
clan Documentation

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Christopher Groskopf

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1.1 clan (Command Line ANalytics)

A command line utility for generating Google Analytics reports that are straightforward to compare across domains, projects or pages.

Important links:

- Repository: <https://github.com/onyxfish/clan>
- Issues: <https://github.com/onyxfish/clan/issues>
- Documentation: <http://clan.rtfid.org/>

Getting started

2.1 Installation

2.1.1 Users

If you only want to use clan, install it this way:

```
pip install clan
```

Note: clan is intended for **researchers** and **analysts**. You will need to understand the Google Analytics API in order to use it effectively. It is not intended to generate reports for your boss.

2.1.2 Developers

If you are a developer that also wants to hack on clan, install it this way:

```
git clone git://github.com/onyxfish/clan.git
cd clan
mkvirtualenv --no-site-packages clan
pip install -r requirements.txt
python setup.py develop
```

Note: If you have a recent version of pip, you may need to run pip with the additional arguments `--allow-external argparse`.

2.2 Authentication

Before you use clan, you're going to need to setup your access to the Google Analytics API. Follow the [instructions in Google's docs](#) to register an application and create the `client_secrets.json` file.

Once you've got a `client_secrets.json` file, clan will walk you through acquiring an oAuth token:

```
clan auth
```

By default this token will be named `analytics.dat`. I suggest you move this file to `~/.clan_auth.dat`. clan will always look for the auth in that location so you will only need one copy no matter what directory you are running clan from.

3.1 Basic usage

clan has three basic uses

- Writing query results to a text or HTML report suitable for reading or emailing.
- Writing query results to a JSON file suitable for further processing.
- Generating a “diff”, or change report, comparing two sets of query results, as either text or JSON.

3.1.1 Generating a text report

To configure clan, create a YAML data file describing the analytics you want to run:

```
# Global configuration, only property-id is required
property-id: "53470309"
start-date: "2014-06-01"
prefix: "/commencement/"

# Metrics to report
queries:
  - name: Totals
    metrics:
      - "ga:pageviews"
      - "ga:uniquePageviews"
      - "ga:users"
      - "ga:sessions"

  - name: Totals by device category
    metrics:
      - "ga:pageviews"
      - "ga:uniquePageviews"
      - "ga:users"
      - "ga:sessions"
    dimensions:
      - "ga:deviceCategory"
    sort:
      - "-ga:pageviews"
```

To run this report to a JSON file, run the following command. Note that by default clan will look for a YAML file called `clan.yml`. You can override this with the `-c` option. For complete documentation of this configuration, see *Configuration*.

To produce a text report, run:

```
clan report analytics.txt
```

Here is sample output for the above configuration:

Report run 2014-06-06 with:

```
property-id: 53470309
start-date: 2014-06-01
ndays: 2
prefix: /commencement/
```

Totals

(using 89.0% of data as sample)

```
ga:pageviews
  88,935    100.0%   total

ga:uniquePageviews
  60,179    100.0%   total

ga:users
  21,244    100.0%   total

ga:sessions
  26,817    100.0%   total
```

Totals by device category

(using 89.0% of data as sample)

```
ga:pageviews
  64,542    72.6%   desktop
  15,403    17.3%   mobile
   8,991    10.1%   tablet
  88,936   100.0%   total

ga:uniquePageviews
  40,966    68.1%   desktop
  12,277    20.4%   mobile
   6,936    11.5%   tablet
  60,179   100.0%   total

ga:users
  12,838    60.4%   desktop
   6,084    28.6%   mobile
   2,322    10.9%   tablet
  21,244   100.0%   total

ga:sessions
  16,014    59.7%   desktop
   7,644    28.5%   mobile
   3,159    11.8%   tablet
  26,817   100.0%   total
```

To produce HTML, run:

```
clan report -f html analytics.html
```

3.1.2 Generating a JSON report

Instead of text you can output data in a JSON microformat suitable for archiving, visualization or further processing with other tools:

```
clan report -f json analytics.json
```

Global configuration options, such as `start-date` can also be specified as command line arguments, allowing you to reuse a YAML configuration file for several projects. When specified, command-line arguments will always take precedence over options defined in the YAML configuration.

```
clan report -f json --start-date 2014-05-1 --prefix /tshirt/ analytics.json
```

You can also convert an existing JSON report to text, like so:

```
clan report -d analytics.json analytics.txt
```

3.1.3 Generating a text diff

If you report on multiple projects using the same analytics, you can use `clan` to compare their performance:

```
clan diff a.json b.json diff.txt
```

This will write a report documenting the absolute and percentage point differences. Here is an example of the output:

Comparing report A run 2014-06-10 with:

```
property-id: 53470309
start-date: 2014-06-01
ndays: 2
prefix: /commencement/
```

With report B run 2014-06-10 with:

```
property-id: 53470309
start-date: 2014-06-01
ndays: 2
prefix: /tshirt/
```

Totals

```
ga:sessions
  -12,280   -91.8%   -   total
ga:pageviews
  -39,514   -96.3%   -   total
ga:users
  -10,441   -91.9%   -   total
ga:uniquePageviews
  -27,327   -96.2%   -   total
```

Totals by device category

```
ga:sessions
  -3,832   -96.6%   -17.3   mobile
  -12,280  -91.8%   -       total
  -1,470   -92.9%   -1.5    tablet
```

	-6,978	-89.2%	18.8	desktop
ga:pageviews				
	-7,548	-97.8%	-7.5	mobile
	-39,514	-96.3%	-	total
	-4,608	-97.2%	-2.8	tablet
	-27,358	-95.8%	10.3	desktop
ga:users				
	-3,321	-97.1%	-19.4	mobile
	-10,441	-91.9%	-	total
	-1,204	-92.9%	-1.4	tablet
	-5,916	-89.0%	20.8	desktop
ga:uniquePageviews				
	-6,025	-97.8%	-9.1	mobile
	-27,327	-96.2%	-	total
	-3,589	-97.0%	-2.7	tablet
	-17,713	-95.5%	11.8	desktop

The values in the report columns are:

- Absolute difference
- Percent change
- Change in percentage points

3.1.4 Generating a JSON diff

As with individual reports, diffs can be saved as JSON for further processing:

```
clan diff -f json a.json b.json diff.json
```

3.2 Configuration

3.2.1 Configuring with YAML

clan is configured using either YAML, command-line arguments or both.

By default clan will look for a YAML file called `clan.yml`. This can be configured using the `-c` command line flag. The basic structure of this file is:

```
# Global configuration
property-id: "53470309"

# A list of queries to execute
queries:

  # Individual query configuration
  - name: Totals
    metrics:
      - "ga:pageviews"
      - "ga:uniquePageviews"
      - "ga:users"
      - "ga:sessions"
```

3.2.2 Global configuration

The following is a list of properties that may be specified in as global configuration. Note that these may also be specified using command line arguments. Some properties can also be specified on a per-query basis. If there is a disagreement, the values will be preferred in the following order:

1. Command-line values
2. Query configuration in YAML
3. Global configuration in YAML

property-id

The ID of the Google Analytics property to query.

start-date

The start date of all queries, in YYYY-MM-DD format.

end-date

The end date of all queries, in YYYY-MM-DD format. Supersedes `ndays` if both are specified.

ndays

A number of days from the start date to report on. Superseded by `end-date` if both are specified.

domain

If specified, results will be limited to URLs from this domain.

prefix

If specified, results will be limited to URLs with this prefix.

3.2.3 Per-query configuration

Individual queries support the following properties.

name

A description of the query. Will be used as a display name when rendering a text report.

metrics

A list of Google Analytics metrics to be reported.

For details about all metrics you can report on, see the [Google Analytics Core Reporting API docs](#).

dimensions

A list of Google Analytics metrics on which to segment the data. Not that these are pairwise not hierarchical. If your query configuration looked like:

```
- name: Pageviews by device and browser
  metrics:
    - "ga:pageviews"
  dimensions:
    - "ga:deviceCategory"
    - "ga:browser"
  sort:
    - "-ga:pageviews"
```

Then your resulting report would enumerate the most popular combinations of device and browser, not the most popular devices further subdivided by most popular browser.

sort

A list of Google Analytics metrics to sort by. Prefix a value with a `-` to sort in descending order.

filter

A Google Analytics [query filter expression](#) to apply to the data. This will be “ANDed” together with any filters automatically generated from other configuration options such as `domain` or `prefix`.

3.3 Common queries

3.3.1 Total pageviews, uniques, users, etc.

```
- name: Totals
  metrics:
    - "ga:pageviews"
    - "ga:uniquePageviews"
    - "ga:users"
    - "ga:sessions"
```

3.3.2 Device share

Get totals broken down by desktop, tablet and mobile.

```
- name: Totals by device type
  metrics:
    - "ga:pageviews"
    - "ga:uniquePageviews"
    - "ga:users"
    - "ga:sessions"
  dimensions:
    - "ga:deviceCategory"
  sort:
    - "-ga:pageviews"
```

3.3.3 Browser share

```
- name: Totals by browser
  metrics:
    - "ga:pageviews"
  dimensions:
    - "ga:browser"
  sort:
    - "-ga:pageviews"
```

3.3.4 Most viewed pages

```
- name: Top pages
  metrics:
    - "ga:pageviews"
  dimensions:
    - "ga:pagePath"
  sort:
    - "-ga:pageviews"
  max-results: 20
```

3.3.5 Top sources (referrers)

```
- name: Totals by source
  metrics:
    - "ga:pageviews"
  dimensions:
    - "ga:source"
  sort:
    - "-ga:pageviews"
```

3.3.6 Top social sources

```
- name: Totals by social network
  metrics:
    - "ga:pageviews"
  dimensions:
    - "ga:socialNetwork"
  sort:
    - "-ga:pageviews"
```

3.3.7 Page load

```
- name: Performance
  metrics:
    - "ga:avgPageLoadTime"
    - "ga:avgPageDownloadTime"
    - "ga:avgDomInteractiveTime"
    - "ga:avgDomContentLoadedTime"
```

3.3.8 Time on site

```
- name: Time on site
  metrics:
    - "ga:avgSessionDuration"
```

3.3.9 Custom event count

```
- name: "Event: tweet"
  metrics:
    - "ga:totalEvents"
    - "ga:uniqueEvents"
  filter: "ga:eventAction==tweet"
```

3.3.10 Custom event value

```
- name: "Event: time-on-slide"
  metrics:
    - "ga:eventValue"
    - "ga:avgEventValue"
  filter: "ga:eventAction==time-on-slide"
```

Authors

- Christopher Groskopf

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Changelog

6.1 0.1.3

- Fix lots of template bugs. (#17, #18)
- Add HTML output for reports and diffs. (#9)

6.2 0.1.2

- Add *clan diff* command. (#8)

6.3 0.1.1

- Refactored to use command structure for CLI.
- `-ndays` argument. (#10)
- Document all configuration options. (#13)
- Allow global configuration on command line. (#12)
- Fixed `.yaml` extension to be `.yml`.

6.4 0.1.0

- Initial version.

Indices and tables

- *genindex*
- *modindex*
- *search*