Getting Started with GA4 & BigQuery

BigQuery for Marketers

- Understanding BigQuery: Necessity and Basics
- Warehouse Concepts and Key Applications for Marketers
- The Need for Linking GA4 with BigQuery
- Exploring GA4 Reports Unavailable in Standard Access
- Demystifying BigQuery Myths
- Introduction to Sandbox Environments
- Utilizing BigQuery Without a Credit Card
- Essential Tools Complementing BigQuery
- Free Export from UA without Third-Party Tools
- Q&A Session

by ali izadi

If GA4 Can't, BigQuery Can!

- Everything starts with GA4 not supporting some report… So, we'll use bigquery instead…

I'LL MAKE MY OWN ANALYTICS
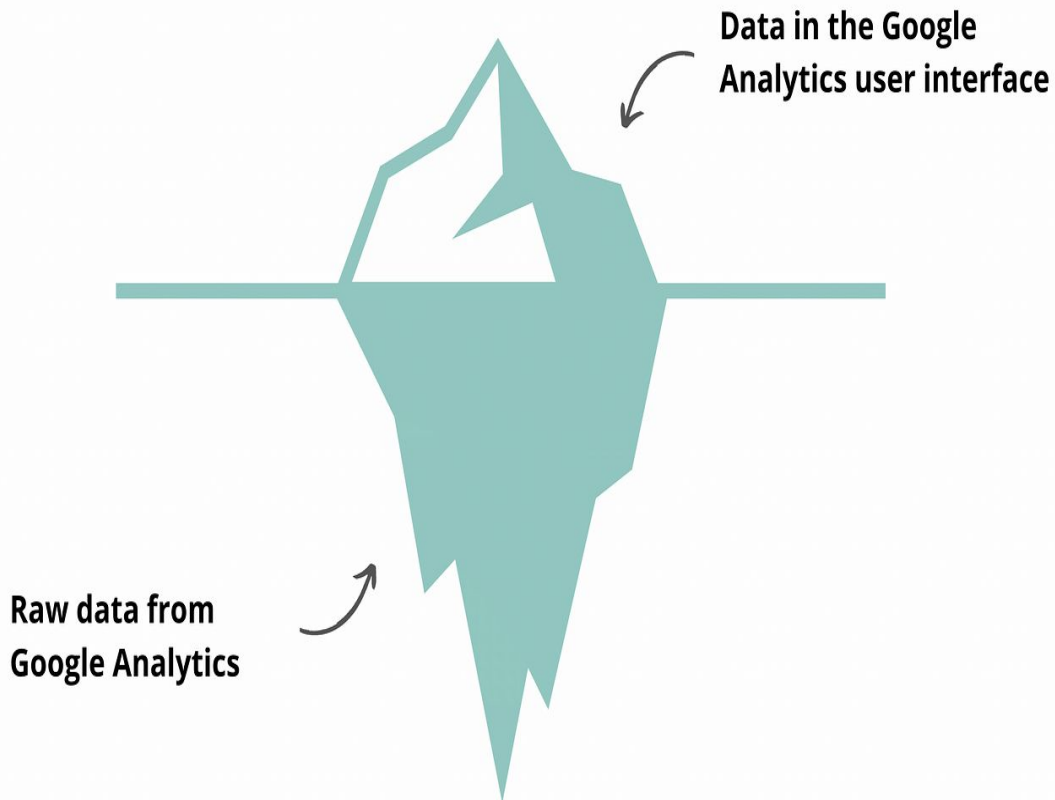
Are You Ready to Hire Robots?

Choice 1 : Manual forms that collect some data each day

Choice 2 : A robot that collects all the data automatically

BigQuery: The Complete Data Solution

- GA4 gives you snapshots.

- BigQuery gives you the whole picture

Data in the Google Analytics user interface
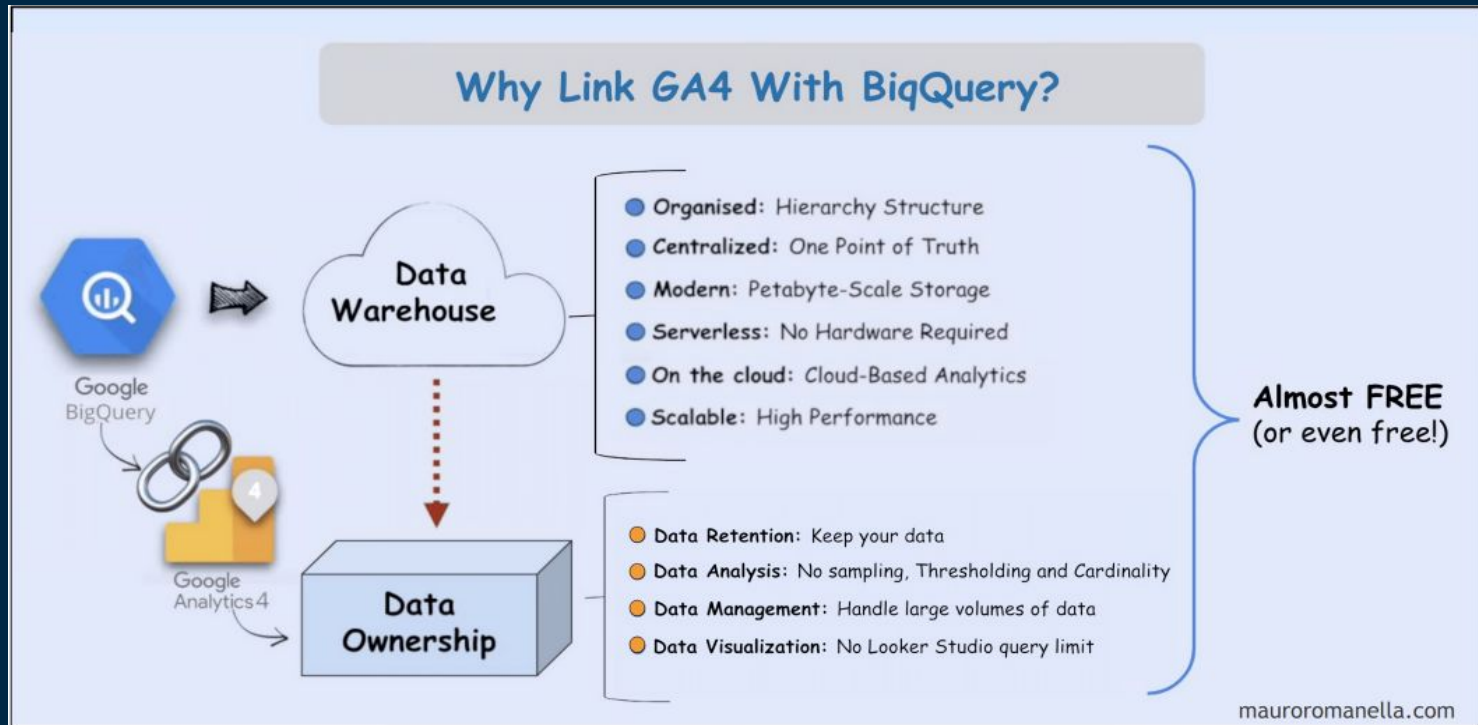
Raw data from Google Analytics

What is BigQuery ?

- If you've heard of databases, BigQuery is that—and more.

- If you've heard of a data warehouse, BigQuery is like a giant data warehouse.

In summary, BigQuery is a cloud-based data warehouse that stores and analyzes massive amounts of data from various sources, including Google Analytics 4 (GA4),G-ADS, CRM systems, and marketing automation platforms.
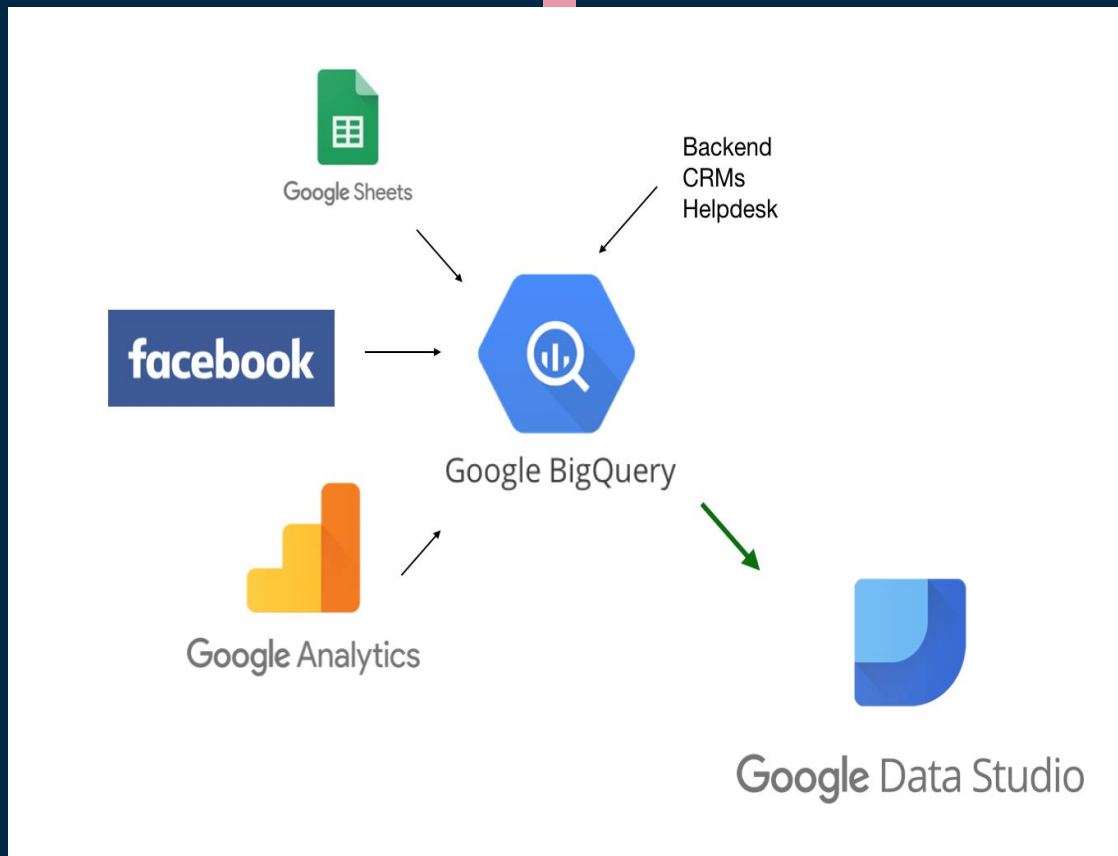
Integrating GA4 with BigQuery

Why Link GA4 With BigQuery?

Access all your GA4 data, forever.

- Say Goodbye to Temporary Tables

No Cardinality Issues

- HyperLogLog ++ and their restrictions

Anomaly Detection

- Analyze your data issues on a large scale

Automatic-Update:Anomaly in GA4 Metrics⚠️ Σ

aliizadi27@gmail.com
to me, reymax660 ▾

The following metrics in Daily Event Counts are detected as anomalies today:

Dimension	Q1	Q3	Observed Value
pricing_table_toggle_click	263.75	338	141
get_started_click	180.25	227.25	95
when_to_choose_section_click	64.75	78	16
hero_section_button_click	40	54.25	14
network_test_button_click	14	18.75	5
pricing_table_button_click	32.5	38	10

The following metrics in Daily Params Count are detected as anomalies today:

Parameter Name	Q1	Q3	Observed Value
link_url	1251.25	1366.75	1025
service	180.25	227.25	95
video_url	413	610.25	382

Data quality status

Completeness
✓

RULES PASSED %	2 PASSED RULES
100%	✓
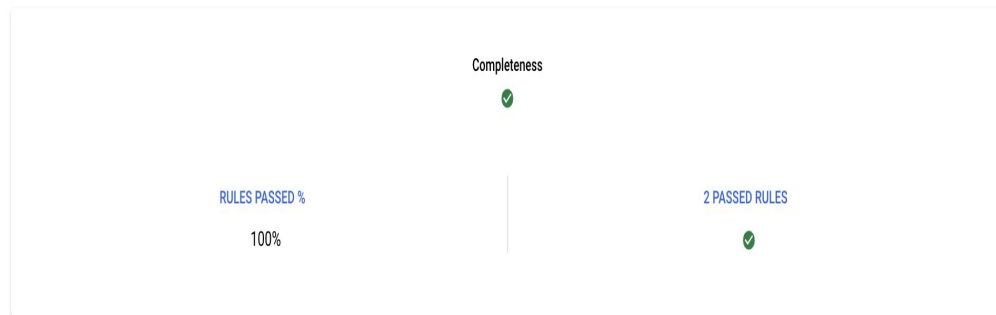
Current rules ➕ MODIFY RULES 🗑 DELETE

☰ Filter   Filter items

☐	Column name ↑	Rule name	Rule type	Evaluation	Dimension	Parameters	Threshold	Edit
☐	event_date	-	Null Check	Per row	Completeness		100%	✏
☐	user_pseudo_id	-	Null Check	Per row	Completeness		100%	✏

Data Sampling

- Depending on the amount of data you collect and the amount of data you are reporting on, you may face different challenges, including threshold, and sampling.
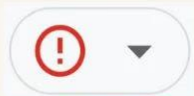
Heavily Sampled

Thresholding Applied

Unsampled Report

WHY DID YOU SAMPLE MY DATA?

memegenerator.net

Try These Reports in GA4...
Mission Impossible!

First Pageview of Purchased Users? Not in GA4!

Time from Signup to Purchase? GA4's stopwatch doesn't tick that way!

Hunting for Most Popular Exit Pages? GA4 makes it tough!

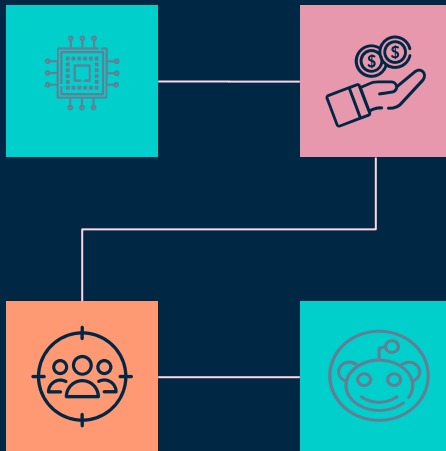Identify Most Popular Pathing For Any Page? GA4 won't show you the way!

Myths About GA4 & BigQuery, Don't Believe Them !

Too Complex?

Fear not!actually simpler to use than GA4 and Google Tag Manager

It's Expensive?

Actually it's as cheap as a cup of coffee or even free!

Just for Big Companies?

Wrong. Small biz needs the full data picture too, without thresholds.

Must Know SQL?

Just a little, but AI helps you translate your questions into queries.

The possibilities are endless!🧠
Let's Start

Linking GA4 to BigQuery PROCESS

Create a Google Cloud Platform account.

Configure your project in GA4 BigQuery links

Step 02

Step 04

Step 01

Create a new project on Google Cloud

Step 03

Check your Service Account Access and wait for first data

Try BigQuery for Free with Sandbox

- You get 10 GB of active storage and 1TB of query capacity per month.

- Tables, views, and partitions in partitioned tables have a default 60-day retention policy.

- BigQuery features like data streaming, and data transfer service are excluded.
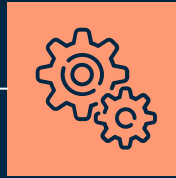

Sandbox Data After 60 Days

Your dear AI friends
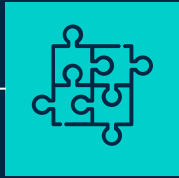
01
ChatGPT & BARD
Simply type your request in plain English, and these LLMs will translate it into a SQL query.

02
GA4SQL
It allows users to generate GA4 BigQuery queries without requiring any SQL knowledge.

03
Duet AI
Integrated AI tool that turns your natural language into BigQuery-ready SQL

Exporting UA Data to BigQuery: Why It's Essential

- **Data Deletion**: Universal Analytics data will be entirely deleted by July 2024.

- Time-Consuming Manual Extraction: Manual Excel report generation is inefficient and likely to miss critical data.

- Third-Party Limitations: External services for data transfer are costly and come with restrictions.

- Our Solution: Introducing a simple, free, script-based method for permanent data storage in BigQuery.

- Benefits: Ensures complete data retention and facilitates effective future analysis.

It's just zero to one.
Are you ready to reach one hundred?

1. Resources and Influencers

2. SQL generator and optimizer

3. Script-Based Solution for Backfilling UA and GA4

Stay Connected in the BigQuery Galaxy

✉ aliizadi27@gmail.com

in linkedin.com/in/ali-iz/

📝 medium.com/@aliiz

👤 Stackoverflow

</> github.com/aliasoblomov