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00	\$0.00
8 /blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00	\$0.00
9 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	243	212	1.15	1m 10s	1,300	289.00	\$0.00
10 /blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	1.12	0m 23s	1,195	255.00	\$0.00

REPORT FILTER

+ Add filter

CHARTS

Line Chart >

Bar Chart >

REPORT TEMPLATE

Pages and screens

SUMMARY CARDS

Views by Page title and screen cl... ⋮

+ Create new card

Customising the Metrics

Pages and screens: Page path + query string

Custom 1 Mar - 31 Mar 2021 Save...

Search... Rows per page: 10 Go to: 1 < 1-10 of 448 >

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total	\$0.00
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00	\$0.00
2 /	872	549	1.59	0m 33s	4,568	611.00	\$0.00
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5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00	\$0.00
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10 /blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	1.12	0m 23s	1,195	255.00	\$0.00

Metrics (UP TO 12)

- Views
- Users
- Views per user
- Average engagement time
- Event count
- Conversions
- Total revenue

Remove unneeded metrics. E.g. I have a non-transaction website, so "Total Revenue" isn't relevant to me.

Apply

Customising the Metrics

← Back

Pages and screens: Page path + query string Custom 1 Mar - 31 Mar 2021 [Save...](#)

Q Search... Rows per page: 10 Go to: 1 < 1-10 of 448 >

Page path + query string	Views	Users	Unique user scrolls	Views per user	Average engagement time	Event count	Conversions
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	225	1.22	0m 52s	5,506	1,327.00
2 /	872	549	192	1.59	0m 33s	4,568	61.00
3 /blog/custom-content-grouping-data-studio	843	655	227	1.29	0m 53s	4,197	99.00
4 /blog/how-track-iframes-google-tag-manager	757	634	198	1.19	0m 58s	3,858	89.00
5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	34	1.22	0m 36s	2,329	56.00
6 /blog/editing-scorecard-metric-names-google-data-studio	365	327	38	1.12	0m 25s	1,814	42.00
7 /blog/setting-monthly-targets-google-data-studio	327	235	127	1.39			
8 /blog/flying-beagle/how-consistently-select-randomly-distributed-samples-bigquery-table	307	257	27	1.19			
9 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	243	212	85	1.15	1m 10s	1,300	289.00
10 /blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	25	1.12	0m 23s	1,195	255.00

← Metrics

METRICS (UP TO 12)

- Views ↓
- Users
- Unique user scrolls
- Views per user
- Average engagement time
- Event count**
- Conversions
- Add metric

Clicking the dots to the left of the name allows you to drag and reorder metrics.

Apply changes [Apply](#)

Saving the report

If you 'Save changes to the current report', it will override the old version. All users who can access the property will inherit any that change - so consider 'Saving as a new report' instead.

Save...
REPORT DATA
Save changes to current report
Save as a new report

Pages and screens: Page pa

Custom: 1 Mar - 31 Mar 2021

Go to: 1 < 1-10

Page path + query string	Views	Users	Unique user scrolls	Views per user	Average engagement time	Event count All events	Conversions All events
	11,635 100% of total	7,627 100% of total	2,225 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	225	1.22	0m 52s	5,506	1,326.00
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4 /blog/how-track-iframes-google-tag-manager	757	634	198	1.19	0m 58s	3,858	897.00
5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	34	1.22	0m 36s	2,329	562.00
6 /blog/editing-scorecard-metric-names-google-data-studio	365	327	38	1.12	0m 25s	1,814	427.00
7 /blog/setting-monthly-targets-google-data-studio	327	235	127	1.39	1m 20s	1,642	359.00
8 /blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	27	1.19	0m 35s	1,555	364.00
9 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	243	212	85	1.15	1m 10s	1,300	289.00
10 /blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	25	1.12	0m 23s	1,195	255.00

REPORT DATA

REPORT FILTER

+ Add filter

CHARTS

Line Chart

Bar Chart

REPORT TEMPLATE

Pages and screens

SUMMARY CARDS

Views by Page title and screen cl...

+ Create new card

Saving the report

Save as new report, then give it a name and optional description.

Save as new report

Save as a new report, keep the existing report settings and allow the report to receive Analytics updates.

Report Name *

Page Engagement

Report description

All pages on website and engagement metrics

Cancel Save

Page path + query string	Views	Users	Conversion
/	11,635 100% of total	7,627 100% of total	56,624 100% of total
/blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1,326
/	872	549	611
/blog/custom-content-grouping-data-studio	843	655	994
/blog/how-track-iframe-google-tag-manager	757	634	897
/blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	562
/blog/editing-scorecard-metric-names-google-data-studio	365	327	427
/blog/setting-monthly-targets-google-data-studio	327	235	359
/blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	364
/blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	243	212	289
/blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	255

Saving the report

After saving, click 'Back'.

← Back

Page Engagement

Custom: 1 Mar - 31 Mar 2021

Save...

Search...

Rows per page: 10 Go to: 1 < 1-10 of 448 >

	Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
1	/blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
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10	/blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	1.12	0m 23s	1,195	255.00

Customise report

REPORT DATA

Dimensions

Metrics

REPORT FILTER

+ Add filter

CHARTS

Line Chart

Bar Chart

REPORT TEMPLATE

Pages and screens

SUMMARY CARDS

Views by
Page title and screen cl...

+ Create new card

Saving the report

After saving, click 'Back'.

← Back

Page Engagement

Custom: 1 Mar - 31 Mar 2021

Save...

Search...

Rows per page: 10 Go to: 1 < 1-10 of 448 >

	Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
		11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
1	/blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
2	/	872	549	1.59	0m 33s	4,568	611.00
3	/blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00
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6	/blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00
7	/blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00
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10	/blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	1.12	0m 23s	1,195	255.00

Customise report

REPORT DATA

Dimensions

Metrics

REPORT FILTER

+ Add filter

CHARTS

Line Chart

Bar Chart

REPORT TEMPLATE

Pages and screens

SUMMARY CARDS

Views by
Page title and screen cl...

+ Create new card

Publishing your new report to the library

- Our new report is not yet published, so it won't be listed under the reports navigation.
- Instead, I can find my report by clicking 'Library', and looking in in the reports list.

Reports snapshot

Real-time

Life cycle

- Acquisition
- Engagement
- Monetisation
- Retention

Search Console

- Search Console

User

- Demographics
- Tech

Library

All of your collections and reports organised in one place where you can customise them and create more. Collections allow administrators to customise the presentation of reports in the left navigation.

[Learn more](#)

Collections

Create new collection

App developer
Unpublished - App developer

- Firebase

[Edit collection](#)

Life cycle
Published - Life cycle

- Acquisition
- Engagement
- Monetisation
- Retention

[Edit collection](#)

Search Console
Published - Search Console

- Search Console

[Edit collection](#)

Reports

The report I just made

<input type="checkbox"/>	Type	Name	Creator	Last modified ↓	Template
<input type="checkbox"/>	📄	Page Engagement	Ashleigh Zielke	1 Dec 2022 Ashleigh Zielke	Pages and screens
<input type="checkbox"/>	📄	Copy of User acquisition: First user source / medium	Angela Taylor	6 Oct 2022 Angela Taylor	User acquisition
<input type="checkbox"/>	📄	Landing Page	Ashleigh Zielke	11 Jul 2022 Ashleigh Zielke	Pages and screens
<input type="checkbox"/>	📄	Campaigns	Ashleigh Zielke	11 Jul 2022 Ashleigh Zielke	
<input type="checkbox"/>	📄	Channels	Ashleigh Zielke	11 Jul 2022 Ashleigh Zielke	
<input type="checkbox"/>	📄	Site content	Ashleigh Zielke	29 Nov 2021 Ashleigh Zielke	Pages and screens
<input type="checkbox"/>	📄	Conversion	Ashleigh Zielke	15 Aug 2022 Ashleigh Zielke	Conversion

Library

Understanding the Library

- 'Collections' are how we group, name and order the report categories on the left navigation (except for the 'Reports Snapshot' and 'Real-time' options, which can't be edited in the Library).
- E.g. The '**App Developer**' collection is unpublished, which is why it's not listed in the left menu of reports.
- E.g. You can see the '**Life Cycle**' collection has been published, and is visible in the left menu. Let's Click '**Edit Collection**'.

Reports snapshot

Real-time

Life cycle

- Acquisition
- Engagement
- Monetisation
- Retention

Search Console

- Search Console

User

- Demographics
- Tech

Library

All of your collections and reports organised in one place where you can customise them and create more. Collections allow administrators to customise the presentation of reports in the left navigation.

Learn more

Collections

App developer
Unpublished - App developer

Life cycle
Published - Life cycle

Edit collection

Reports

<input type="checkbox"/>	Type	Name	Creator	Last modified	Template
<input type="checkbox"/>	📄	Page Engagement	Ashleigh Zielke	1 Dec 2022 Ashleigh Zielke	Pages and screens
<input type="checkbox"/>	📄	Copy of User acquisition: First user source / medium	Angela Taylor	6 Oct 2022 Angela Taylor	User acquisition
<input type="checkbox"/>	📄	Landing Page	Ashleigh Zielke	11 Jul 2022 Ashleigh Zielke	Pages and screens
<input type="checkbox"/>	📄	Campaigns	Ashleigh Zielke	11 Jul 2022 Ashleigh Zielke	
<input type="checkbox"/>	📄	Channels	Ashleigh Zielke	11 Jul 2022 Ashleigh Zielke	
<input type="checkbox"/>	📄	Site content	Ashleigh Zielke	29 Nov 2021 Ashleigh Zielke	Pages and screens
<input type="checkbox"/>	📄	Conversion	Ashleigh Zielke	15 Aug 2022 Ashleigh Zielke	Conversion

Click 'Edit Collection' above

Customising the Life Cycle Collection

- You can **rename** this Collection by clicking on the name.

Customise collection

Life cycle Published

COLLECTION TEMPLATE

life-cycle

TOPICS AND REPORTS

- Acquisition
 - Overview
 - User acquisition
 - Traffic acquisition
 - Copy of User acquisition: First...
 - Copy of User acquisition: First...
- Engagement
 - Engagement overview
 - Events: Event name
 - Pages and screens
 - Page Engagement
 - Conversions
- Monetisation
 - Overview
 - E-commerce purchases
 - In-app purchases
 - Publisher ads
- Retention
 - Overview

Drop detail report

Drop reports to create collection

Search reports

Detail reports Overview reports

- Conversions
- Copy of Site content
- Copy of User acquisition: First user source / medium
- Devices
- E-commerce
- Events
- Events: Event name
- Gender
- Hostname
- Interests
- Landing Page
- Language
- Location
- Mobile overview
- Operating System
- Page Engagement
- Search Terms
- Site content
- Source/Medium

Save...

Customising the Life Cycle Collection

- **Reorder** topics and reports by clicking the dots next to their name, then dragging and dropping.

The screenshot displays the 'Customise collection' interface for a 'Life cycle' collection. The interface is divided into two main sections: 'COLLECTION TEMPLATE' and 'TOPICS AND REPORTS'.

COLLECTION TEMPLATE: Shows the current collection name 'life-cycle' with a refresh icon.

TOPICS AND REPORTS: A list of topics and their associated reports, each with a reorder handle (three horizontal lines) and a circular icon:

- Acquisition:** Overview, User acquisition, Traffic acquisition, Copy of User acquisition: First..., Copy of User acquisition: First...
- Engagement:** Engagement overview, Events: Event name, Pages and screens, Page Engagement, Conversions
- Monetisation:** Overview, E-commerce purchases, In-app purchases, Publisher ads
- Retention:** Overview

A blue box highlights the 'Acquisition' topic and its reports, with a blue line pointing to the text 'Reorder topics and reports by clicking the dots next to their name, then dragging and dropping.'

Drag reports to create collection: A search bar and a list of reports to be added to the collection:

- Search reports
- Detail reports: Conversions, Copy of Site content, Copy of User acquisition: First user source / medium, Devices, E-commerce, Events, Events: Event name, Gender, Hostname, Interests, Landing Page, Language, Location, Mobile overview, Operating System, Page Engagement, Search Terms, Site content, Source/Medium
- Overview reports

A 'Save...' button is visible at the bottom right of the interface.

Customising the Life Cycle Collection

- **Remove** topics and reports by clicking the x symbol. This does not permanently delete the report, it just unlists it.

The screenshot shows the 'Customise collection' interface for a 'Life cycle' collection. The interface is divided into two main sections: 'COLLECTION TEMPLATE' and 'TOPICS AND REPORTS'. The 'TOPICS AND REPORTS' section is organized into categories: Acquisition, Engagement, Monetisation, and Retention. Each category has a list of reports, each with a small 'x' icon in the top right corner for removal. A green box highlights the 'Acquisition' category and its sub-reports, with a green line pointing to the 'x' icon in the top right corner of the 'Acquisition' section. The right-hand side of the interface shows a 'Drag reports to create collection' section with a search bar and a list of reports to be added to the collection.

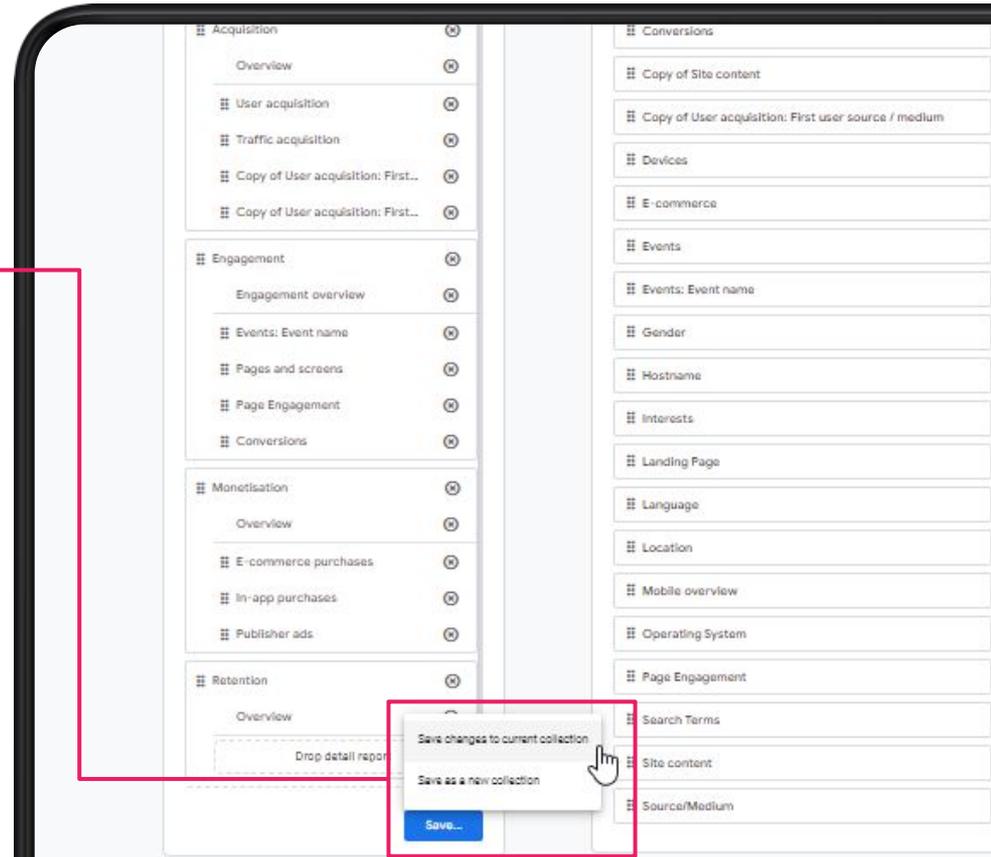
Customising the Life Cycle Collection

- Find the report you just made in the list on the right, and **drag** it into your preferred placement in the collection. I've added it beneath the 'Pages and screens' report, which is the one we edited over earlier.

The screenshot displays the 'Customise collection' interface in Google Analytics. On the left, under the 'Life cycle' collection template, there is a list of reports organized into categories. The 'Engagement' category is expanded, and the 'Pages and screens' report is highlighted with a blue box. On the right, there is a list of reports available for drag-and-drop, with 'Page Engagement' also highlighted by a blue box. A blue line connects the two boxes, indicating the drag action.

Customising the Life Cycle Collection

- Note the next step will push to all users who can access the property, so ensure you have consulted necessary internal stakeholders before saving.
- To publish changes made, click Save → Save Changes to Current Collection.



Using the report

Reports snapshot

All Users Add comparison

Real-time

Life cycle

Acquisition

Engagement

Engagement overview

Events: Event name

Pages and screens

Page Engagement

Conversions

User

Demographics

Tech

My Custom Reports

Audience

Acquisition

Behaviour

Library

Page Engagement

Add filter

Search...

Rows per page: 10 Go to: 1 < 1-10 of 448 >

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
	100% of total	100% of total	Avg 0%	Avg 0%	All events	All events
1 /blog/cool-things-you-can-do-using-window-...-ons-bigquery	1,635	7,627	1.53	0m 54s	56,624	11,262.00
2 /blog/cool-things-you-can-do-using-window-...-ons-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
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8 /blog/flying-beagle/how-consistently-select-...-randomly-distributed-sample-rows-bigquery-table	327	235	1.39	1m 20s	1,642	359.00
9 /blog/flying-beagle/security-best-practices-using-...-service-accounts-google-cloud-platform	307	257	1.19	0m 35s	1,555	364.00
10 /blog/flying-beagle/how-count-number-files-each-...-your-google-cloud-storage-buckets	243	212	1.15	1m 10s	1,300	289.00
	240	214	1.12	0m 23s	1,195	255.00

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Using the report

- Let's say I want to see the top viewed pages that **aren't** /blog pages.

The screenshot shows a Google Analytics 4 report for Page Engagement. The report is filtered for 'All Users' and covers the period from '1 Mar' to '31 Mar 2021'. The table displays various metrics for different page paths. A red box highlights the 'Add filter' button, and a red callout box points to it with the text 'Add filter'. A 'Build filter' dialog is open on the right, showing the filter configuration: 'Exclude' is selected, the dimension is 'Page path and screen class', and the filter value is '/blog'. The 'All values containing /blog' option is selected, and a hand cursor is pointing at the 'OK' button.

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
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Using the report

- Let's say I want to see the top viewed pages that **aren't** /blog pages.

The screenshot shows a Google Analytics 4 report for Page Engagement. The report is filtered for 'All Users' and covers the period from 'Custom 1 Mar - 31 Mar 2021'. A pink callout box labeled 'Select Exclude' points to the 'Exclude' dropdown in the 'Build filter' dialog. The dialog also shows 'Page path and screen class' as the dimension and '/blog' as the dimension value. The 'All values containing /blog' option is selected, and the 'OK' button is being clicked.

Page path + query string	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
2 /	872	549	1.59	0m 33s	4,568	611.00
3 /blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00
4 /blog/how-track-iframe-google-tag-manager	757	634	1.19	0m 58s	3,858	897.00
5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00
6 /blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00
7 /blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00
8 /blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00
9 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud	243	212	1.15	1m 10s	1,300	289.00

Using the report

- Let's say I want to see the top viewed pages that **aren't** /blog pages.

The screenshot shows a Google Analytics 4 report for Page Engagement. The report is filtered for 'All Users' and covers the period from 'Custom 1 Mar - 31 Mar 2021'. The table displays various metrics for different page paths. A red box highlights the 'Search Page Path' search bar, and a red arrow points to the 'Build filter' dialog box on the right. In the dialog, the filter is set to 'Exclude' for the dimension 'Page path and screen class', with the value '/blog' selected. The 'OK' button is highlighted with a mouse cursor.

Page path + query string	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
2 /	872	549	1.59	0m 33s	4,568	611.00
3 /blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00
4 /blog/how-track-iframe-google-tag-manager	757	634	1.19	0m 58s	3,858	897.00
5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00
6 /blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00
7 /blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00
8 /blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00
9 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud	243	212	1.15	1m 10s	1,300	289.00

Using the report

- Let's say I want to see the top viewed pages that **aren't** /blog pages.

The screenshot shows a Google Analytics 4 report for Page Engagement. The report is filtered for 'All Users' and covers the period from 1 Mar to 31 Mar 2021. The table displays the top viewed pages, with columns for Page path + query string, Views, Users, Views per user, Average engagement time, Event count, and Conversions. A filter dialog is open on the right, showing the 'Build filter' interface. The filter is set to 'Exclude' and 'Dimension' is selected. The dimension is 'Page path and screen class'. The filter value is '/blog', and the option 'All values containing /blog' is selected. A red callout box points to the filter value with the text 'Contains /blog'.

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
/	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624	11,262.00
/blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	3,306	1,326.00
/blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00
/blog/how-track-iframe-google-tag-manager	757	634	1.19	0m 58s	3,858	897.00
/blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00
/blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00
/blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00
/blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00
/blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud	243	212	1.15	1m 10s	1,300	289.00

Using the report

- Let's say I want to see the top viewed pages that **aren't** /blog pages.

The screenshot shows a Google Analytics 4 report for 'Page Engagement' for 'All Users' from March 1st to 31st, 2021. The report is sorted by Views in descending order. A 'Build filter' dialog is open on the right, showing the configuration for a filter: 'Exclude' is selected, the dimension is 'Page path and screen class', and the value is '/blog'. The 'All values containing /blog' option is highlighted, and a red box with the text 'Click Apply' points to the 'Apply' button in the dialog.

Page path + query string	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
2 /	872	549	1.59	0m 33s	4,568	611.00
3 /blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00
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5 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00
6 /blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00
7 /blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	
8 /blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00
9 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud	243	212	1.15	1m 10s	1,300	289.00

Filtered report - Blog Pages Example

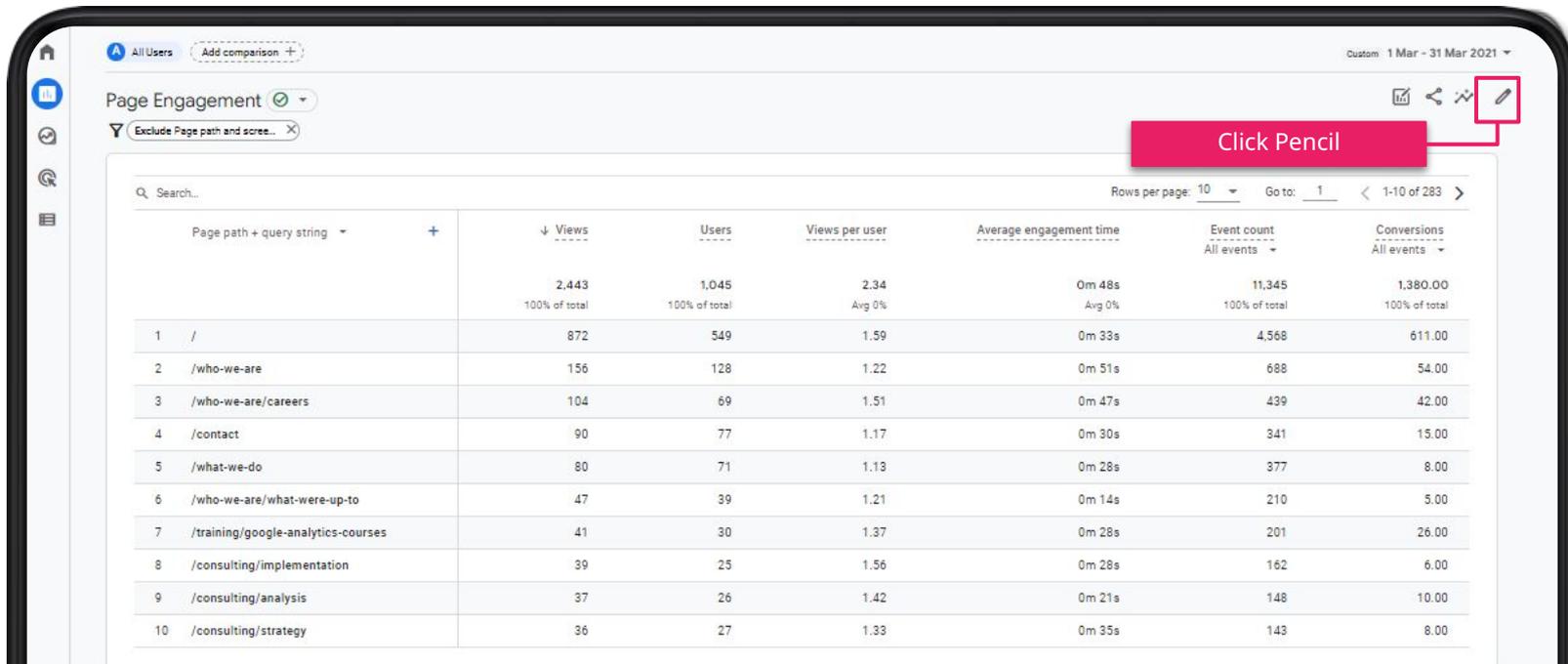
- Here is the result. This is a temporary filter that users of any permission level can apply. But what if I wanted a version of this report that already comes pre-filtered?

The screenshot shows a Google Analytics 4 report titled "Page Engagement" for the date range "Custom 1 Mar - 31 Mar 2021". The report is filtered to show "All Users" and has a temporary filter applied: "Exclude Page path and screen...". The table displays the top 10 pages by views, with the following columns: Page path + query string, Views, Users, Views per user, Average engagement time, Event count, and Conversions.

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
	2,443 100% of total	1,045 100% of total	2.34 Avg 0%	0m 48s Avg 0%	11,345 100% of total	1,380.00 100% of total
1 /	872	549	1.59	0m 33s	4,568	611.00
2 /who-we-are	156	128	1.22	0m 51s	688	54.00
3 /who-we-are/careers	104	69	1.51	0m 47s	439	42.00
4 /contact	90	77	1.17	0m 30s	341	15.00
5 /what-we-do	80	71	1.13	0m 28s	377	8.00
6 /who-we-are/what-were-up-to	47	39	1.21	0m 14s	210	5.00
7 /training/google-analytics-courses	41	30	1.37	0m 28s	201	26.00
8 /consulting/implementation	39	25	1.56	0m 28s	162	6.00
9 /consulting/analysis	37	26	1.42	0m 21s	148	10.00
10 /consulting/strategy	36	27	1.33	0m 35s	143	8.00

Filtered report - Blog Pages Example

- Here is the result. This is a temporary filter that users of any permission level can apply. But what if I wanted a version of this report that already comes pre-filtered?



The screenshot displays a Google Analytics 4 report titled "Page Engagement" for the date range "Custom 1 Mar - 31 Mar 2021". The report is filtered to show "All Users" and has a filter applied: "Exclude Page path and screen...". The table below shows the top 10 pages by engagement. A red box highlights the edit icon (pencil) in the top right corner of the report interface, with a red callout box containing the text "Click Pencil".

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
	2,443 100% of total	1,045 100% of total	2.34 Avg 0%	0m 48s Avg 0%	11,345 100% of total	1,380.00 100% of total
1 /	872	549	1.59	0m 33s	4,568	611.00
2 /who-we-are	156	128	1.22	0m 51s	688	54.00
3 /who-we-are/careers	104	69	1.51	0m 47s	439	42.00
4 /contact	90	77	1.17	0m 30s	341	15.00
5 /what-we-do	80	71	1.13	0m 28s	377	8.00
6 /who-we-are/what-were-up-to	47	39	1.21	0m 14s	210	5.00
7 /training/google-analytics-courses	41	30	1.37	0m 28s	201	26.00
8 /consulting/implementation	39	25	1.56	0m 28s	162	6.00
9 /consulting/analysis	37	26	1.42	0m 21s	148	10.00
10 /consulting/strategy	36	27	1.33	0m 35s	143	8.00

Filtered report - Blog Pages Example

- We are no longer adding a temporary filter - now we are in the 'Customise Report' area, and if we add the filter here, we can make a new, standardised pre-filtered report for all users.

The screenshot displays a Google Analytics 4 report interface. At the top, it shows 'Custom 1 Mar - 31 Mar 2021' and a 'Save...' button. A red box labeled 'Add filter' is positioned over the main report area. The main report area shows a table with columns: Views, Users, Views per user, Average engagement time, Event count, and Conversions. The table lists various blog pages with their respective metrics. On the right side, the 'Customise report' sidebar is visible, featuring sections for 'REPORT DATA' (Dimensions, Metrics), 'REPORT FILTER' (with a red box around the '+ Add filter' button), 'CHARTS' (Line Chart, Bar Chart), 'REPORT TEMPLATE' (Pages and screens), and 'SUMMARY CARDS' (Create new card).

	Views	Users	Views per user	Average engagement time	Event count	Conversions
	11,635 100% of total	7,627 100% of total	1.53 Avg 0%	0m 54s Avg 0%	56,624 100% of total	11,262.00 100% of total
Things you can do using window bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
Content grouping data studio	872	549	1.59	0m 33s	4,568	611.00
Track iframes google tag manager	843	655	1.29	0m 53s	4,197	994.00
Beagle/how calculate table level bigquery	757	634	1.19	0m 58s	3,858	897.00
Beagle/how consistently select distributed sample rows bigquery table	481	393	1.22	0m 36s	2,329	562.00
Beagle/security best practices using accounts google cloud platform	365	327	1.12	0m 25s	1,814	427.00
Beagle/monthly targets google data studio	327	235	1.39	1m 20s	1,642	359.00
Beagle/how consistently select distributed sample rows bigquery table	307	257	1.19	0m 35s	1,555	364.00
Beagle/security best practices using accounts google cloud platform	243	212	1.15	1m 10s	1,300	289.00

Filtered report - Blog Pages Example

- This time I'm making the opposite filter - include only /blog pages.

The screenshot shows a GA4 report interface. At the top right, there's a 'Build filter' sidebar. A red box highlights the 'Include' condition for 'Page path and screen class' with the value 'All values containing "/>Table with 8 columns: Page path and screen class, Views, Users, Views per user, Average engagement time, Event count, Conversions. The table lists various blog page paths and their corresponding metrics.

Rows per page: 10 | Go to: 1 | 1-10 of 448

Build filter sidebar (highlighted):

- CONDITIONS (BUILD UP TO FIVE)
- Include Dimension
- Page path and screen class
- Dimension values: Select dimension values
- + Add new condition
- SUMMARY: Include Page path and screen class = All values containing "All values containing "/>Apply filter
- Apply

Filtered report - Blog Pages Example

- Save as a new report - mine is called "Top Blog Pages" - then repeat the process from earlier to publish the report to a collection, within the Library Section

The screenshot shows the Google Analytics 4 report interface for an 'Engagement' report. The report is filtered by 'Page path and screen class = All values containing '/blog''. The report data is displayed in a table with columns for Page path + query string, Views, Users, Views per user, Average engagement time, Event count, and Conversions. A red box highlights the 'Save...' button in the top right corner, and a dropdown menu is open, showing the option 'Save as a new report'.

Engagement

Custom 1 Mar - 31 Mar 2021

Save...

REPORT DATA

Save changes to current report

Save as a new report

REPORT FILTER

Include Page path and screen class = All values containing '/blog'

CHARTS

Line Chart

Bar Chart

REPORT TEMPLATE

Pages and screens

SUMMARY C

+ Create new card

Apply

Page path + query string	Views	Users	Views per user	Average engagement time	Event count	Conversions
	9,192 100% of total	6,751 100% of total	1.36 Avg 0%	0m 54s Avg 0%	45,279 100% of total	9,882.00 100% of total
1 /blog/cool-things-you-can-do-using-window-functions-bigquery	1,097	898	1.22	0m 52s	5,506	1,326.00
2 /blog/custom-content-grouping-data-studio	843	655	1.29	0m 53s	4,197	994.00
3 /blog/how-track-iframe-google-tag-manager	757	634	1.19	0m 58s	3,858	897.00
4 /blog/flying-beagle/how-calculate-table-level-percentages-bigquery	481	393	1.22	0m 36s	2,329	562.00
5 /blog/editing-scorecard-metric-names-google-data-studio	365	327	1.12	0m 25s	1,814	427.00
6 /blog/setting-monthly-targets-google-data-studio	327	235	1.39	1m 20s	1,642	359.00
7 /blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	307	257	1.19	0m 35s	1,555	364.00
8 /blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	243	212	1.15	1m 10s	1,300	289.00
9 /blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	240	214	1.12	0m 23s	1,195	255.00

Filtered report - Blog Pages Example

- After repeating the process of adding this report to a Collection via the Library, I now have a ready made 'Top Blog Pages' report which all users can access.

The screenshot displays the Google Analytics 4 interface. On the left, a navigation sidebar shows the 'Engagement' section expanded, with 'Top Blog Pages' selected. The main content area shows a report titled 'Top Blog Pages' for 'All Users'. The report includes a search bar and a table with columns for rank, page path, and a numerical value. The table lists the top 10 blog pages.

	Page path + query string	
1	/blog/cool-things-you-can-do-using-window-functions-bigquery	
2	/blog/custom-content-grouping-data-studio	
3	/blog/how-track-iframe-google-tag-manager	
4	/blog/flying-beagle/how-calculate-table-level-percentages-bigquery	
5	/blog/editing-scorecard-metric-names-google-data-studio	
6	/blog/setting-monthly-targets-google-data-studio	
7	/blog/flying-beagle/how-consistently-select-randomly-distributed-sample-rows-bigquery-table	
8	/blog/flying-beagle/security-best-practices-using-service-accounts-google-cloud-platform	
9	/blog/flying-beagle/how-count-number-files-each-your-google-cloud-storage-buckets	
10	/blog/loading-data-studio-report-pre-selected-filter-control-section	

Example Reports to Build

Audience Demographics: Report Examples

- **Use Case:** Understanding who is using your website, to evaluate whether your content reflects their needs.

Report Name (Customisable)	Default Dimension	Metrics	Recommendations and Notes
Browser Language	Language	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Try adding a line chart
Country	Country	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Try adding a line chart
State	Region	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Try adding a line chart
City	Town/City	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Try adding a line chart

Device Usage: Report Examples

- **Use Case:** Do users engage equally well with our site on different devices and browsers? Should be prioritise optimising our website for web or desktop first?

Report Name (Customisable)	Default Dimension	Metrics	Recommendations and Notes
Mobile vs Desktop Split	Device Category	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Apply a Bar Chart
Device Models	Device Model	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Apply a Bar Chart
Browsers	Browser	Users (Sort By Descending), New Users, Engaged Sessions, Engagement Rate, Engaged Sessions per User, Average Engagement Time, Event Count, Conversions	Apply a Bar Chart

Content Performance: Report Examples

- **Use Case:** What sort of content performs well? What content are people looking for on our site? What should we make more of?

Report Name (Customisable)	Default Dimension	Metrics	Recommendations and Notes
Page Engagement	Page Path + Query String	Views (Sort By Descending), Users, Views Per User, Bounce Rate, Average Engagement Time, Event Count, Conversions	Shows web pages only
Web & App Engagement	Page Path + Query String and Screen Class OR Page Title and Screen Name	Views (Sort By Descending), Users, Views Per User, Bounce Rate, Average Engagement Time, Event Count, Conversions	Shows web pages and app screens combined in one report
App Screens	Page Path + Query String and Screen Class OR Page Title and Screen Name	Views (Sort By Descending), Users, Views Per User, Bounce Rate, Average Engagement Time, Event Count, Conversions	Apply a filter to include Platform = Android and iOS. If filter is not applied, it will include web data also.
Landing Pages	Landing Page + Query String	Views (Sort By Descending), Users, Views Per User, Bounce Rate, Average Engagement Time, Event Count, Conversions	
Domains & Subdomains	Hostname	Views (Sort By Descending), Users, Views Per User, Bounce Rate, Average Engagement Time, Event Count, Conversions	Useful to check for unrecognised domains and whether UAT data is being included in your reports.
Internal Site Search	Search Term	Event Count, Users	

Events and Conversions: Report Examples

- **Use Case:** Are key interactions with our website - e.g. file downloads, sign ups, video watches - trending up or down?

Report Name (Customisable)	Default Dimension	Metrics	Recommendations and Notes
All Events	Event Name	Event Count (Sort By Descending), Total Users, Event count per user	Try applying a Line Graph
Conversions	Event Name	Conversions (Sort By Descending), Total Users, Event count per user	This one can't be built from scratch. You will need to edit over the existing Life Cycle → Engagement → Conversions report to inherit the conversion filter applied to this report.

User Acquisition: Report Examples

- **Use Case:** How many sessions to our site were there from a specific traffic source, or campaign?

Report Name (Customisable)	Default Dimension	Metrics	Recommendations and Notes
Traffic Channels	Session Default Channel Group	Sessions (Sort By Descending), Engagement Rate, Average Engagement Time per Session, Views Per Session, Event Count, Conversions	Try a Line Chart and/or Bar Chart
Source/Medium	Session Source/Medium	Sessions (Sort By Descending), Engagement Rate, Average Engagement Time per Session, Views Per Session, Event Count, Conversions	Try a Line Chart and/or Bar Chart.
Campaigns	Session Campaign	Sessions (Sort By Descending), Engagement Rate, Average Engagement Time per Session, Views Per Session, Event Count, Conversions	Try a Line Chart and/or Bar Chart.

User Acquisition: Report Examples

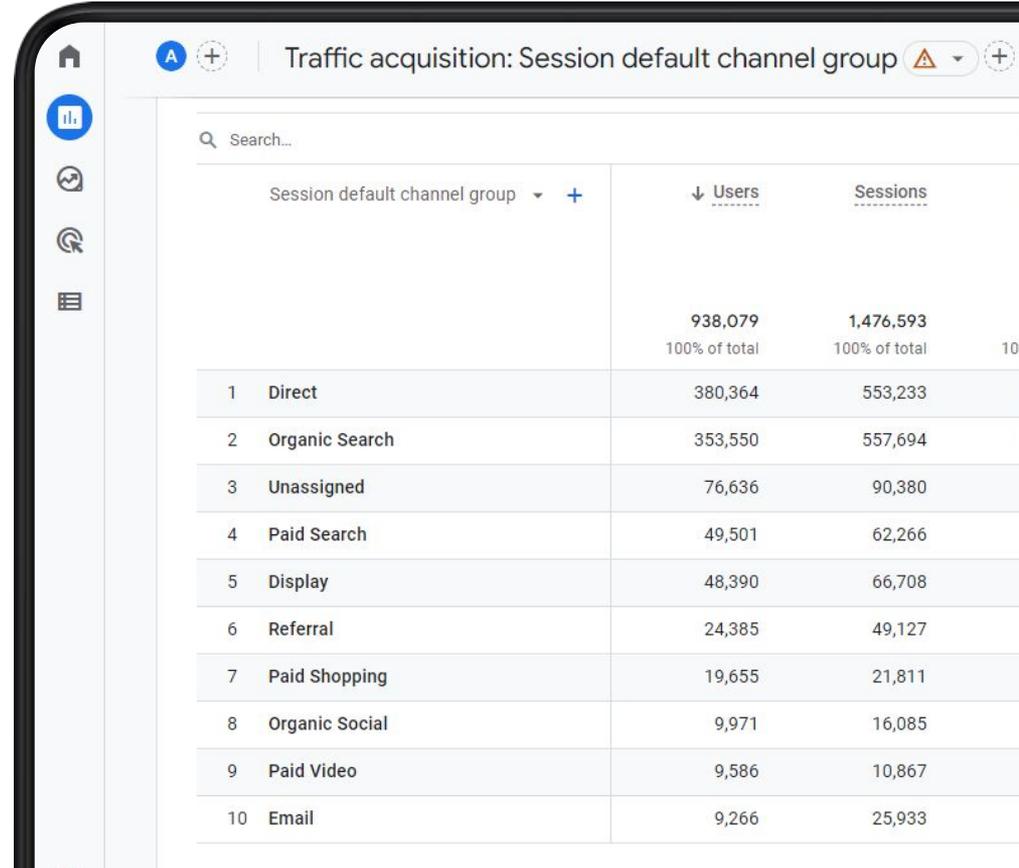
- **Use Case:** What are users looking for on organic searches that lead them to our website?

Report Name (Customisable)	Default Dimension	Metrics	Recommendations and Notes
Organic Search Terms	Organic Google Search Query	Organic Google Search Clicks (Sort By Descending), Organic Google Search Impressions, Organic Google Search Click Through Rate, Organic Google Search Average Position,	This one can't be built from scratch. You will need to edit over the existing Search Console → Search Console → Queries report to be able to use the dimensions and metrics linked to this template. Also requires Search Console linking.
Organic Search Landing Pages	Landing Page + Query String	Organic Google Search Clicks (Sort By Descending), Organic Google Search Impressions, Organic Google Search Click Through Rate, Organic Google Search Average Position, Users, Engaged Sessions. Engagement Rate.	This one can't be built from scratch. You will need to edit over the existing Search Console → Search Console → Google Organic Search Traffic report to be able to use the dimensions and metrics linked to this template. Also requires Search Console linking.

Common Pain Points

Channel Groupings

- These are not yet customisable (like in UA) - this is on the roadmap for H1 2023.

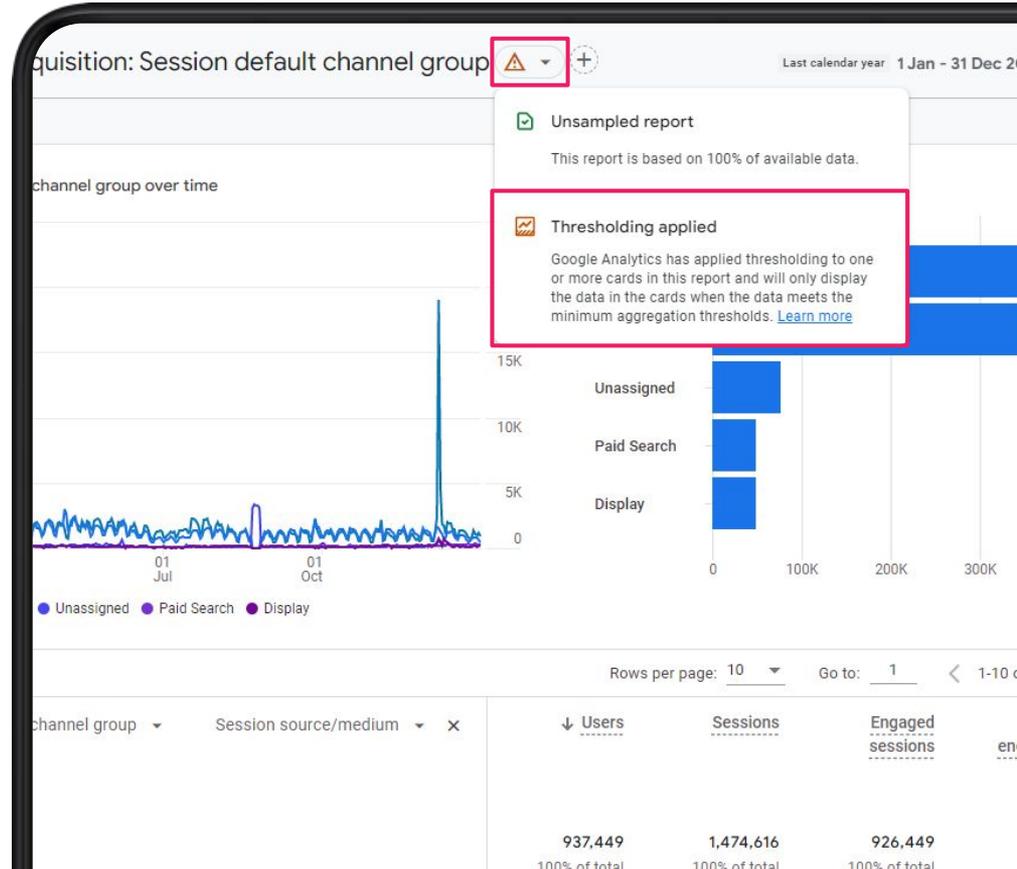


The screenshot shows a Google Analytics 4 report titled "Traffic acquisition: Session default channel group". The report displays a table with columns for "Session default channel group", "Users", and "Sessions". The data is sorted by Users in descending order. The total number of users is 938,079 (100% of total) and the total number of sessions is 1,476,593 (100% of total). The channel groups are listed as follows:

Session default channel group	Users	Sessions
1 Direct	380,364	553,233
2 Organic Search	353,550	557,694
3 Unassigned	76,636	90,380
4 Paid Search	49,501	62,266
5 Display	48,390	66,708
6 Referral	24,385	49,127
7 Paid Shopping	19,655	21,811
8 Organic Social	9,971	16,085
9 Paid Video	9,586	10,867
10 Email	9,266	25,933

Thresholding

- Thresholding may be applied to your data. You can check by clicking the icon highlighted on the right in your report.
- Thresholds are applied to prevent anyone viewing a report or exploration from inferring the identity of individual users based on demographics, interests, or other signals present in the data.



Thresholding

What this means for your reporting:

- Data may be withheld when a **specific row(s) in your report or exploration have a low user count** in the specified date range.
- If you have Google Signals enabled, this allows your property to leverage additional data from Google users who have consented to Ads Personalization. E.g. Demographics data. At an aggregate level this is fine, but when we start looking at very small groups of users, or individual users, it would become invasive and a privacy concern.
- This is why Google withholds some data with a low user count. This threshold isn't clearly documented by Google, but I have **usually noticed it kick in at <40 users**.

Thresholding

- E.g. If less than 40 users fired a specific event on your site, this data may be withheld from your report to protect their privacy. If you need this data, you can use BigQuery to extract it (though it won't include Google Signals data!).
- If you are working with large datasets, you might not notice the impact of thresholding as it only applies to rows with low user counts.
- However, when working with smaller data sets, not being able to see pages that were viewed by <40 users (for example) may impede your reporting. The impact on thresholding will depend on the scale of your reporting.
- You can avoid the thresholding issue by keeping Google Signals turned off.

Google Signals: On vs Off?

- There are pros and cons to enabling Google Signals - from both a features and a privacy perspective.
- If you are unfamiliar with this feature, we recommend that you leave it off by default. Turning it on requires a **specific disclosure in your site privacy policy**, and this should be carefully considered before proceeding.
- To learn more about the this feature, and important privacy considerations, refer to our [Privacy Training](#) session.

Cardinality - different than thresholding!

- Another reason GA4 might not show all of your data is Cardinality.
- Cardinality = too many unique rows for the GA4 user interface to handle.
- For example, in the pages report on the right row three is a bucketed group of (other) pages due to cardinality.
- Only will occur in huge data sets. A workaround is to use BigQuery for data warehousing.

Pages and screens: Page path and screen class

Search... Rows per page: 10 Go to: 1 1-10 of 1110765

Page path and screen class	Views	Percentage of total
1 [REDACTED]	11,802,275	4,0%
2 /	9,654,462	4,6%
3 (other)	7,457,788	5,3%
4 [REDACTED]	944,306	6%
5 [REDACTED]	787,217	2%
6 [REDACTED]	725,655	2%
7 [REDACTED]	609,786	4%
8 [REDACTED]	600,528	4%
9 [REDACTED]	429,603	4%
10 [REDACTED]	381,601	2%

A crowd of diverse people is shown in a dimly lit setting, likely a conference or event. The image is overlaid with several white, tilted rectangular shapes. The text is centered over the crowd.

“Something I want to understand about building reports in GA4 is...”

Upcoming Training

GA4 Exploration Workspace: Deep Dive & Visualisations

Date: TBD

Technique examples:

Free Form Exploration

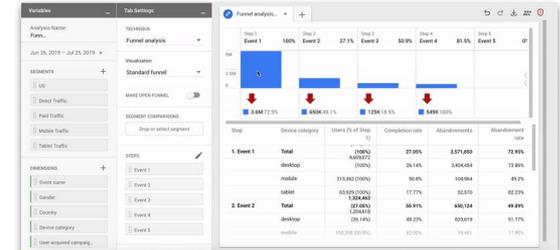
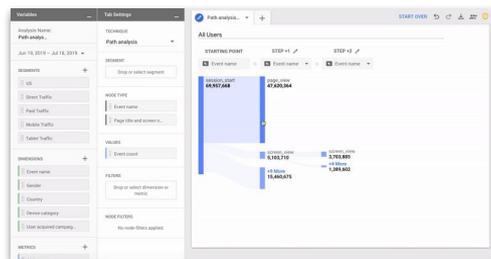
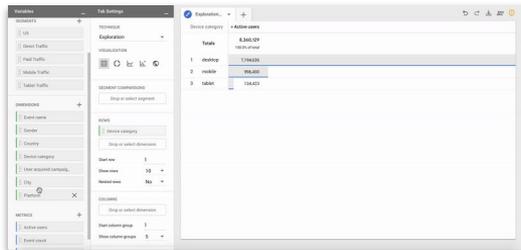
Segment and measure your business KPIs easily with instant visualisations of your data

Path analysis

Understand the actions users take between the steps within a funnel to help explain why users did or did not convert

Funnels

Easily identify important steps to conversion and understand how users navigate throughout them from where they enter to where they drop off



Training Survey

Training Survey

- I have created a [short survey](#) and would appreciate any feedback.
- This will help inform future training sessions for 2023.



Training Survey: Setting up your GA4 Report Library

Thank you for attending GA4 training delivered by Jellyfish, in partnership with the DTA.

By taking a few minutes to fill out this survey, you will help us to improve our content and shape ongoing training development for 2023.

[Sign in to Google](#) to save your progress. [Learn more](#)

*Required

Email *

Your email address

Was the length of the training session appropriate? *

1 2 3 4 5

Too short Too long

How did you feel about the amount of information presented? *

1 2 3 4 5

Too little information Too much information

Ash Zielke, Senior Analytics &
Optimization Manager
Ashleigh.Zielke@jellyfish.com

Thanks

I hope you enjoyed today's training!

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