

UNDERSTANDING DATA STREAMS AND REPORTING IN GA4



A “data stream” is a flow of data from your website to Google Analytics (GA). When you create a data stream, GA generates a “tag”, which is a snippet of code that you add to your website that collects all kinds of data. Data is collected from the time you add the code, and that data forms the basis of your reports.

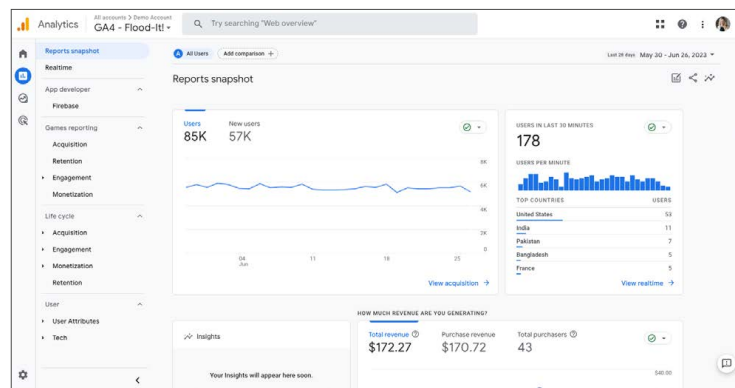
GA4 will automatically track various types of information for your data stream and reports:

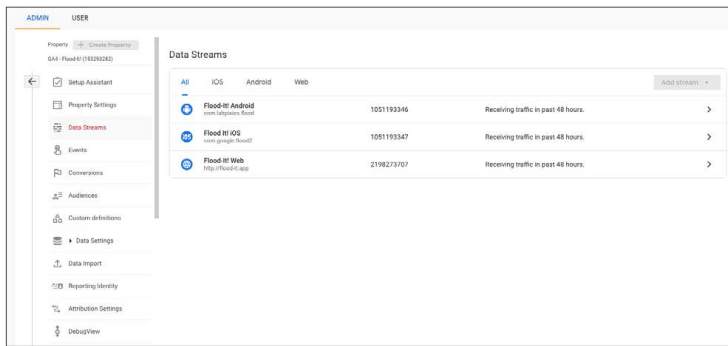
- **PAGE VIEWS:** A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview.
- **SCROLLS:** Scroll tracking lets you see the scroll depth of users on your pages.
- **FILE DOWNLOADS:** Tracking your file downloads can help you see what resources your users are interested in.
- **VIDEO PLAYS:** Tracking your video plays allows you to see which videos are engaging users on your site.
- **SITE SEARCH:** Site search lets you see the search terms people use, where they start their search, and where their search takes them.
- **OUTBOUND LINK CLICKS:** An outbound link is an external link that takes a visitor away from your website.

Where Do I Find Data Streams?

STEP 1

- Go to your Google Analytics Dashboard at <https://analytics.google.com/analytics/> and click on the gear icon





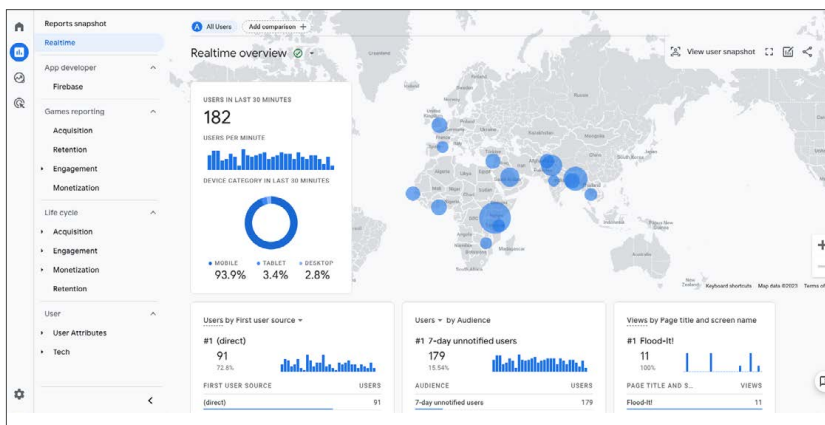
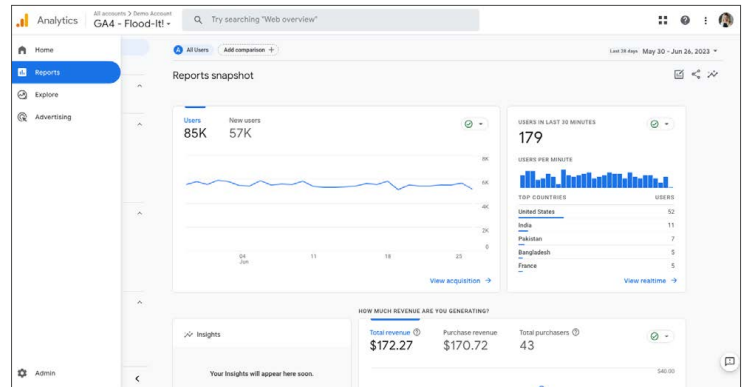
STEP 2

- Under “Property” on the right hand side, select “Data streams”. You’ll find your website’s data stream here.

How Do I Pull My Data Into a Report?

Use reports in GA to monitor traffic to your website, investigate data, and understand your users and their activity. Once GA begins receiving data, it appears automatically in the Realtime report, and then in your other reports shortly after.

To find your reports, go to your [Google Analytics Dashboard](#) and click on “Reports”.



The Reports snapshot is an overview report that displays automatically when you’ve clicked Reports in the left navigation. Realtime allows you to monitor activity on your website or app as it happens.

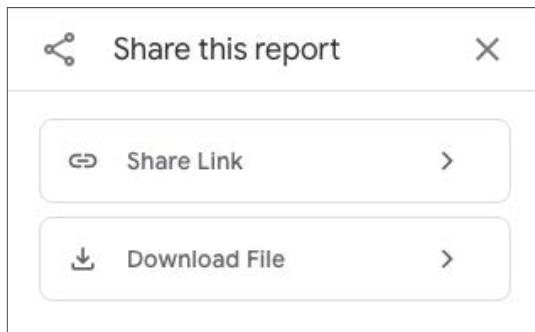
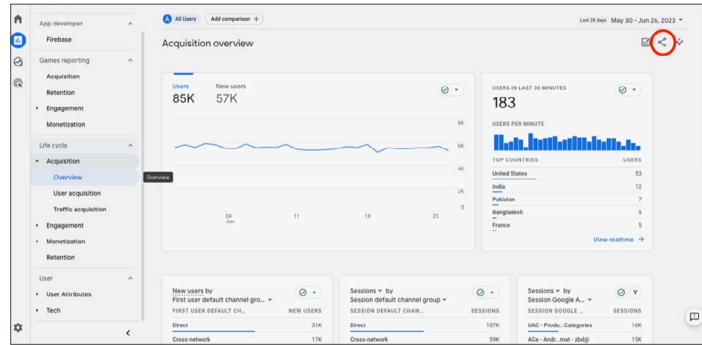
Under each of these, you’ll two types of reports:

- An overview report that summarizes information about a topic (e.g. the Acquisition overview and Engagement overview reports).
- A detail report that allows you to drill into one or two dimensions to investigate your data in greater detail (e.g. Ecommerce purchases or Events reports).

To view, share, or export a report, follow these steps:

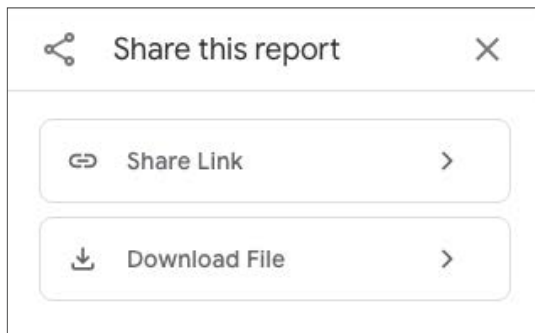
STEP 3

- Click the icon circled in red below:

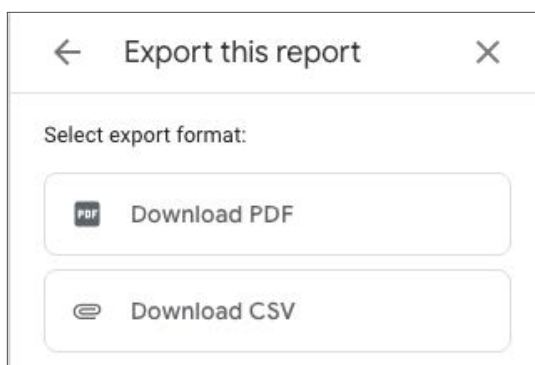


STEP 4

- Click either “Share Link”.



- or “Download File” and select your preferred format



Customize the information included in each report to meet your business needs. Learn more about customizing reports [here](#).

Now that you’ve learned how to set up your GA Account and where to find and export your website analytics, you are on the right track to compiling important information about your website’s visitors that can help shape your digital marketing strategy.