Google Analytics Events myGriffith Examples
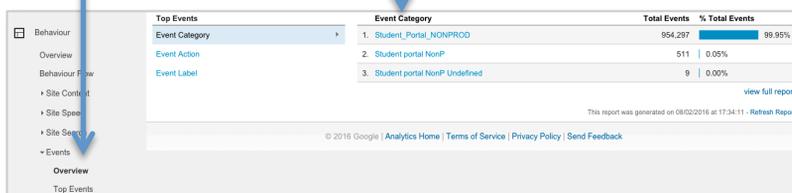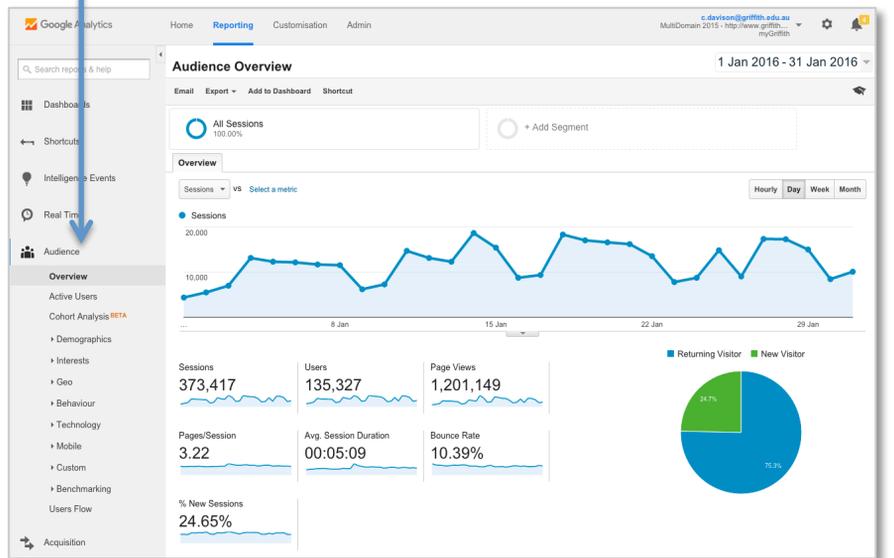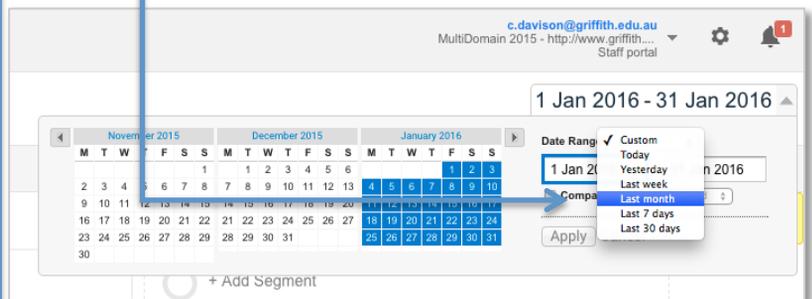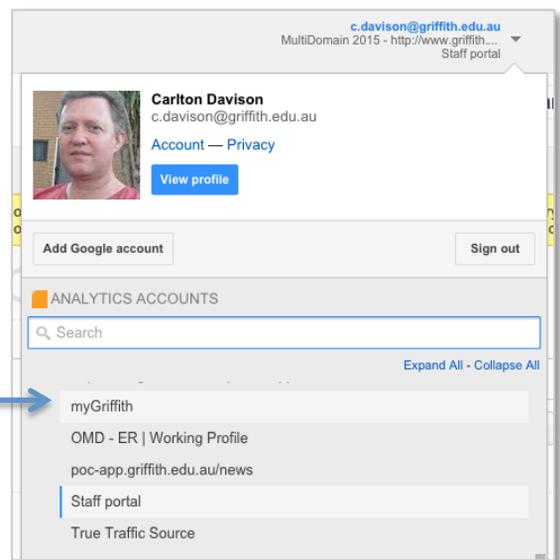
Unofficial cheat sheet
Do not distribute

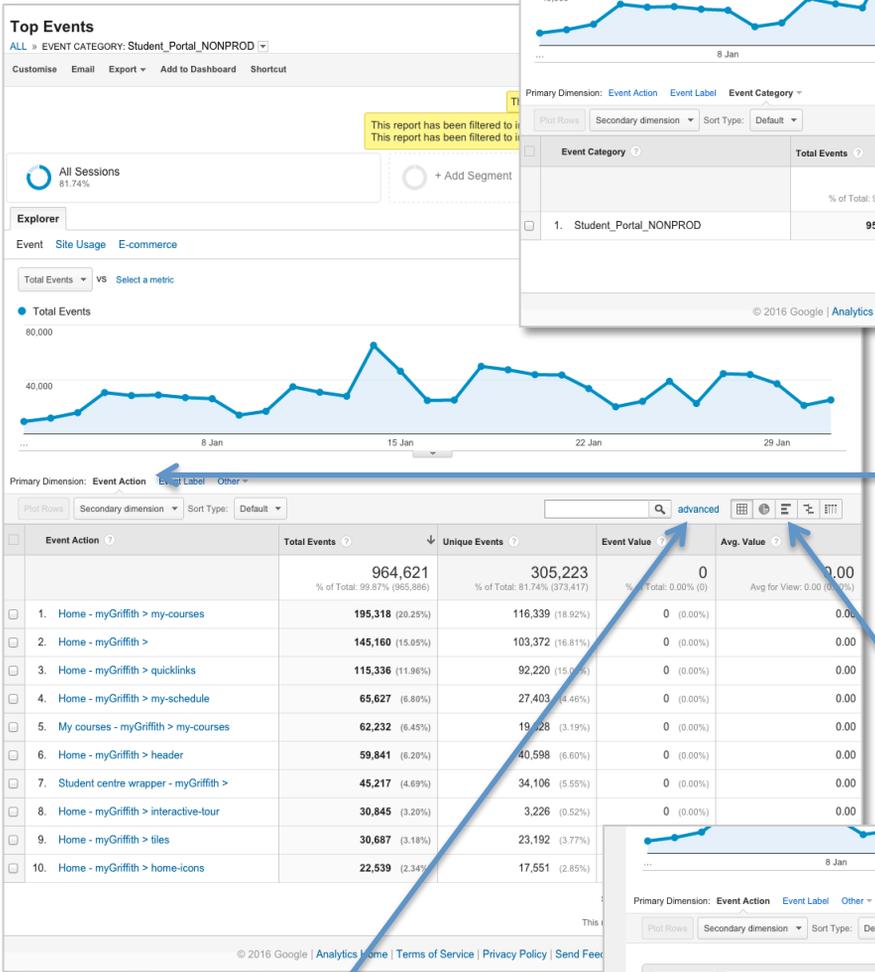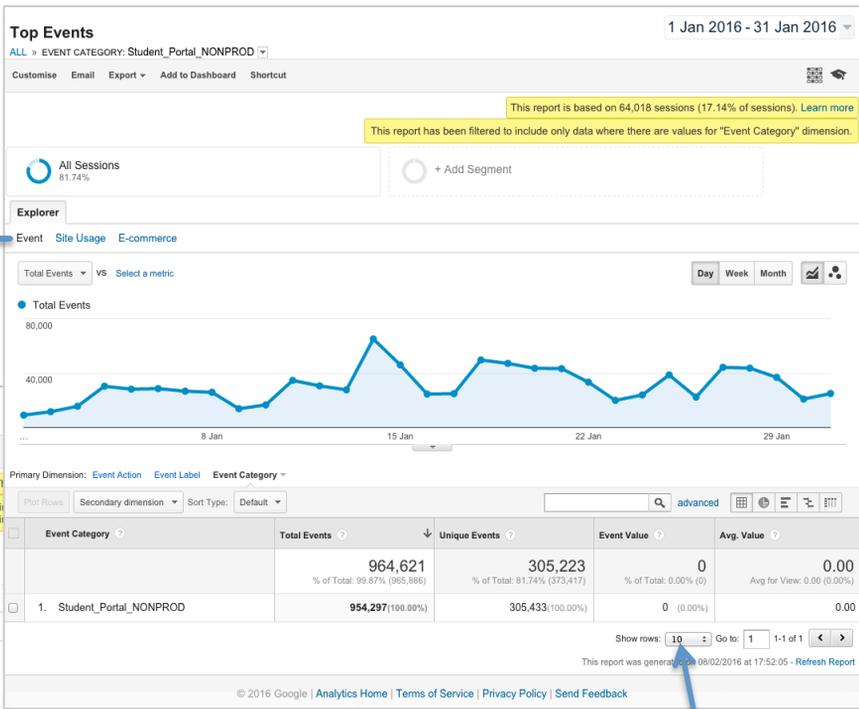..Carl.

1. Go to Google Analytics (http://google.com/analytics)
2. Select the "myGriffith" profile/view
3. Select the relevant date range (ie, "Last month")
4. Select the Audience Overview
5. Select Behaviour Events Overview
6. Select Event Category "Student_Portal_NONPROD"

After doing steps 1-6 on the previous page you should have some basic Audience Overview stats (from step 4).

You should also see the a top level view of the myGriffith events ready to get more specific details about events on individual myGriffith pages.
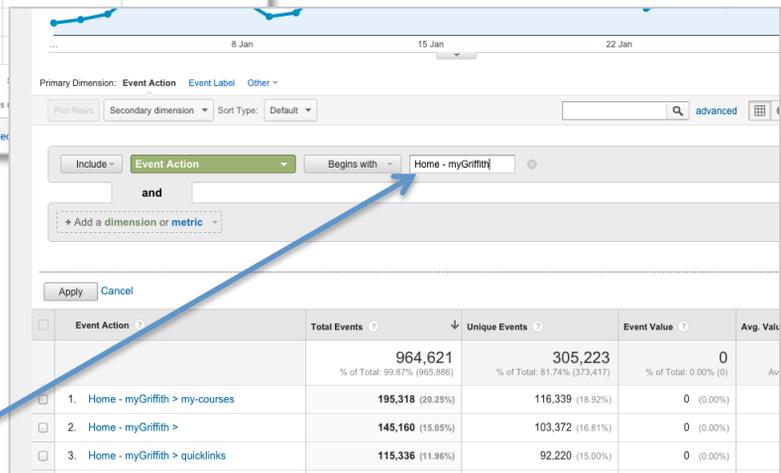
Top Events
ALL » EVENT CATEGORY: Student_Portal_NONPROD ▾   1 Jan 2016 - 31 Jan 2016 ▾

Customise   Email   Export ▾   Add to Dashboard   Shortcut

This report is based on 64,018 sessions (17.14% of sessions). Learn more
This report has been filtered to include only data where there are values for "Event Category" dimension.

◯ All Sessions 81.74%   ◯ + Add Segment

Explorer

Event   Site Usage   E-commerce

Total Events ▾   VS   Select a metric   Day Week Month

● Total Events

80,000

40,000

        8 Jan   15 Jan   22 Jan   29 Jan

Primary Dimension: Event Action   Event Label   Event Category ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

	Event Category ?	Total Events ? ↓	Unique Events ?	Event Value ?	Avg. Value ?
		964,621 % of Total: 99.87% (965,886)	305,223 % of Total: 81.74% (373,417)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
☐	1. Student_Portal_NONPROD	954,297(100.00%)	305,433(100.00%)	0 (0.00%)	0.00

Show rows: 10   Go to: 1   1-1 of 1 ‹ ›
This report was generated on 08/02/2016 at 17:52:05 - Refresh Report

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Top Events
ALL » EVENT CATEGORY: Student_Portal_NONPROD ▾

Customise   Email   Export ▾   Add to Dashboard   Shortcut

This report has been filtered to in
This report has been filtered to in

◯ All Sessions 81.74%   ◯ + Add Segment

Explorer

Event   Site Usage   E-commerce

Total Events ▾   VS   Select a metric

● Total Events

80,000

40,000

        8 Jan   15 Jan   22 Jan   29 Jan

Primary Dimension: Event Action   Event Label   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

	Event Action ?	Total Events ? ↓	Unique Events ?	Event Value ?	Avg. Value ?
		964,621 % of Total: 99.87% (965,886)	305,223 % of Total: 81.74% (373,417)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
☐ 1.	Home - myGriffith > my-courses	195,318 (20.25%)	116,339 (18.92%)	0 (0.00%)	0.00
☐ 2.	Home - myGriffith >	145,160 (15.05%)	103,372 (16.81%)	0 (0.00%)	0.00
☐ 3.	Home - myGriffith > quicklinks	115,336 (11.96%)	92,220 (15.0 %)	0 (0.00%)	0.00
☐ 4.	Home - myGriffith > my-schedule	65,627 (6.80%)	27,403 (4.46%)	0 (0.00%)	0.00
☐ 5.	My courses - myGriffith > my-courses	62,232 (6.45%)	19,628 (3.19%)	0 (0.00%)	0.00
☐ 6.	Home - myGriffith > header	59,841 (6.20%)	40,598 (6.60%)	0 (0.00%)	0.00
☐ 7.	Student centre wrapper - myGriffith >	45,217 (4.69%)	34,106 (5.55%)	0 (0.00%)	0.00
☐ 8.	Home - myGriffith > interactive-tour	30,845 (3.20%)	3,226 (0.52%)	0 (0.00%)	0.00
☐ 9.	Home - myGriffith > tiles	30,687 (3.18%)	23,192 (3.77%)	0 (0.00%)	0.00
☐ 10.	Home - myGriffith > home-icons	22,539 (2.34%)	17,551 (2.85%)	0 (0.00%)	0.00

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7. Make the Primary Dimension "Event Action"

Now you should see all the events which occurred in myGriffith

You can choose to display the data in a different format (eg, Pie chart, bars, etc.) or change the number of results.

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        8 Jan   15 Jan   22 Jan

Primary Dimension: Event Action   Event Label   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

Include ▾   **Event Action** ▾   Begins with ▾   Home - myGriffith   ⊗

        and

+ Add a dimension or metric ▾

Apply   Cancel

	Event Action ?	Total Events ? ↓	Unique Events ?	Event Value ?	Avg. Valu
		964,621 % of Total: 99.87% (965,886)	305,223 % of Total: 81.74% (373,417)	0 % of Total: 0.00% (0)	
☐ 1.	Home - myGriffith > my-courses	195,318 (20.25%)	116,339 (18.92%)	0 (0.00%)	
☐ 2.	Home - myGriffith >	145,160 (15.05%)	103,372 (16.81%)	0 (0.00%)	
☐ 3.	Home - myGriffith > quicklinks	115,336 (11.96%)	92,220 (15.00%)	0 (0.00%)	

8. Click to expand the "Advanced" search options interface

9. Using the advanced search interface filter results to ..
[Include] [Event Action] [Begins with] "Home – myGriffith"

Now you should see just the events which occurred on the myGriffith homepage. To view events for a different page (eg., My courses) change the filter terms to match that page (eg., "My courses – myGriffith")

Event actions relate to pages and page sections.

10. Click the "Home – myGriffith > myCourses" event action to see clicks in the "My courses" section of the myGriffith Homepage.

Griffith UNIVERSITY

myGriffith | Staff portal | Contact us

myGriffith | My courses | Study support | Personal support | Student life | Employment | Logout

Hi
Welcome to **myGriffith**

Home – myGriffith > latest-messages
14K/2%

No unread messages to display

Home – myGriffith > home-icons
23K/3%

My details | My contacts | Workshops and training | Safety and security

My schedule
No upcoming key dates
No upcoming events or exams
Home – myGriffith > my-schedule
65K/9%
Full timetable ›
Weekly schedule›

Quick links

How to use myGriffith ›

Learning@Griffith ›

Student Email ›

WIFI printing ›

Home – myGriffith > quicklinks
115K/17%

Study self help ›

dfsdfs ›

dfsdfs ›

dfsdfs ›

Edit links

Previous | 1 | Next

My courses | View grades
Home – myGriffith > my-courses
195K/28%
Learning@Griffith ›

Arriving @ GELI
Hi . At GELI we want you to receive the most from your English studies. That is why we have created a wide range of student services to support you in all areas of your GELI experience.

Orientation schedule
Find out about your timetable and orientation schedule here!

Home – myGriffith > tiles
30K/4%

GELI Activities
Social activities can help you experience Australian culture, make new friends and have fun – there are lots of things to do on campus and around Brisbane and the Gold Coast!

Library
Loans and requests
Library website

FEEDBACK
Home – myGriffith > feedback
0.3K/0.1%
Tell us about your experience. We value your opinion and are committed to improving our services.

Provide feedback

ask Us! Visit Ask Us! to find more
Home – myGriffith> faqs
0.7K/0.1%

My courses
Assessment and grades
Enrolment and program planning
Credit for prior learning
Fees
Scholarships and awards
Graduation
Appeals and complaints
Policies
Forms

Study support
Library
Study tips and tools
Referencing
Academic integrity
Go Global
Student mentoring programs
Getting started
Computing and IT

Personal support
Health
Welfare and financial assistance
Disability and
International st
Aboriginal and Torres Strait Islander support

Home – myGriffith> footer-directory
7K/1%

Student life
Cafes and bars
Campus information
Transport and parking
Sport
Clubs and societies
Jobs
News
Accommodation
Safety and security

Employment
Professional development
Careers and employment
Further study options
Alumni
Resumes and ePortfolios
Graduate employability

Home – myGriffith> footer-network
0.5K/0.1%

Privacy policy | Copyright matters | CRICOS Provider – 00233E
Gold Coast Logan Brisbane | Australia

First peoples Aboriginal and Torres

Need Help? ask Us!

Home – myGriffith > (Areas not defined)
145K/21%

Home – myGriffith > interactive-tour
31K/4%

Home – myGriffith > alerts
0.3K/0.1%

Top Events

ALL » EVENT CATEGORY: Student_Portal_NONPROD ▾

Customise   Email   Export ▾   Add to Dashboard   Shortcut

This report is based on 64,018 sessions (17.14% of sessions). Learn more

This report has been filtered to include only data where there are values for "Event Category" dimension.
This report has been filtered to include only data where there are values for "Event Action" dimension.

All Sessions
81.74%

+ Add Segment

Explorer

Event   Site Usage   E-commerce

Total Events ▾ VS Select a metric

Day Week Month

● Total Events

Primary Dimension: **Event Action**   Event Label   Other ▾

Secondary dimension ▾   Sort Type: Default ▾   Advanced Filter ON ✕ edit

	Event Action	Total Events ↓	Total Events
		692,435 % of Total: 72.52% (954,817)	692,435 % of Total: 72.52% (954,817)
1.	Home - myGriffith > my-courses	195,318	28.21%
2.	Home - myGriffith >	145,160	20.96%
3.	Home - myGriffith > quicklinks	115,336	16.66%
4.	Home - myGriffith > my-schedule	65,627	9.48%
5.	Home - myGriffith > header	59,841	8.64%
6.	Home - myGriffith > interactive-tour	30,845	4.45%
7.	Home - myGriffith > tiles	30,687	4.43%
8.	Home - myGriffith > home-icons	22,539	3.26%
9.	Home - myGriffith > latest-messages	14,028	2.03%
10.	Home - myGriffith > footer footer-directory	6,982	1.01%
11.	Home - myGriffith > course-progress	4,141	0.60%
12.	Home - myGriffith > faqs	758	0.11%
13.	Home - myGriffith > footer-network	496	0.07%
14.	Home - myGriffith > feedback	344	0.05%
15.	Home - myGriffith > alerts	315	0.05%
16.	Home - myGriffith - https://my.griffith.edu.au/ > my-courses	6	0.00%
17.	Home - myGriffith - https://my.griffith.edu.au/#/sso > my-courses	6	0.00%
18.	Home - myGriffith#/sso > quicklinks	6	0.00%

Show rows: 100 ⬍ Go to: 1   1-18 of 18 ‹ ›

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parking   training   security   No u

Home – myGriffith > my-courses
Event Label: My courses
7.5K/4%

Home – myGriffith > my-courses
Event Label: View grades
195K/28%

My courses

Home – myGriffith > my-courses
Event Label: Learning@Griffith
50K/26%

Home – myGriffith > my-courses
Event Label: Manage enrolment
55K/28%

Manage enrolment >

Top Event
ALL » EVENT CA

Customise   Em

Starting at Griffith   Library

This report is based on 64,018 sessions (17.14% of sessions). Learn more

This report has been filtered to include only data where there are values for "Event Category" dimension.
This report has been filtered to include only data where there are values for "Event Label" dimension.

All Sessions
31.16%

+ Add Segment

Explorer

Event   Site Usage   E-commerce

Total Events ▾   vs   Select a metric

Day   Week   Month

● Total Events

15,000

7,500

...   8 Jan   15 Jan   22 Jan   29 Jan

Primary Dimension: **Event Label**   Other ▾

Secondary dimension ▾   Sort Type: Default ▾   advanced

Event Label	Total Events ⇅ ↓	Total Events ⇅
	195,318 % of Total: 20.46% (954,817)	195,318 % of Total: 20.46% (954,817)
1. Manage enrolment	54,504	27.89%
2. Learning@Griffith	49,878	25.52%
3. View	16,712	8.55%
4. View grades	7,583	3.88%
5. My courses	7,565	3.87%
6. Unavailable	4,812	2.46%
7. Undefined item	4,678	2.39%
8. Bachelor of Nursing	1,721	0.88%
9. My research	1,517	0.78%
10. Bachelor of Business	1,417	0.73%

Show rows: 10 ▾   Go to: 1   1-10 of 1464   ‹ ›

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