

PLAN BI RABBIT

EDUKUJE

Configuration of the Google Analytics Connector for MicroStrategy

STEP6



This article discusses the process of acquiring data from Google Analytics using OAuth2.0 authentication in MicroStrategy.

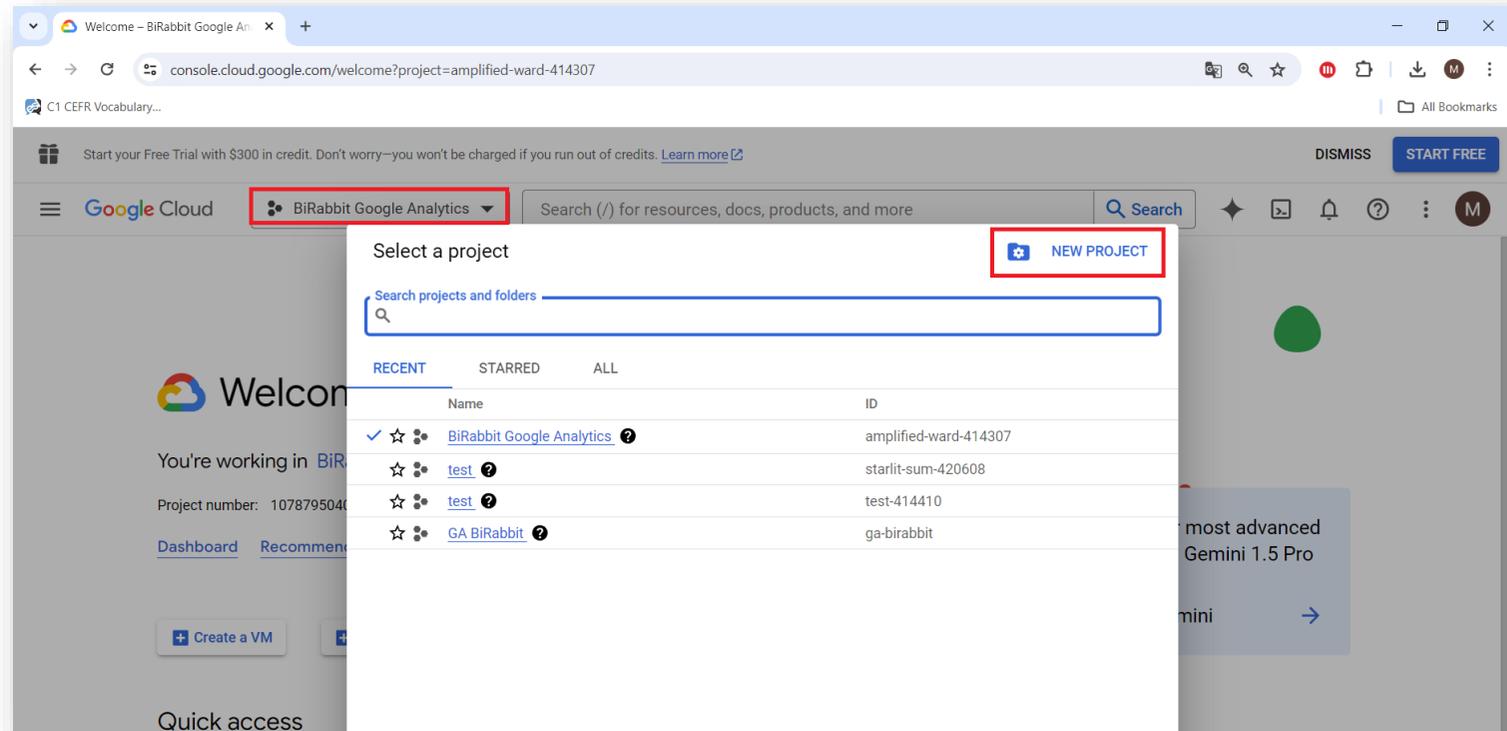
Configuring the OAuth2.0 token is a crucial step enabling access to data from the Google Analytics platform.

To correctly configure access to data in Google Analytics, you will need the following information:

- **Client ID**
- **Client Secret**

The process of obtaining and properly configuring them is as follows:

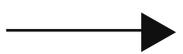
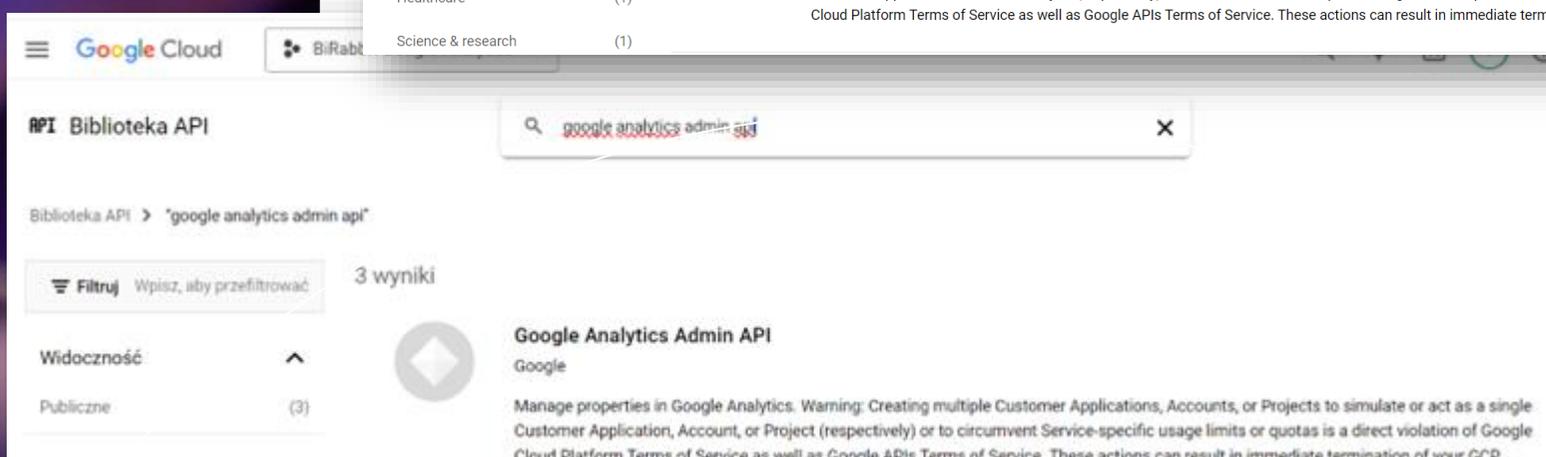
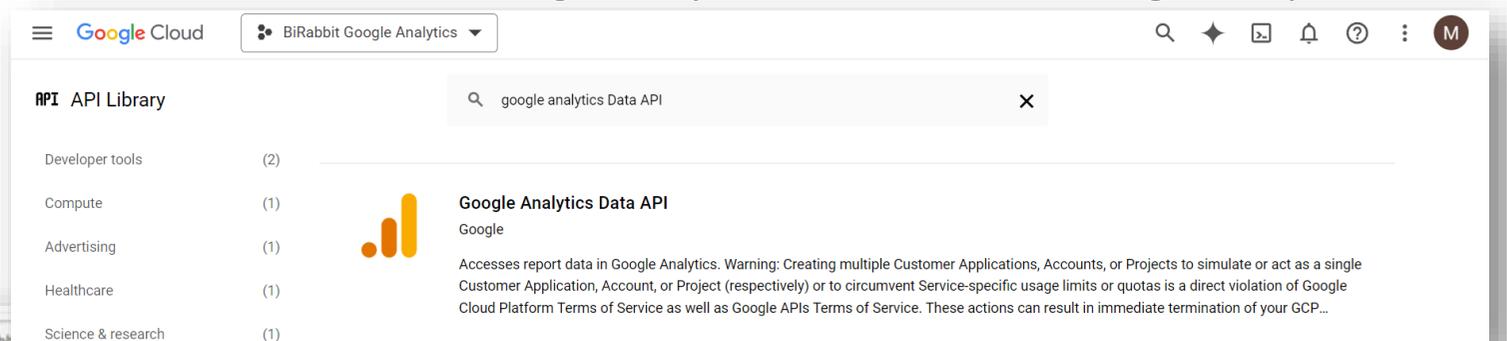
1. Go to <https://console.cloud.google.com/>
2. Create an account using the Gmail address associated with the Google Analytics project.
3. Create a project in the Google Cloud Console.



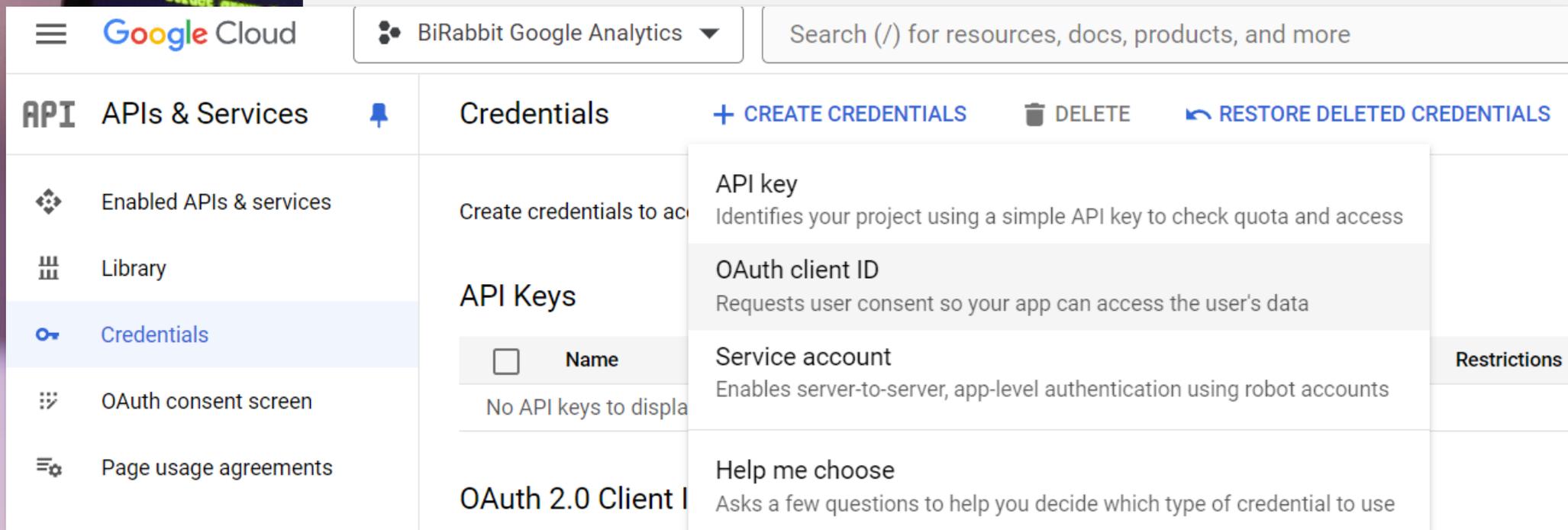
4. Go to <https://console.cloud.google.com/apis/dashboard>

5. In the menu on the left, select the "Library" tab.

6. Download and install the Google Analytics Data API and the Google Analytics Admin API..



7. Go to the "Credentials" tab in the menu on the left.
8. Select "Create credentials" -> "OAuth client ID".



Google Cloud

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APIs & Services

Enabled APIs & services

Library

Credentials

OAuth consent screen

Page usage agreements

CREATE CREDENTIALS

DELETE

RESTORE DELETED CREDENTIALS

API key

Identifies your project using a simple API key to check quota and access

OAuth client ID

Requests user consent so your app can access the user's data

Service account

Enables server-to-server, app-level authentication using robot accounts

Restrictions

Help me choose

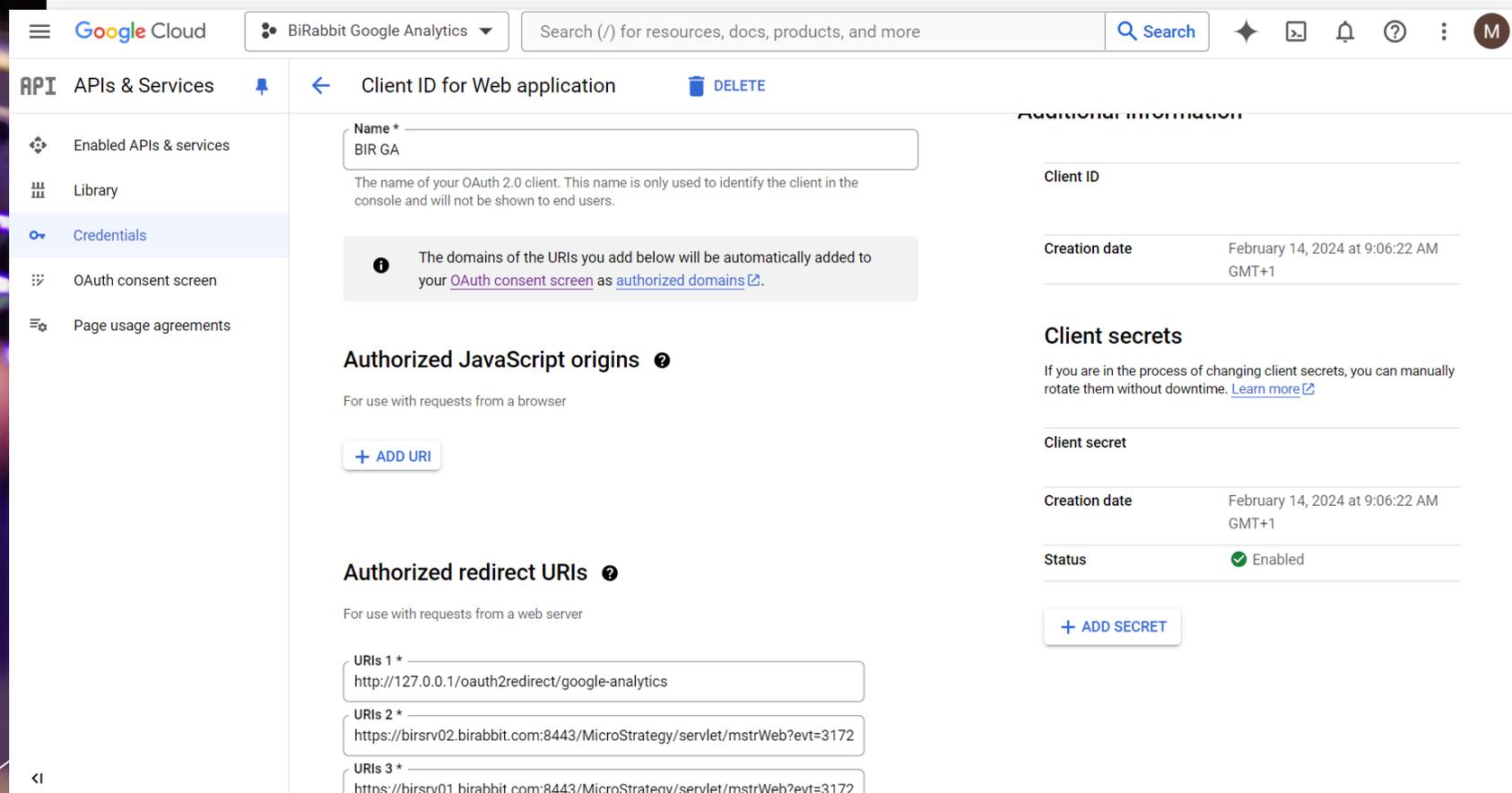
Asks a few questions to help you decide which type of credential to use

9. Choose the application type: "Web Application".

10. Add authorized redirect URIs:

11. <http://127.0.0.1/oauth2redirect/google-analytics>

12. <https://WebServer:PortNumber/WebApplicationName/servlet/mstrWeb?evt=3172> (replace this link with your server addresses and application name)



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Search

APIs & Services

Client ID for Web application

DELETE

Name *

BIR GA

The name of your OAuth 2.0 client. This name is only used to identify the client in the console and will not be shown to end users.

The domains of the URIs you add below will be automatically added to your [OAuth consent screen](#) as [authorized domains](#).

Authorized JavaScript origins

For use with requests from a browser

+ ADD URI

Authorized redirect URIs

For use with requests from a web server

URIs 1 *

<http://127.0.0.1/oauth2redirect/google-analytics>

URIs 2 *

<https://birsrv02.birabbit.com:8443/MicroStrategy/servlet/mstrWeb?evt=3172>

URIs 3 *

<https://birsrv01.birabbit.com:8443/MicroStrategy/servlet/mstrWeb?evt=3172>

Additional information

Client ID

Creation date

February 14, 2024 at 9:06:22 AM GMT+1

Client secrets

If you are in the process of changing client secrets, you can manually rotate them without downtime. [Learn more](#)

Client secret

Creation date

February 14, 2024 at 9:06:22 AM GMT+1

Status

Enabled

+ ADD SECRET

13. Click "Create".

14. Then create a "Service Account" by selecting "Create credentials" -> "Service account".

15. Add the created service account address in the format "@amplified-ward-number-iam.gserviceaccount.com" in the service settings on the Google Analytics platform:
<https://analytics.google.com/analytics/web/> -> "Admin" -> "Property" -> "Manage service account access".

Analytics | All accounts > BiRabbit | BiRabbit

Try searching "top countries by users"

+ Create

Admin

My preferences

Setup Assistant

Account settings

Account

Property settings

Property

Property details

Property access managem...

Property change history

Admin

These settings apply to all users of this account and property. For settings that apply only to you, go to [My preferences](#) in the left navigation.

ACCOUNT SETTINGS

Account

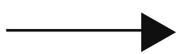
These settings affect your analytics account [What's an account?](#)

Account details	?	Account change history	?
Account access management	?	Trash	?
All filters	?		

PROPERTY SETTINGS

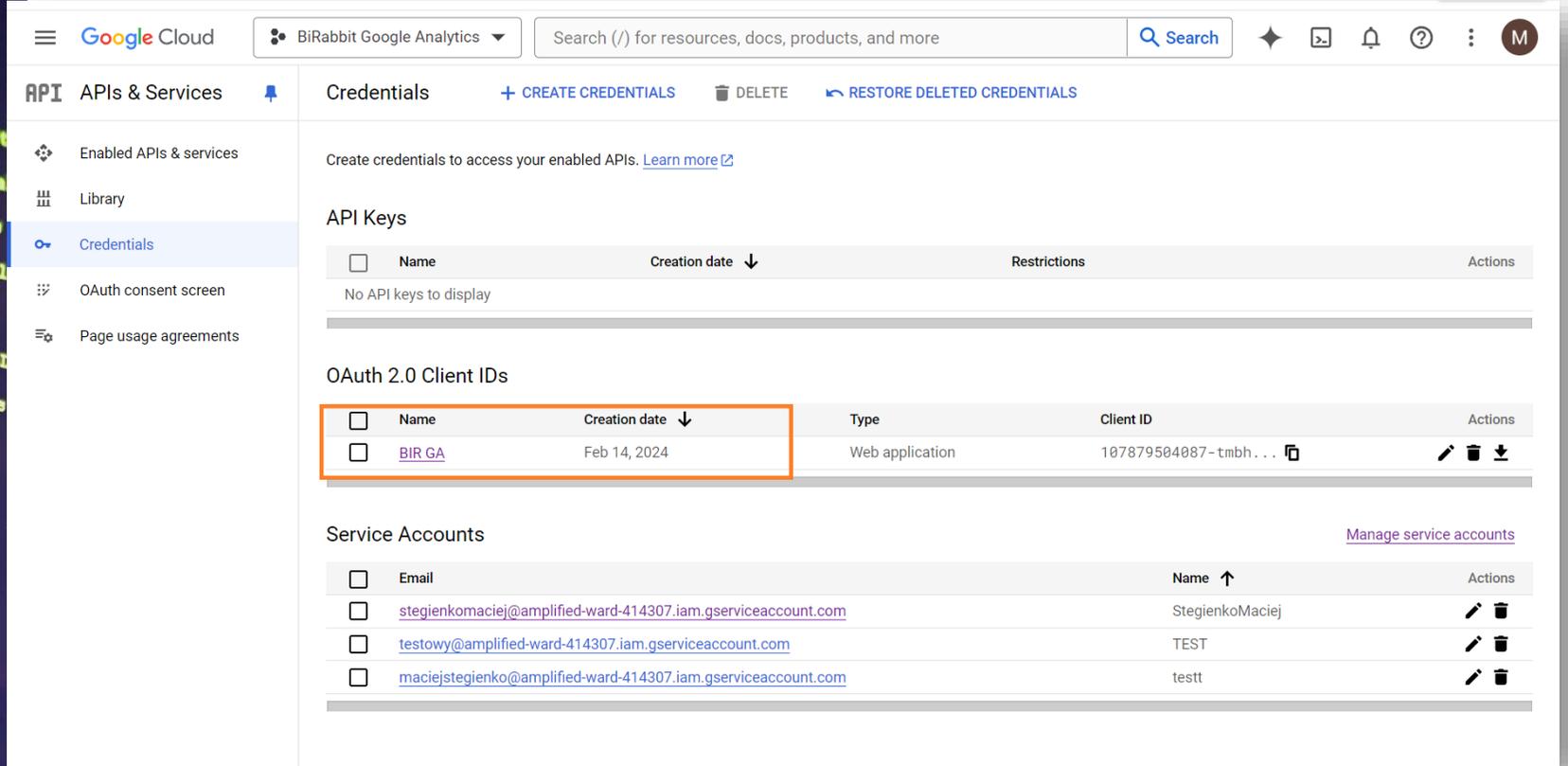
Property access management	Property	Data collection and modification
----------------------------	----------	----------------------------------

<input type="checkbox"/>	Maciej Stegienko	stegienkomaciej@gmail.com	Administrator	⋮
<input type="checkbox"/>	stegienkomaciej@amplified-ward-414307.iam.gserviceaccount.com	stegienkomaciej@amplified-ward-414307.ia...	Administrator	⋮



16. Configure the OAuth consent screen in Google Cloud by filling out the form with your project-specific data.

17. Then, go back to the "Credentials" tab and select the previously created OAuth 2.0 client.

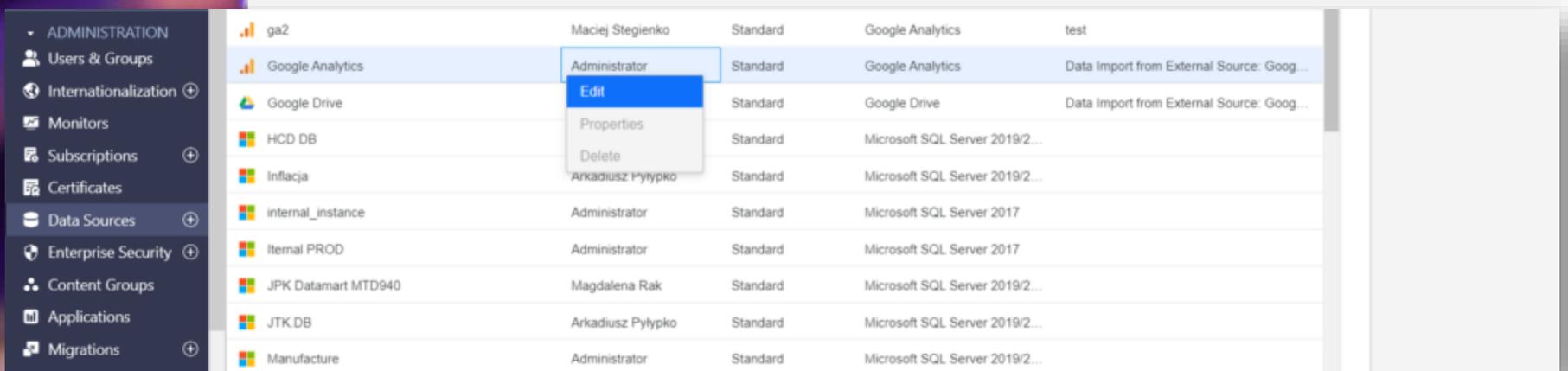


The screenshot shows the Google Cloud console interface. The left sidebar contains navigation options: Enabled APIs & services, Library, Credentials (selected), OAuth consent screen, and Page usage agreements. The main content area is titled 'Credentials' and includes options to '+ CREATE CREDENTIALS', 'DELETE', and 'RESTORE DELETED CREDENTIALS'. Under 'API Keys', it states 'No API keys to display'. The 'OAuth 2.0 Client IDs' section contains a table with one entry: 'BIR GA' (Name), 'Feb 14, 2024' (Creation date), 'Web application' (Type), and '107879504087-tmbh...' (Client ID). The 'Service Accounts' section lists three accounts: 'stegienkomaciej@amplified-ward-414307.iam.gserviceaccount.com', 'testowy@amplified-ward-414307.iam.gserviceaccount.com', and 'maciejstegienko@amplified-ward-414307.iam.gserviceaccount.com'.

18. After clicking on the previously created OAuth 2.0 client, you will see information such as Client ID and Client Secret on the right side. These will be needed to configure the connection to Google Analytics in MicroStrategy Workstation.

Next Steps in MicroStrategy Configuration:

1. Navigate to the "Data Sources" tab in MicroStrategy Workstation.
2. Among the available data sources, locate Google Analytics and select the edit option.

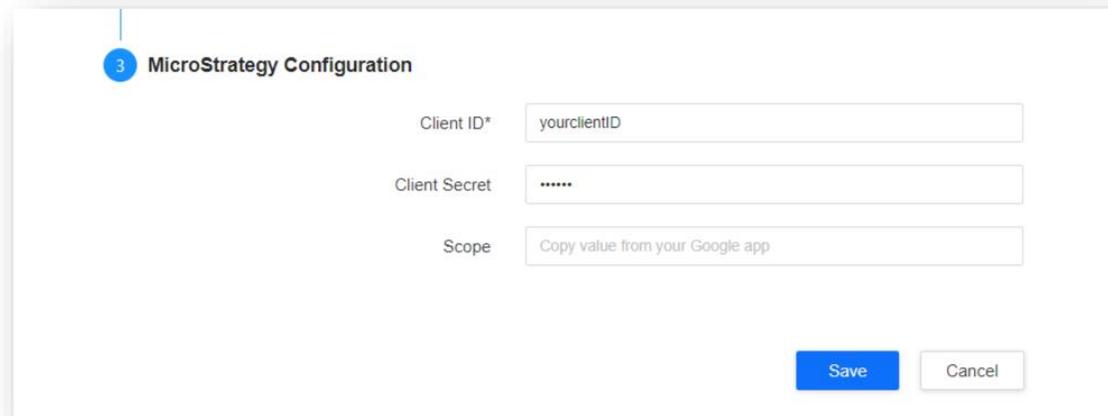


The screenshot shows the MicroStrategy Workstation interface. The left sidebar lists various administration and configuration options, with 'Data Sources' selected. The main content area displays a table of data sources. The 'Google Analytics' data source is highlighted, and a context menu is open over it, showing options: Administrator, Edit (highlighted), Properties, and Delete. The table columns include Name, User, Type, Source, and Description.

Name	User	Type	Source	Description
ga2	Maciej Stegienko	Standard	Google Analytics	test
Google Analytics	Administrator	Standard	Google Analytics	Data Import from External Source: Goog...
Google Drive	Administrator	Standard	Google Drive	Data Import from External Source: Goog...
HCD DB	Arkadiusz Pylypko	Standard	Microsoft SQL Server 2019/2...	
Inflacja	Arkadiusz Pylypko	Standard	Microsoft SQL Server 2019/2...	
internal_instance	Administrator	Standard	Microsoft SQL Server 2017	
Internal PROD	Administrator	Standard	Microsoft SQL Server 2017	
JPK Datamart MTD940	Magdalena Rak	Standard	Microsoft SQL Server 2019/2...	
JTK.DB	Arkadiusz Pylypko	Standard	Microsoft SQL Server 2019/2...	
Manufacture	Administrator	Standard	Microsoft SQL Server 2019/2...	

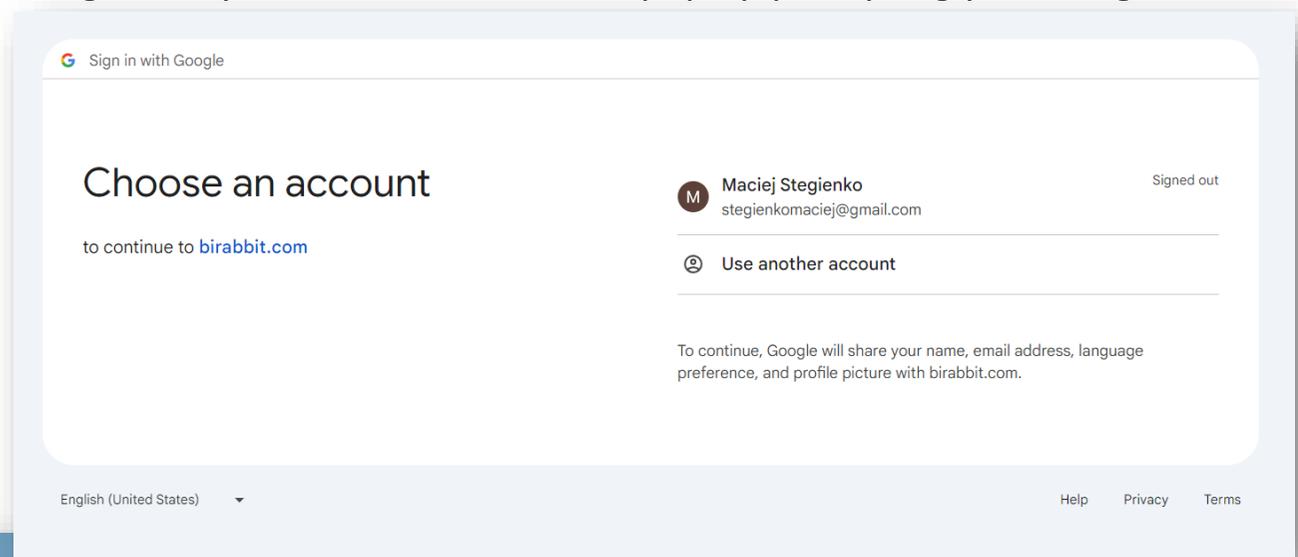


2. In MicroStrategy Configuration, you will enter the Client ID and Client Secret sequentially.

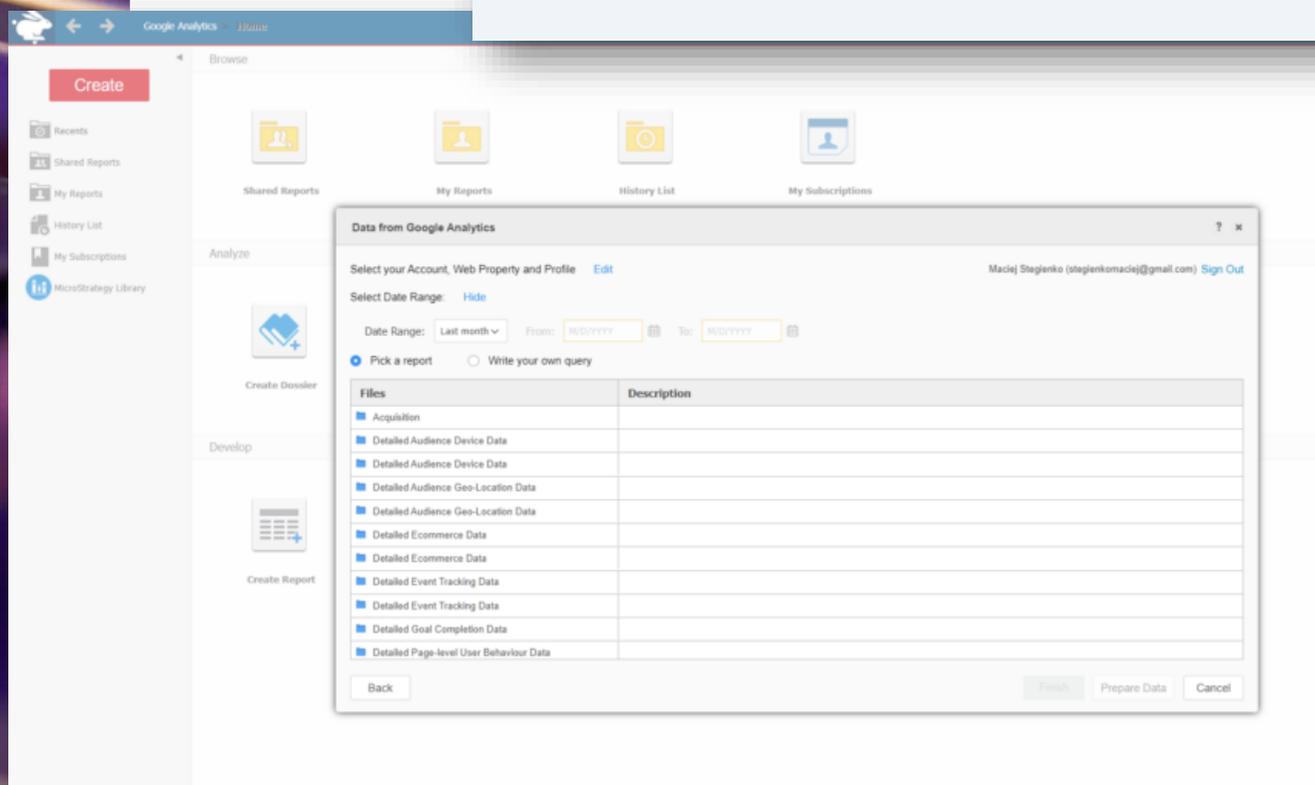


The image shows a 'MicroStrategy Configuration' dialog box with three input fields: 'Client ID*' containing 'yourclientID', 'Client Secret' containing '*****', and 'Scope' containing 'Copy value from your Google app'. There are 'Save' and 'Cancel' buttons at the bottom right.

3. Once the connector is configured as described, you can proceed to MicroStrategy Web to add external data from Google Analytics. Go to MicroStrategy Web. Navigate to "Add External Data" and select "Google Analytics". A window should pop up prompting you to log in through Google.



The image shows a 'Sign in with Google' dialog box. It prompts the user to 'Choose an account to continue to birabbit.com'. A single account is listed: 'Maciej Stegienko' with email 'stegienkomaciej@gmail.com' and a 'Signed out' status. There is a 'Use another account' option. At the bottom, it states: 'To continue, Google will share your name, email address, language preference, and profile picture with birabbit.com.' There are also language and privacy settings at the bottom.



The image shows the Google Analytics connector configuration window within the MicroStrategy interface. The window is titled 'Data from Google Analytics' and shows the user 'Maciej Stegienko (stegienkomaciej@gmail.com) Sign Out'. It has a 'Select Date Range' section with a dropdown set to 'Last month' and 'From' and 'To' date pickers. Below this is a 'Pick a report' section with a table of available reports.

Files	Description
<input checked="" type="checkbox"/> Acquisition	
<input checked="" type="checkbox"/> Detailed Audience Device Data	
<input checked="" type="checkbox"/> Detailed Audience Device Data	
<input checked="" type="checkbox"/> Detailed Audience Geo-Location Data	
<input checked="" type="checkbox"/> Detailed Audience Geo-Location Data	
<input checked="" type="checkbox"/> Detailed Ecommerce Data	
<input checked="" type="checkbox"/> Detailed Ecommerce Data	
<input checked="" type="checkbox"/> Detailed Event Tracking Data	
<input checked="" type="checkbox"/> Detailed Event Tracking Data	
<input checked="" type="checkbox"/> Detailed Goal Completion Data	
<input checked="" type="checkbox"/> Detailed Page-level User Behaviour Data	

Buttons at the bottom include 'Back', 'Finish', 'Prepare Data', and 'Cancel'.

After logging in, the Google Analytics connector works correctly. →

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