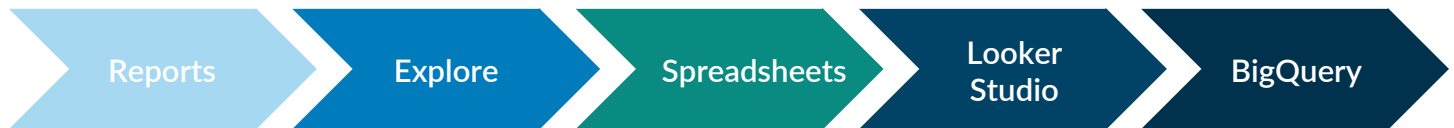


GA4 offers multiple different ways to analyze and report on data, both within the UI itself and in external tools. This guide will help you get an understanding of each tool's specific value and where to begin when starting out on any given task.

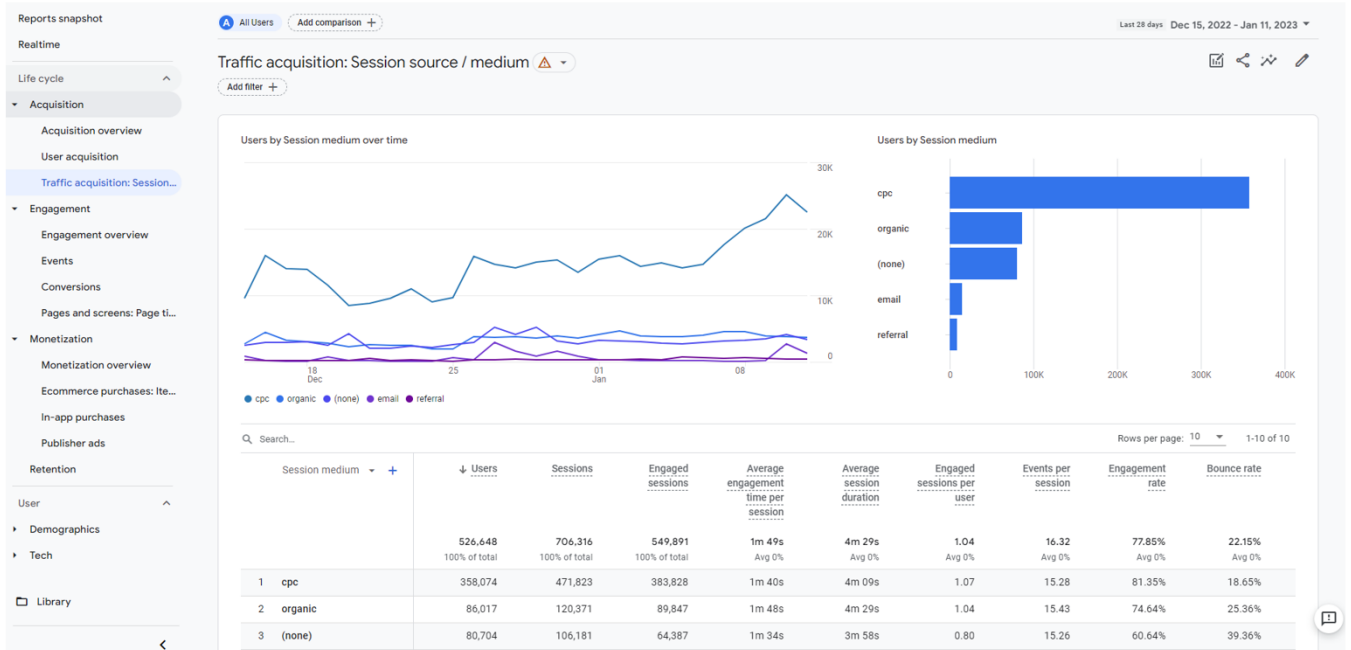
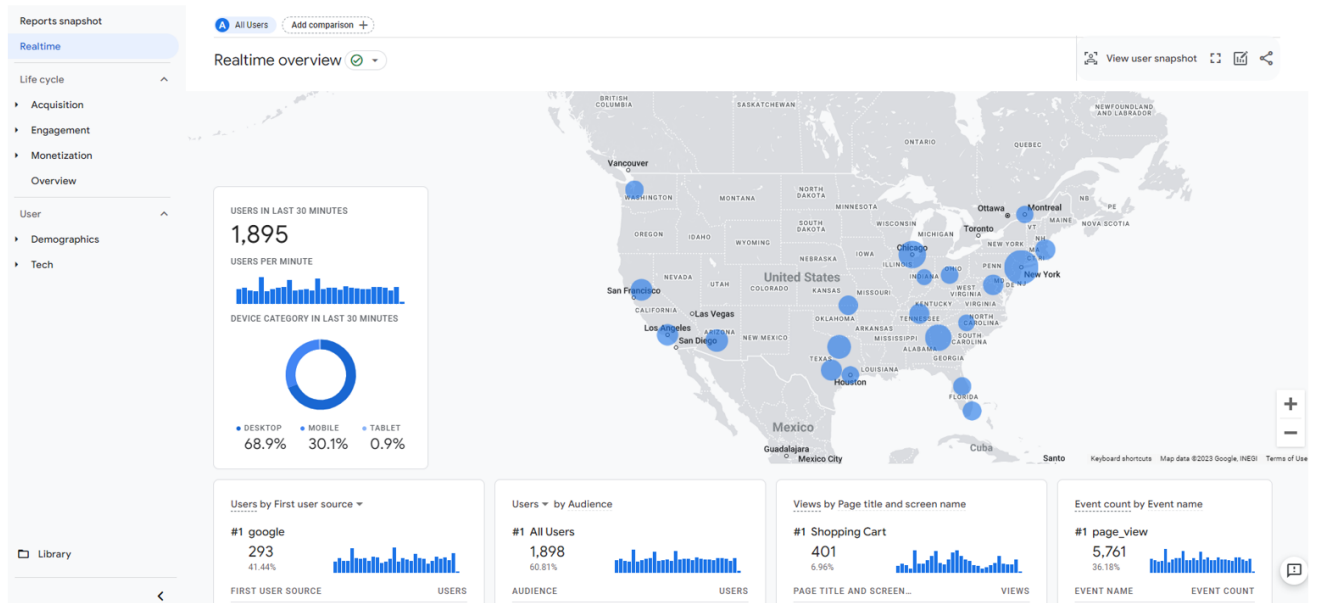


GA4 Reports

[Reports](#) are aggregated tables of data consisting of overview cards and detail reports designed to give you top-level insights into your data. Unlike in Universal Analytics, GA4 Reports are not designed to be heavily sliced and diced for deep analysis. They are intended to serve as snapshots and simple tables of your most important data, and are limited in their filtering, segmenting, and drilldown capabilities. A big advantage of Reports is that the Report Library can be fully edited and [customized](#) to fit your unique needs, which was never possible with Universal Analytics. Reports can be custom arranged into collections of topics designed to surface your most important data. They're also unsampled and can look back on all historical data, regardless of data retention settings.

Don't forget to check the Home screen for Analytics [Insights](#)! Insights is a set of GA4 features that uses machine learning and custom configurations to help you understand and act on your data with ease.

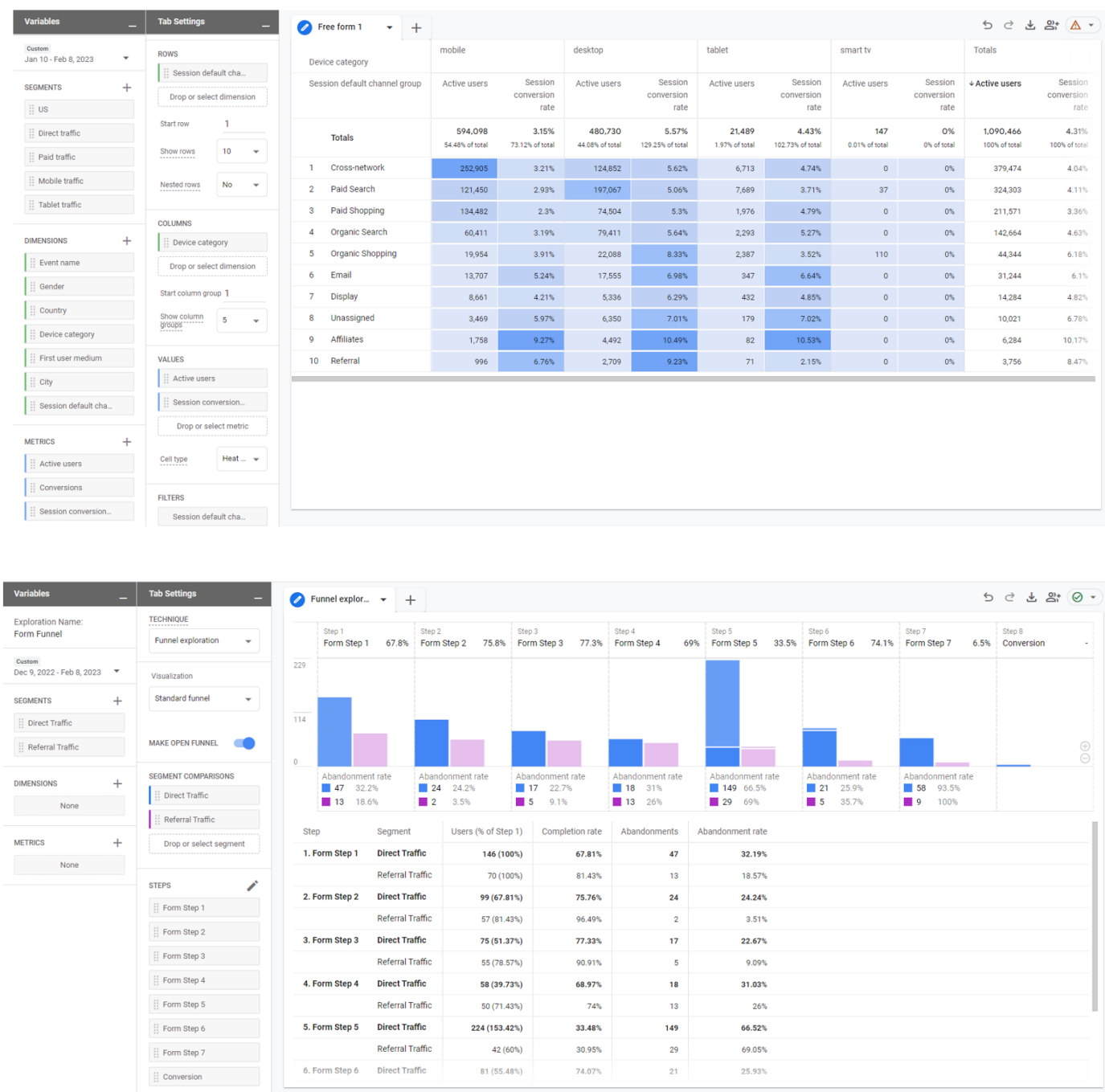




GA4 Explorations

The [Explore](#) feature of GA4 is a collection of advanced data analysis techniques that allow you to do just that – explore your data. Unlike Reports, Explorations give you the opportunity to quickly perform ad-hoc queries, drill down and sort data, add segments and filters, and export results to other products. Explorations are the best tool for diving deep into your data to pull out actionable insights. However, Explorations are your own work and can't be collaborated on by other users. Explore data is **subject to sampling** and **restricted date ranges** looking back at either 2 months or 14 months of data, depending on your property's data retention settings.

Be sure to expand your data analysis capabilities by trying out techniques beyond free-form tables, such as [Funnel](#) and [Path](#) explorations, [Segment overlaps](#), [Cohorts](#), and [User Lifetime](#) reports.



Variables

Exploration Name:
Form Funnel

Custom
Dec 9, 2022 - Feb 8, 2023

SEGMENTS

Direct Traffic

Referral Traffic

DIMENSIONS

None

METRICS

None

Tab Settings

TECHNIQUE

Funnel exploration

Visualization

Standard funnel

MAKE OPEN FUNNEL

SEGMENT COMPARISONS

Direct Traffic

Referral Traffic

Drop or select segment

STEPS

Form Step 1

Form Step 2

Form Step 3

Form Step 4

Form Step 5

Form Step 6

Form Step 7

Conversion

Funnel explor...

Step 1 Form Step 1 67.8%

Step 2 Form Step 2 75.8%

Step 3 Form Step 3 77.3%

Step 4 Form Step 4 69%

Step 5 Form Step 5 33.5%

Step 6 Form Step 6 74.1%

Step 7 Form Step 7 6.5%

Step 8 Conversion -

Step	Segment	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Form Step 1	Direct Traffic	146 (100%)	67.81%	47	32.19%
	Referral Traffic	70 (100%)	81.43%	13	18.57%
2. Form Step 2	Direct Traffic	99 (67.81%)	75.76%	24	24.24%
	Referral Traffic	57 (81.43%)	96.49%	2	3.51%
3. Form Step 3	Direct Traffic	75 (51.37%)	77.33%	17	22.67%
	Referral Traffic	55 (78.57%)	90.91%	5	9.09%
4. Form Step 4	Direct Traffic	58 (39.73%)	68.97%	18	31.03%
	Referral Traffic	50 (71.43%)	74%	13	26%
5. Form Step 5	Direct Traffic	224 (153.42%)	33.48%	149	66.52%
	Referral Traffic	42 (60%)	30.95%	29	69.05%
6. Form Step 6	Direct Traffic	81 (55.48%)	74.07%	21	25.93%

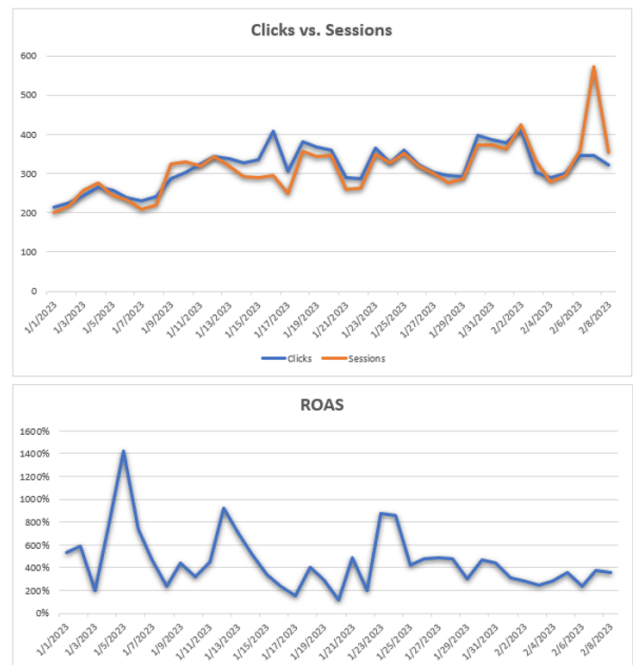
Spreadsheets

Even Explore has its limitations, especially when it comes to blending GA4 data with data from ad platforms. You can take your analysis and Explore data tables one step further by exporting the results to a spreadsheet and performing more advanced data manipulations from there, such as blending with VLOOKUPs, pivoting through your data, and creating charts and graphs.

If you need to pull GA4 data into spreadsheets on a scheduled update basis, we recommend using Google Sheets with the [GA4 Magic Reports](#) add-on. You will also need to use Google Sheets if you plan on using your spreadsheet tables as data sources for Looker Studio, or use the [CSV File Upload](#) option to move data from Excel to Looker Studio.



Day	Sessions	Clicks	Cost	CPC	Engagement Rate	Conversions	Purchase Revenue	Conv. Rate	ROAS
1/1/2023	200	213	\$ 65.53	\$ 0.31	56%	7.81	\$ 347.61	4%	530%
1/2/2023	216	225	\$ 113.59	\$ 0.50	62%	11.00	\$ 670.58	5%	590%
1/3/2023	257	245	\$ 140.19	\$ 0.57	60%	6.00	\$ 285.65	2%	204%
1/4/2023	276	264	\$ 170.92	\$ 0.65	64%	17.00	\$ 1,319.34	6%	772%
1/5/2023	245	256	\$ 145.50	\$ 0.57	62%	11.00	\$ 2,067.58	4%	1421%
1/6/2023	233	237	\$ 159.72	\$ 0.67	63%	11.82	\$ 1,174.83	5%	736%
1/7/2023	210	230	\$ 87.21	\$ 0.38	58%	11.00	\$ 408.42	5%	468%
1/8/2023	220	240	\$ 109.83	\$ 0.46	65%	8.00	\$ 261.52	4%	238%
1/9/2023	324	287	\$ 151.75	\$ 0.53	60%	11.37	\$ 671.25	4%	442%
1/10/2023	331	303	\$ 176.02	\$ 0.58	61%	9.00	\$ 569.14	3%	323%
1/11/2023	319	325	\$ 272.02	\$ 0.84	63%	14.00	\$ 1,228.51	4%	452%
1/12/2023	342	342	\$ 232.89	\$ 0.68	58%	14.87	\$ 2,140.76	4%	919%
1/13/2023	320	337	\$ 206.02	\$ 0.61	63%	13.00	\$ 1,435.63	4%	697%
1/14/2023	292	326	\$ 164.62	\$ 0.50	60%	12.57	\$ 850.33	4%	517%
1/15/2023	290	335	\$ 160.25	\$ 0.48	61%	7.85	\$ 537.21	3%	335%
1/16/2023	294	408	\$ 309.93	\$ 0.76	63%	14.85	\$ 746.55	5%	241%
1/17/2023	248	305	\$ 243.84	\$ 0.80	68%	7.00	\$ 379.30	3%	156%
1/18/2023	356	382	\$ 228.11	\$ 0.60	61%	14.00	\$ 920.97	4%	404%
1/19/2023	343	368	\$ 271.12	\$ 0.74	64%	9.00	\$ 796.83	3%	294%
1/20/2023	347	360	\$ 220.25	\$ 0.61	58%	5.85	\$ 257.35	2%	117%
1/21/2023	261	290	\$ 141.84	\$ 0.49	59%	7.27	\$ 691.72	3%	488%
1/22/2023	263	288	\$ 123.24	\$ 0.43	57%	5.39	\$ 241.25	2%	196%
1/23/2023	348	366	\$ 264.88	\$ 0.72	64%	22.00	\$ 2,333.14	6%	881%
1/24/2023	327	327	\$ 218.73	\$ 0.67	62%	15.45	\$ 1,870.66	5%	855%
1/25/2023	350	360	\$ 234.47	\$ 0.65	62%	11.00	\$ 995.46	3%	425%
1/26/2023	319	321	\$ 189.97	\$ 0.59	59%	11.07	\$ 907.92	3%	478%
1/27/2023	299	304	\$ 210.64	\$ 0.69	62%	16.89	\$ 1,028.94	6%	488%
1/28/2023	277	295	\$ 134.08	\$ 0.45	64%	9.88	\$ 639.11	4%	477%
1/29/2023	288	291	\$ 112.01	\$ 0.38	57%	5.71	\$ 337.44	2%	301%
1/30/2023	374	397	\$ 332.95	\$ 0.84	63%	10.34	\$ 1,574.62	3%	473%
1/31/2023	372	385	\$ 277.09	\$ 0.72	57%	10.00	\$ 1,225.93	3%	442%
2/1/2023	361	378	\$ 266.36	\$ 0.70	62%	9.00	\$ 841.43	2%	316%
2/2/2023	424	414	\$ 298.86	\$ 0.72	62%	13.25	\$ 851.11	3%	285%
2/3/2023	333	304	\$ 232.82	\$ 0.77	59%	13.00	\$ 563.79	4%	242%
2/4/2023	279	290	\$ 142.75	\$ 0.49	57%	8.39	\$ 406.42	3%	285%
2/5/2023	296	300	\$ 127.02	\$ 0.42	64%	6.24	\$ 452.78	2%	356%
2/6/2023	359	346	\$ 212.37	\$ 0.61	64%	9.00	\$ 507.50	3%	239%
2/7/2023	571	345	\$ 220.93	\$ 0.64	67%	12.91	\$ 830.45	2%	376%
2/8/2023	353	321	\$ 239.28	\$ 0.75	63%	12.00	\$ 850.78	3%	356%





Google Looker Studio

Looker Studio's role is similar to what it was for Universal Analytics in that it will continue to be the best resource for data visualization and professional reporting. If building your own reports, be careful to consider scope compatibilities and create data source blends as needed to pull in ad platform metrics. Looker Studio is not a good resource for ad-hoc queries and most data analysis, since building the data sources can be quite complex.



Google BigQuery

BigQuery is a cloud data warehouse platform that opens up [a world of possibilities](#) with GA4 data, such as blending it with customer CRM data or publicly available datasets (ex. Census data, Google Trends). BigQuery provides infinite possibilities to query raw GA4 data in order to build data tables that would not be possible to achieve in the GA4 UI, and in a much easier and more scalable way than with spreadsheets. With BigQuery, potential use cases could be to build user identity graphs, calculate lifetime value, create custom remarketing lists, apply machine learning to build advanced data models and predictive analytics capabilities, improve automation and debugging processes, retain historical data, customize attribution modeling and lookback windows.... You name it! If you have a novel idea for data reporting and analysis that can't be done with any of the other aforementioned tools.

Reach out to ROI to learn more about our Analytics services!



Google Cloud ROI Client Data

Search (/) for resources, docs, products, and more

Explorer + ADD DATA

Viewing all resources. [Show starred resources only.](#)

- roi-client-data
- bigquery-public-data
- ga4-bigquery-347217
- machine-learning-360519
- simohava-com

Query editor: *Unsaved query 2

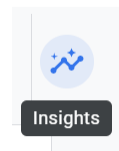
```
1 WITH
2 gaPrep AS (
3   SELECT
4     (
5       SELECT
6         value.string_value
7       FROM
8         UNNEST(event_params)
9       WHERE
10        key = 'source' AS SOURCE,
11      (
12        SELECT
13          value.string_value
14        FROM
15          UNNEST(event_params)
16        WHERE
17          key = 'medium' AS medium,
18      (
19        SELECT
20          value.string_value
21        FROM
22          UNNEST(event_params)
23        WHERE
24          key = 'campaign' AS campaign,
25      COUNT(DISTINCT CONCAT(user_pseudo_id, (
26        SFI FCT
```

Query results

Row	campaignname	sessions	clicks	cost	impressions	date	conversions	Conversion_Valu
1	(ROI) Performance Max - High ...	313	357	215.390559	35528	2022-11-22	2.87	883.88
2	(ROI) Performance Max - High ...	405	482	314.399898	44032	2022-11-25	6.23	2612.35999...
3	(ROI) Performance Max - Low ...	22	29	7.796421	2784	2022-11-25	0.0	0.0
4	(ROI) Performance Max - Low ...	23	27	7.378762	3483	2022-11-20	0.0	0.0
5	(ROI) Performance Max - Rustl...	661	754	619.829048	65894	2022-11-27	5.71	3621.06999...
6	(ROI) Performance Max - Rustl...	276	306	271.011395	28346	2022-11-22	1.0	1707.45
7	(ROI) Performance Max - High ...	549	627	442.60496	64850	2022-11-27	4.95	630.02
8	(ROI) Performance Max - High ...	333	350	195.452338	42441	2022-11-21	5.89000000...	655.94
9	(ROI) Performance Max - Low ...	14	16	7.436358	2577	2022-11-23	0.0	0.0
10	(ROI) Performance Max - Rustl...	280	318	281.737065	25639	2022-11-24	1.92	2804.68
11	(ROI) Performance Max - High ...	248	272	151.81506	26436	2022-11-24	5.0	635.61
12	(ROI) Performance Max - Rustl...	336	371	298.83	33897	2022-11-25	2.93	2428.58
13	(ROI) Performance Max - Low ...	35	38	23.05078	2909	2022-11-22	1.0	48.97

Figuring Out Where to Start

The most important starting point when opening up GA4 is to figure out exactly what **questions** you have, and what **data points** you'll need in order to answer those questions effectively. As a great starting point to get some ideas flowing, try the [Insights](#) button, which can be accessed anywhere you see this icon in the top right:

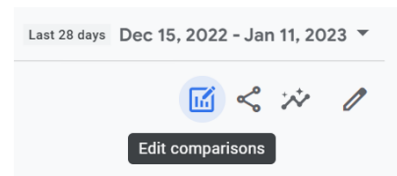


Once you have a clear goal in mind, think through your tool options and read above to decide what's best. If you're still not sure where to begin, try the hierarchy outlined below:

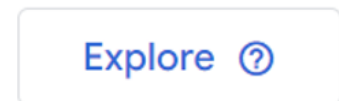
1. Start with checking for a **pre-built report** that meets your needs.
 - If you don't find one...
2. Give it a go at designing a **custom report** in the Report Library.
 - If at any point you run into barriers with the functionality in Reports, or dimensions and metrics that aren't available...
3. Try **Explore**.

Tip: If you want to pick up where you left off in Reports, or if you find yourself wanting to dig deeper on an existing detail report, there is a somewhat hidden way to do this without starting over:

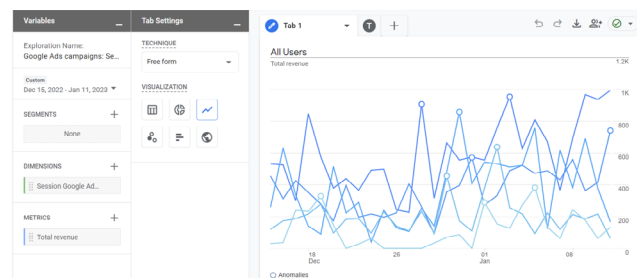
➡ From a detail report, click the icon to Edit comparisons in the top right corner of the report:



➡ At the bottom of the right nav window that appears, click "Explore" (try refreshing if it is missing):



➡ Voila! Now you can start from the same data and begin to dig in deeper.



- If Explore's built-in capabilities just aren't cutting it, and you know you could get to where you need to be in a spreadsheet...
4. Export the report data to **Excel** (or try the **GA4 Magic Reports** add-on in **Google Sheets**) and work with it from there.
 - If you're still dreaming big and trying to build something very complex that seems outside the bounds of typical spreadsheet manipulations...
 5. Look for opportunities to advance your data capabilities with **BigQuery**.

Questions to Ask Yourself When Getting Started

What Is The Long-Term Need For My Report?

- A simple report that will need to be frequently accessed
 - ➔ Try creating a customized report in the **Reports** Library
- One-time ad-hoc analysis results
 - ➔ Try **Explore** or a **spreadsheet** (remembering that an Explore report won't be editable for others you've shared it with)
- A robust, reusable report that is shared with clients
 - ➔ Create the report in **Looker Studio**



Is The Data I'm Looking For Pretty General And Top-Level Or Very Specific?

- General
 - ➔ **Reports** (Pre-Built or Customized)
- Specific
 - ➔ Start with **Explore** and see if you need to move out of the UI from there

Do Others Need To Collaborate With Me on Interacting With This Report?

- No, they don't need it, or they only need to be able to look at it this one time
 - ➔ **Explore**
- Yes, they need to work on it with me or be able to change date ranges
 - ➔ **Looker Studio**

Do I Need To Blend My Data With More Data Sources?

- No
 - ➔ **Reports**, **Explore**, or **spreadsheets**
- Yes
 - ➔ **Looker Studio** may be an option for simple data blends, but **BigQuery** is likely the better choice for sustainable, scalable, and reliable data.

If you feel overwhelmed by the transition to GA4, you're not alone. It's an entirely new way to track and analyze your most important data, and being able to leverage it to meet your goals is crucial.

If you think your business could benefit from having a team of GA4-certified experts by your side for this new journey, send a message to our team today.

