

Analytics Backup by QA

Data User Guide

With Analytics Backup by QA, you can download backup data in CSV format and review data summaries.

In this guide, we refer to "Analytics Backup by QA" as "GABQ" for short.

"WP" is an abbreviation for "WordPress."

Google Universal Analytics may be abbreviated as 'UA'.

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Step 1: Logging into WordPress

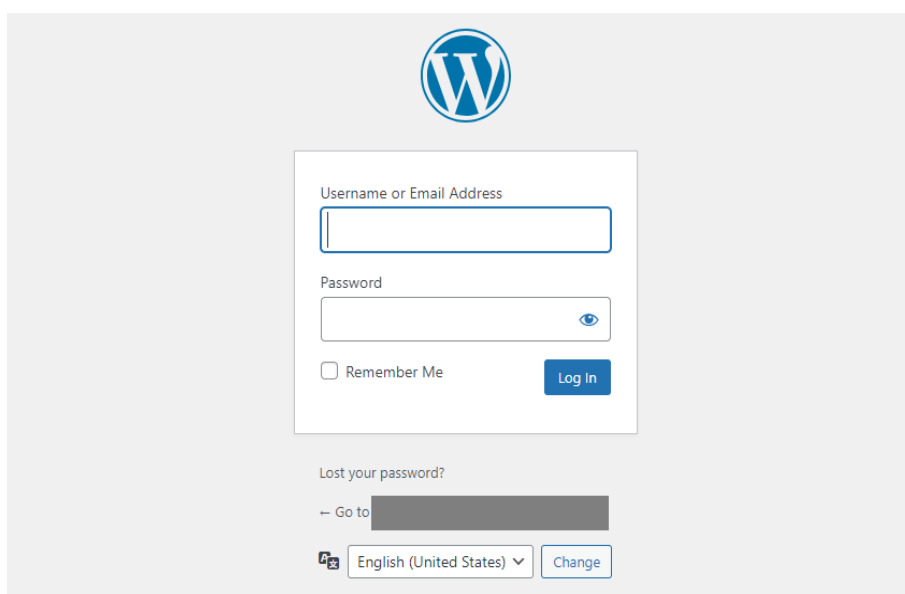
Step 2: Viewing Data Summaries

Step 3: Downloading Backup Data as CSV

Please note that attached images are for reference purposes only. The actual screens may vary.

Step 1. Logging into WordPress

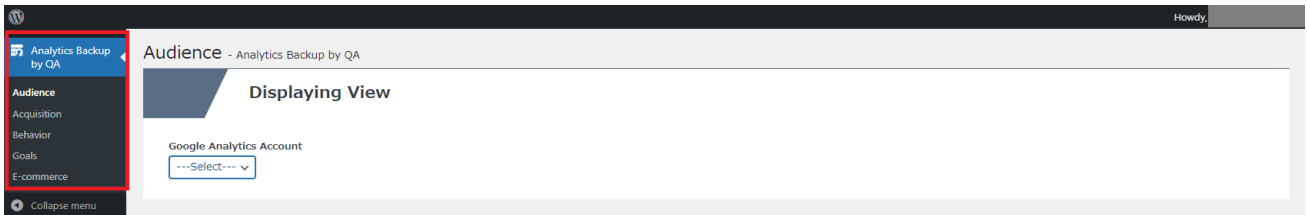
Enter your "Username or Email Address" and "Password" to log in to WordPress.



The image shows the WordPress login interface. At the top center is the WordPress logo. Below it is a white login box with the following elements: a text input field labeled "Username or Email Address", a password input field labeled "Password" with an eye icon for visibility, a "Remember Me" checkbox, and a blue "Log In" button. Below the login box, there is a link for "Lost your password?", a "Go to" link with a redacted URL, and a language selector showing "English (United States)" with a "Change" button.

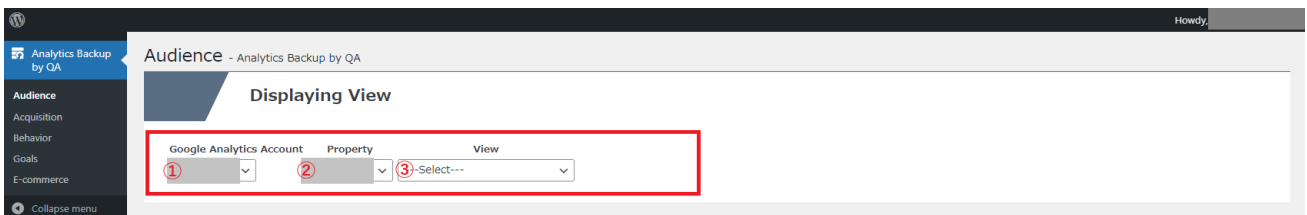
Step 2. Viewing Data Summaries

1) Select the data type from the left menu in "Analytics Backup by QA."



2) Choose the view

Select Google Analytics Account, then Property, and finally View.

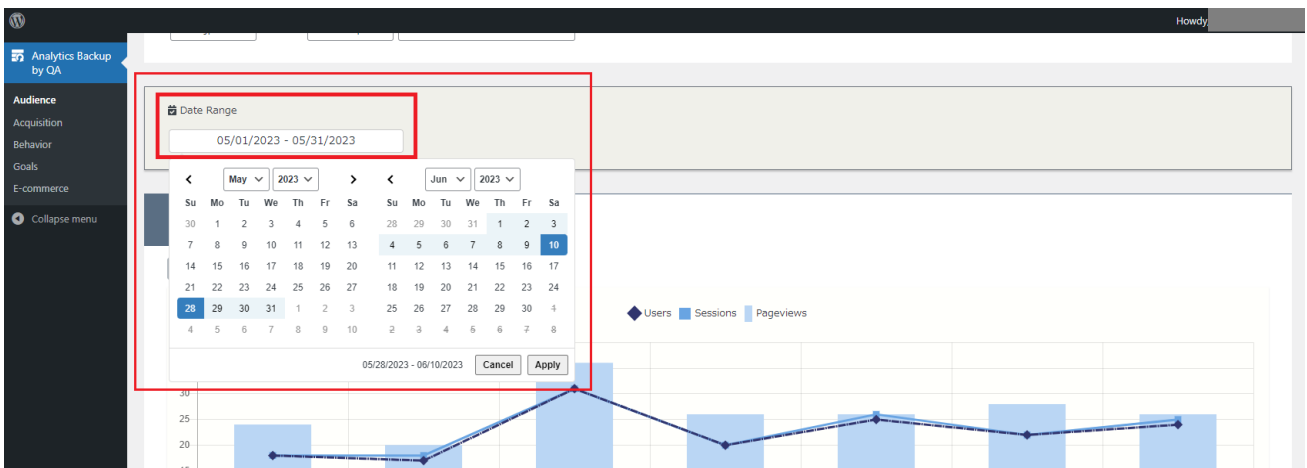


3) Data overview will be displayed

Please note that it may take a while for the data to appear. Please wait without performing any actions until the table is fully rendered.

4) Changing the Date Range

Select "Date Range" to modify the data duration being displayed.



In the calendar selection, the date range is defined by "Start (from): the date of the first click" and "End (to): the date of the second click." To select "1 day" using the calendar, simply click on the same day twice and then press "Apply".

*After changing the date range, it may take a moment for the data to be displayed. Also, keep in mind that

longer date ranges will require more time to display the data.

5) Switching Radio Buttons by "Goal" in Each Table

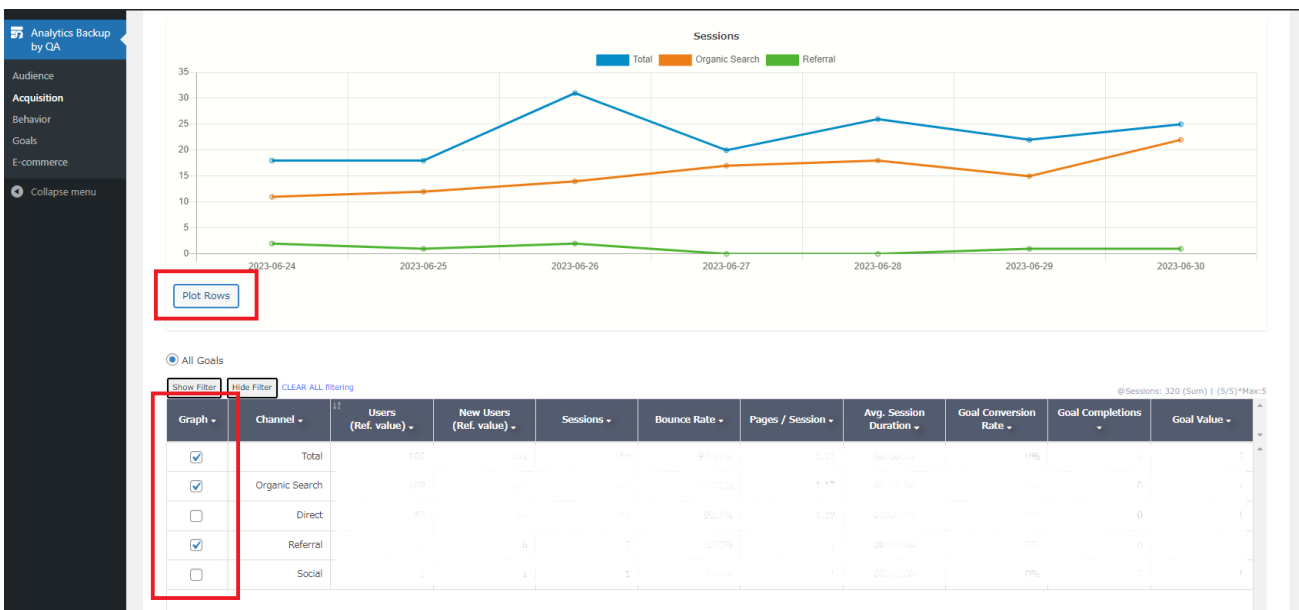
Toggling between "Conversion Rate," "Completions," and "Goal Value" will update the displayed data for the selected goal. (The data shown will correspond to the goal you've selected using the radio buttons.)



6) Displaying Graphs

For data with a "Graph" column in the table, you can view graphs.

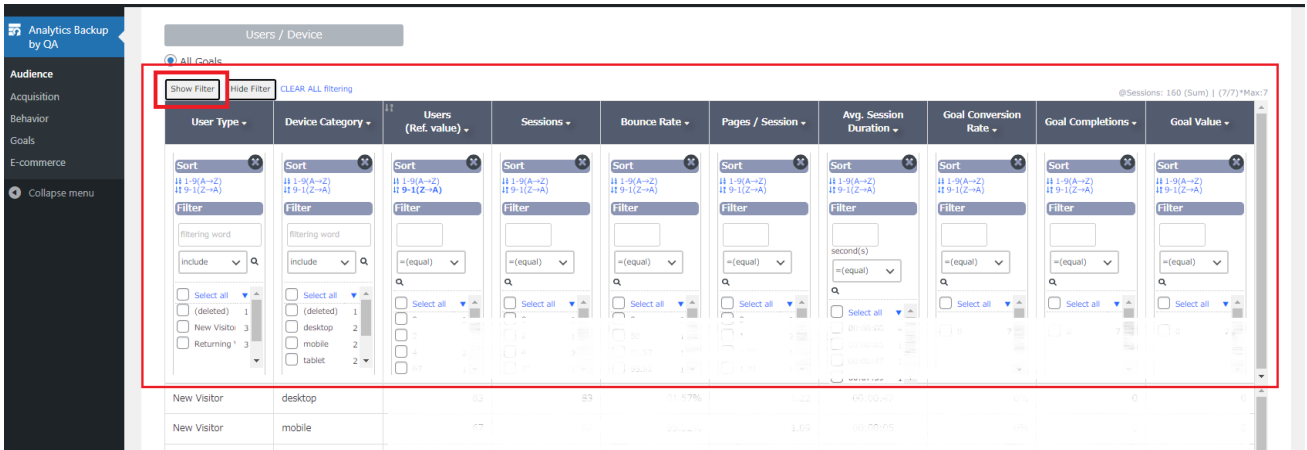
- ① Select the items you want to display (up to 5 items).
- ② Click the "Plot Rows" button.



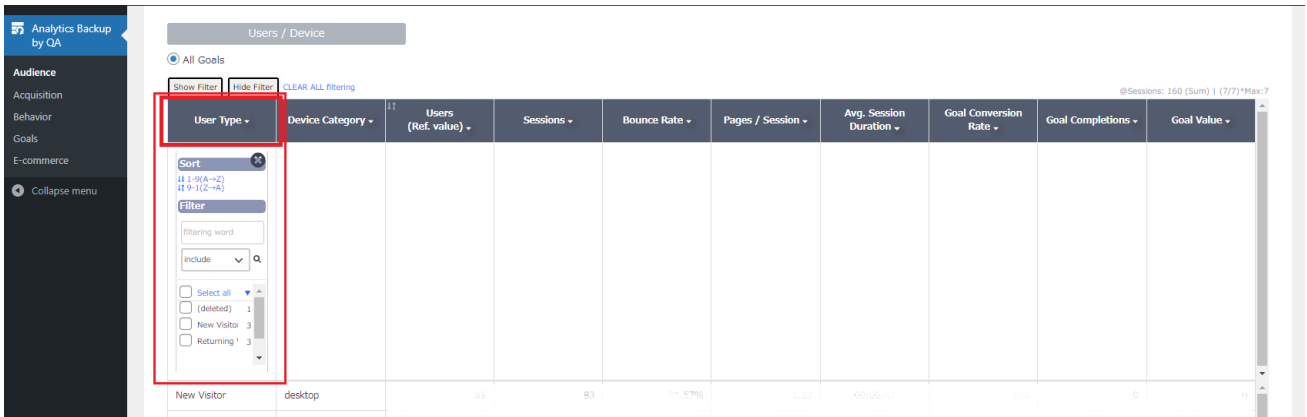
7) Narrowing Down Data for Viewing

Each table is equipped with a "Filter" function to narrow down data.

- Pressing "Show Filter" will display filters for all items. To hide it, click "Hide Filter." To clear filters, click "CLEAR ALL Filters."



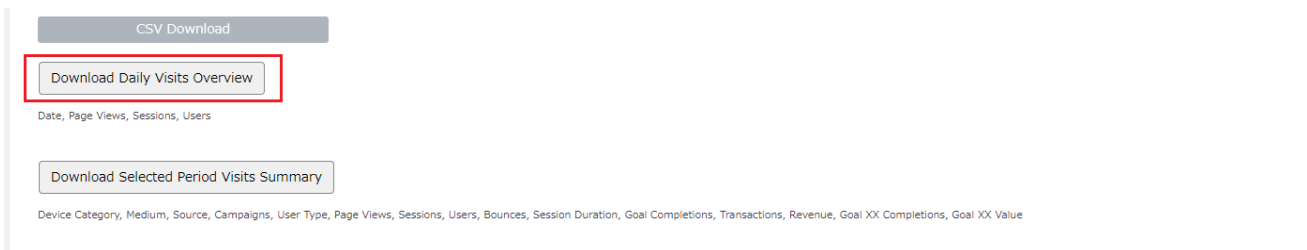
- Clicking on a column header, which may be followed by a ▼ mark, will display filters for that column. To hide the filters, click the column header again or click the × icon. To remove filters, click "Clear All Filters."



Step 3. Downloading Backup Data as CSV

From each screen, you can download backup data in CSV format, including details.

- 1) Display the data (overview) you want to download.
- 2) Click the button in the "CSV Download" section.



Underneath the button, you will find the data content available for download (CSV column names)

【CSV Columns and Data Dimensions】

▼ For the dimensions (column names) of downloadable data, please refer to the following link for the latest information: "List of Elements Retrieved by Analytics Backup by QA (GABQ)".

<https://docs.google.com/spreadsheets/d/183k5Uo1sEr4qKRUs2UTE3Vm9DfuADmGH0vAP210qnu8/edit?usp=sharing>