

# Google Analytics 360 data now in Google BigQuery

## About BigQuery

Google BigQuery is a web service that lets you do interactive analysis of massive datasets—up to trillions of rows. Scalable and easy to use, BigQuery lets developers and businesses tap into powerful data analytics on demand.

The landscape in data analysis has changed rapidly in the past few years. Organizations and developers are analyzing larger data sets, from more data sources, to drive their decision-making. And they need to examine huge volumes of unsampled data to make informed business decisions—often mining information in business intelligence tools for strategic insights. For the data scientists that perform these analyses, having direct granular access to Google Analytics 360 data is becoming increasingly important.

With Analytics 360, organizations and developers can glean new business insights by accessing session and hit level data and combining it with separate data sets. Analyze in seconds without massive cost by leveraging Google BigQuery, a web service that lets developers and businesses conduct interactive analysis of big data sets and tap into powerful data analytics.

## Interactive data analysis and data ownership

The BigQuery integration allows clients to access their session and hit level data from Analytics 360 within Google BigQuery for more granular and complex querying of unsampled data. For those unfamiliar with Google BigQuery, it's a web service that lets you perform interactive analysis of massive data sets—up to trillions of rows. Scalable and easy to use, BigQuery lets developers and businesses tap into powerful data analytics on demand. Plus, your data is easily exportable; you own it.

## Benefits of BigQuery

1. Leverage Google's massive computing power to get business insights from Big Data in seconds rather than hours.
2. Analyze massive amounts of data in the cloud with no up-front investments (hardware provisioning or software licensing investments).
3. Share and collaborate quickly and securely using Access Control Lists.
4. Store as much as you want, paying only for what you use.
5. Protect your data with multiple layers of security from Google.

## Potential Uses of the Analytics 360 and BigQuery Integration

Having Analytics 360 session and hit level data available in BigQuery opens several possibilities for developers and data scientists. Usage includes, but is not limited to:

- Joining against data from other sources. Make detailed, custom analyses, such as: *"I have a database that contains all the metadata about each article posted on my site and would like to see the bounce rate, conversion rate and new visitors generated by author and topic."*
- Understanding complex queries. Answer the question: *"Of the visitors to my site that used a voucher code, how many originally discovered my brand from a voucher code site and how many left the checkout process and returned within 10 minutes with a voucher code? Which codes were used in each case?"*
- Integrating with Data Warehouses. Make detailed, custom analyses, such as: *"On a weekly basis, for each of my logged-in customers, I want to see the top 5 products they viewed but did not buy and add that information into their record in our CRM."*

## How the integration works

- A daily export is made from an Analytics 360 profile into a table within a data set in a BigQuery Project.
- Each row represents a session/visit in the Analytics 360 profile.
- There is session and hit level data (traffic source, custom variables and dimensions) in each row.
- There is a nested, repeated field of each sequenced hit (pageviews, events, etc.) included in the session within each row.
- Where possible, dimensions and metrics map to the names used in the Google Analytics Core Reporting API.

For more Analytics 360 benefits, visit [g.co/analytics](https://g.co/analytics)

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### About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel, and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection.

For more information, visit [g.co/360suite](https://g.co/360suite)