

Mödling, am 09.10.2023



next—one

GA4 & KI

Next One GmbH

Öffentlich

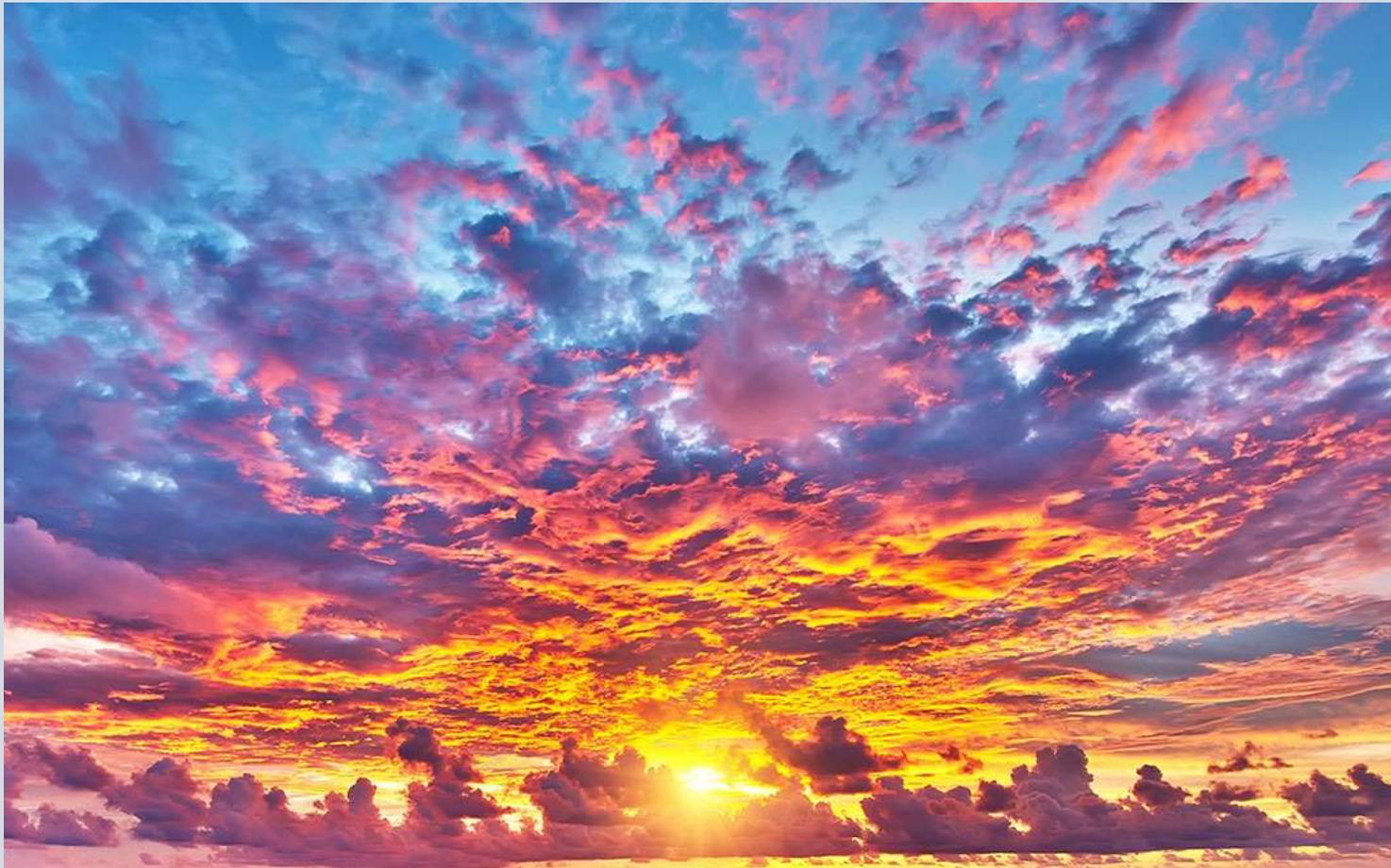
The Power of Analytics



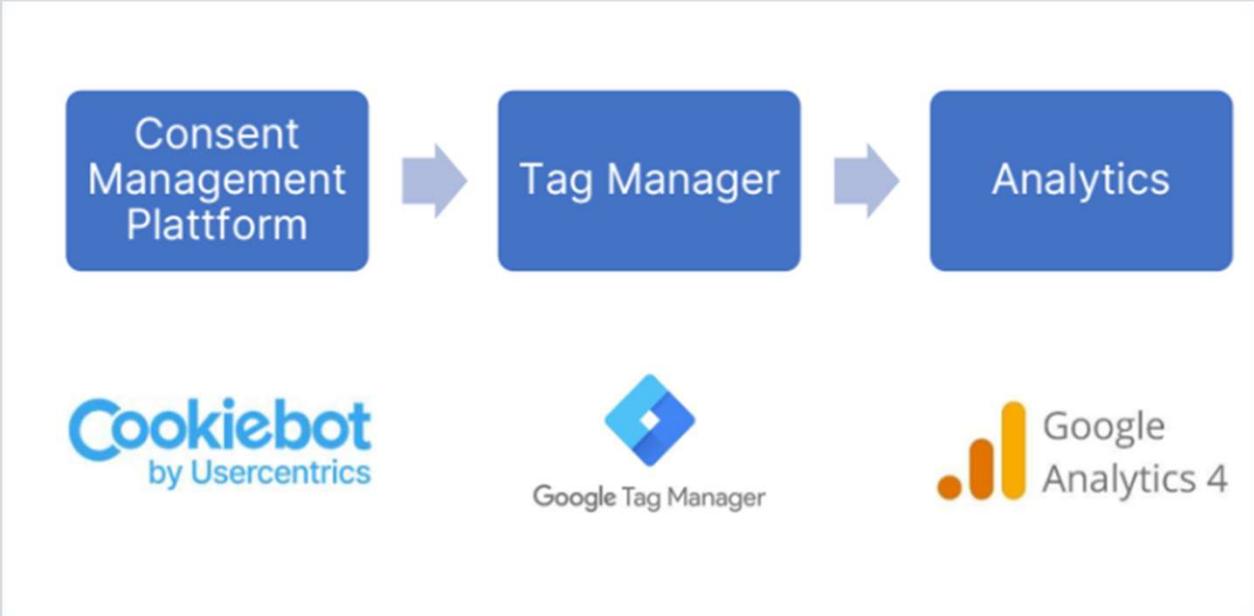
1. Schneller lernen
2. Weniger hoffen müssen
3. **Mehr Kontrolle über das Ergebnis**

Kennt schon jeder GA4?

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Daten mit Zustimmung sammeln

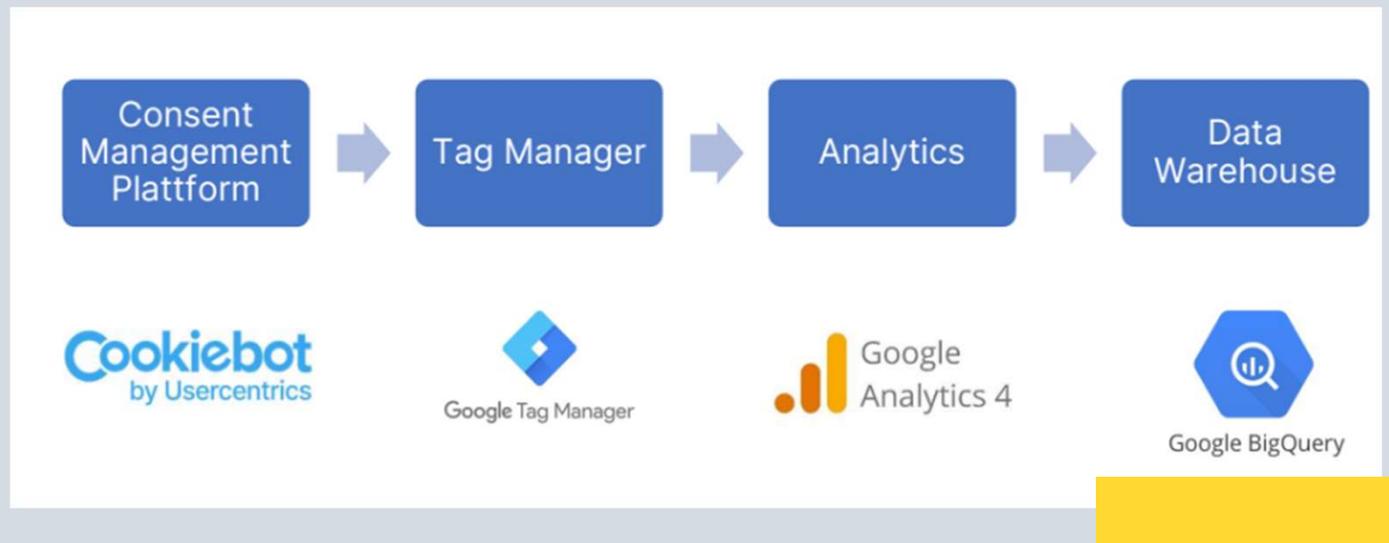


Das Kurzzeitgedächtnis von GA4



Max. 14 Monate

Neues Glied in Kette für Datenaufbewahrung



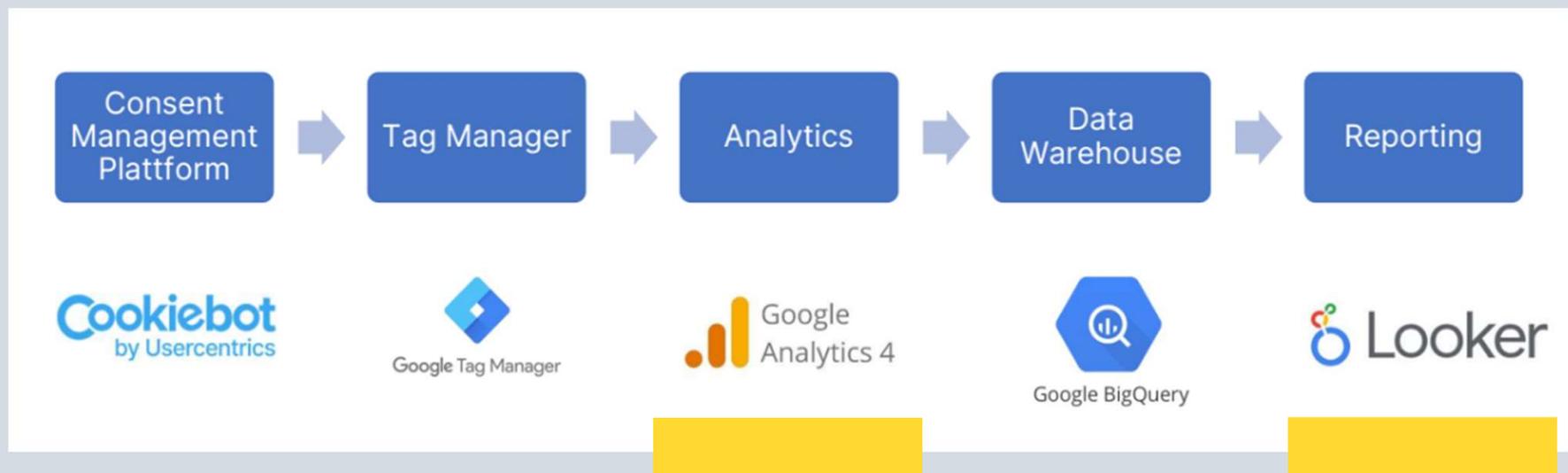
Neues Glied in Kette für Datenaufbewahrung

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The screenshot shows the Google Cloud BigQuery interface. At the top, there's a search bar with 'Suche' and a notification banner about upgrading to the full version of BigQuery. The main area is divided into an Explorer on the left and a table schema view on the right. The Explorer shows a project named 'gastro-news-ga4' with a table 'events_ (61)' selected. The table schema view displays the following fields:

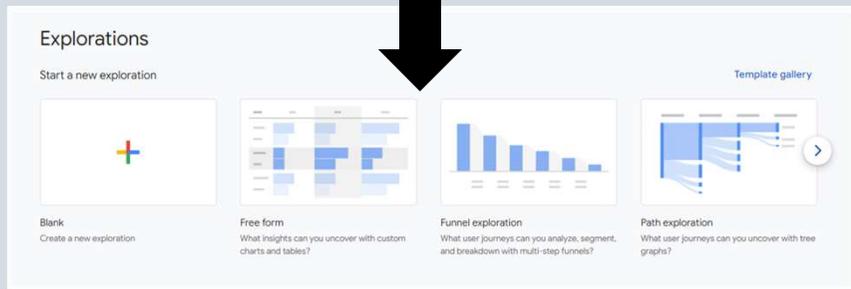
Feldname	Typ	Modus	Schlüssel	Sortierung	Standardwert	Richtlinien-Ta
<input type="checkbox"/> event_date	STRING	NULLABLE				
<input type="checkbox"/> event_timestamp	INTEGER	NULLABLE				
<input type="checkbox"/> event_name	STRING	NULLABLE				
<input type="checkbox"/> event_params	RECORD	REPEATED				
<input type="checkbox"/> event_previous_timestamp	INTEGER	NULLABLE				
<input type="checkbox"/> event_value_in_usd	FLOAT	NULLABLE				
<input type="checkbox"/> event_bundle_sequence_id	INTEGER	NULLABLE				
<input type="checkbox"/> event_server_timestamp_offset	INTEGER	NULLABLE				
<input type="checkbox"/> user_id	STRING	NULLABLE				

2 Möglichkeiten Berichte zu erstellen



Schnell oder Mächtig

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Google
BigQuery

events_20231008

events_20231... 2023-10-08 ABFRAGE KOPIEREN SNAPSHOT AKTUALISIERE

SCHEMA DETAILS PREVIEW LINEAGE DATENQUALITÄT

Filter Name oder Wert des Attributs eingeben

<input type="checkbox"/>	Feldname	Typ	Modus	Schlüssel	Sortierung	Standardwert	Richtlinien-Ta
<input type="checkbox"/>	event_date	STRING	NULLABLE				
<input type="checkbox"/>	event_timestamp	INTEGER	NULLABLE				
<input type="checkbox"/>	event_name	STRING	NULLABLE				
<input type="checkbox"/>	event_params	RECORD	REPEATED				
<input type="checkbox"/>	event_previous_timestamp	INTEGER	NULLABLE				
<input type="checkbox"/>	event_value_in_usd	FLOAT	NULLABLE				
<input type="checkbox"/>	event_bundle_sequence_id	INTEGER	NULLABLE				
<input type="checkbox"/>	event_server_timestamp_offset	INTEGER	NULLABLE				
<input type="checkbox"/>	user_id	STRING	NULLABLE				

**SQL?
Programmieren?
Beim Marketing?**



„KI ist dein Daten- Strohalm!“

Heimo Hammer, CEO kraftwerk

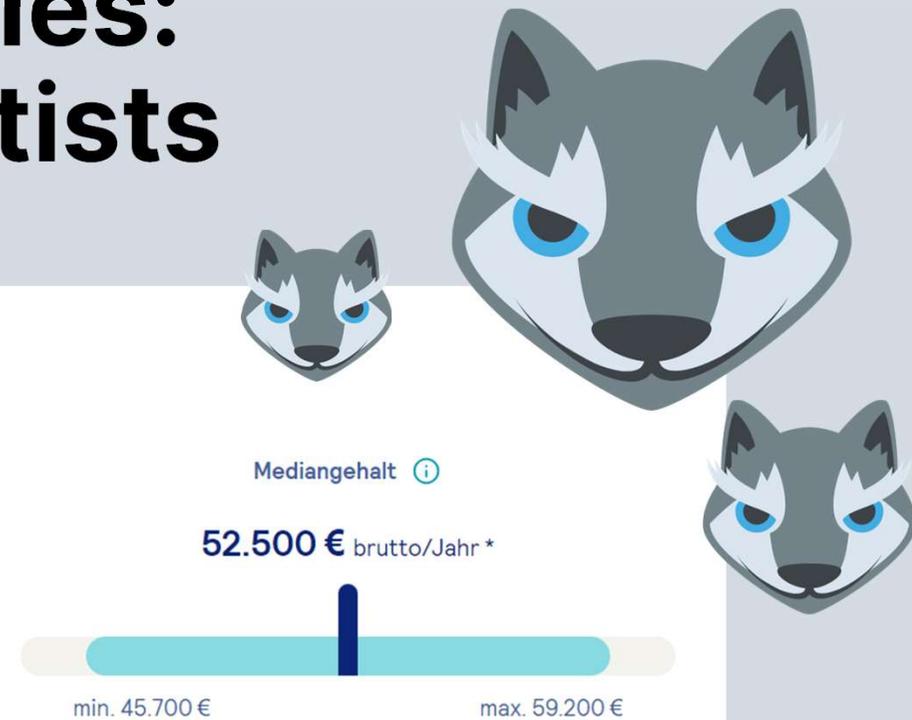


Projekte vor KI-Tools

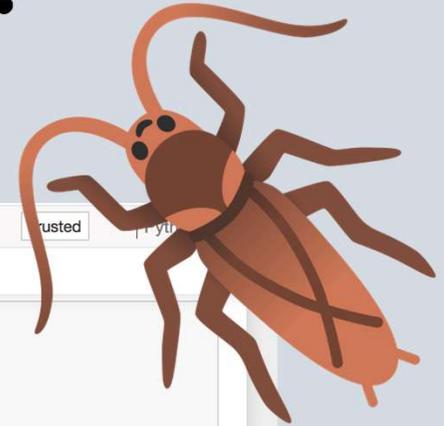
Rare Spezies: Data Scientists

Data Scientist Gehälter in Österreich

Als Data Scientist können Sie ein Durchschnittsgehalt von 52.500 € erwarten. Städte, in denen es viele offene Stellen für Data Scientist gibt, sind Wien, Salzburg, Linz, Oberösterreich. Deutschlandweit gibt es für den Job als Data Scientist auf StepStone.de 353 verfügbare Stellen.



Ressourcen-Fresser: Coding & Bugfixing



```
File Edit View Insert Cell Kernel Widgets Help trusted | Python 3.6.5  
+ - 🔍 📄 ↕ ⏪ ⏩ 🔄 ⏹ Markdown 📄
```

```
In [1]: %matplotlib inline  
import matplotlib.pyplot as plt  
import pandas as pd  
import numpy as np  
DATA_DIR = '../data/clean/'
```

```
In [6]: demographic_raw = pd.read_csv(DATA_DIR + 'lsl_dr.csv')  
/Users/fonneskj/anaconda3/envs/dev/lib/python3.6/site-packages/IPython/core/interactiveshell.py:2717: DtypeWarning: C  
olumns (27,33,51,82) have mixed types. Specify dtype option on import or set low_memory=False.  
interactivity=interactivity, compiler=compiler, result=result)
```

```
In [7]: query = '(hl==0)  
query += ' & (synd_cause!=0)'  
query += ' & (etiology!=0)'  
query += ' & (etiology_2==0 | etiology_2==4)'  
query += ' & (optionserv_type__4==0)'
```

```
In [8]: demographic = demographic_raw.query(query).copy()
```

Calculate a new age variable, `age_test` to be the average (ignoring NaNs) of the various tests (language, vocabulary, articulation).



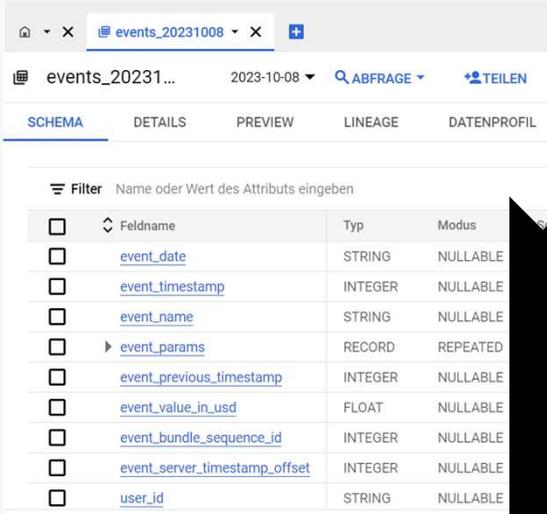
Projekte mit KI-Tools

Power Idea

„Baue mir eine Zielgruppe aus den aktivsten Besuchern“



Power Prompting



Feldname	Typ	Modus
event_date	STRING	NULLABLE
event_timestamp	INTEGER	NULLABLE
event_name	STRING	NULLABLE
event_params	RECORD	REPEATED
event_previous_timestamp	INTEGER	NULLABLE
event_value_in_usd	FLOAT	NULLABLE
event_bundle_sequence_id	INTEGER	NULLABLE
event_server_timestamp_offset	INTEGER	NULLABLE
user_id	STRING	NULLABLE

Highly Active Users
=
users who have been active for more than N minutes in the last M days where M > N.

ST Please generate an SQL query to identify Highly Active Users. Highly Active Users are defined as users who have been active for more than N minutes in the last M days, where M is greater than N. The query should count the distinct user IDs who meet this criteria. The data is stored in a table named 'YOUR_TABLE.events_*'. Please replace 'YOUR_TABLE' with the actual table name, and specify the desired date range between '20180521' and '20240131'. Use 'event_timestamp' to track user activity time and 'engagement_time_msec' as the key for measuring user engagement time in milliseconds. Highly Active Users are those who have engaged for more than 0.1 minutes (i.e., 6 seconds) during this period. Please ensure that the query calculates and returns the count of highly active users as 'high_active_users_count'.

Power Output



You can use the following SQL query to identify Highly Active Users based on your criteria:



```
sql Copy code  
  
SELECT COUNT(DISTINCT user_id) AS high_active_users_count  
FROM YOUR_TABLE.events_*  
WHERE  
    event_timestamp >= '20180521'  
    AND event_timestamp <= '20240131'  
    AND engagement_time_msec > 6000  
GROUP BY user_id  
HAVING SUM(engagement_time_msec) / 60000 > N
```

Regenerate

Power Editing

ST

Now edit the code in a way that the output table contains a further column that lists at what date the customers last transaction was made.



To include a column in the output table that lists the date of the customers' last transaction, you can modify the SQL query as follows:



```
sql Copy code

WITH ConsumerTransactions AS (
  SELECT
    UsersID,
    Email,
    MAX(Created) AS LastTransactionDate
  FROM
    YourTableName -- Replace with the actual table name
  WHERE
    UserType_3 = 'consumer'
  GROUP BY
    UsersID,
    Email
)

SELECT TOP 10
  CT.UsersID,
  CT.Email,
```

Power Outcome

„Zielgruppe ist bereit!“

Analytics All accounts > nextone nextone

Try searching "URL builder + UTM"

ADMIN USER

Property [+ Create Property](#)

nextone (321778481)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences**

Audiences 👍

[New audience](#)

Audience name	Description	Users [?]	% Change	Created On [↓]	
Highly Active Users		< 10 Users	-	9 Oct 2023	⋮
Österreichische Besucher		69	↑43.8%	23 May 2...	⋮
All Users	All users	119	↑43.4%	4 Jul 2022	⋮

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Die Zukunft der generativen KI in Datenprojekten

Das goldene Zeitalter der Daten hat erst begonnen.



**Wie kann ich davon
profitieren?**

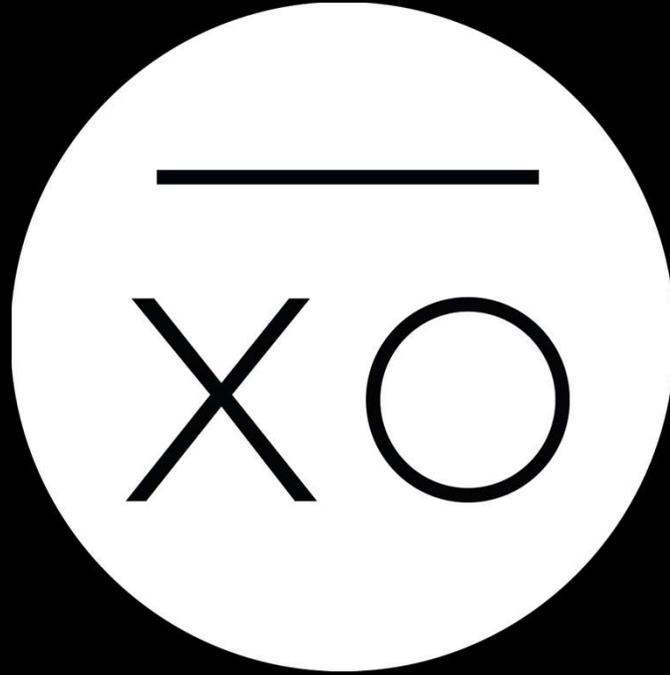
Workshop Angebot

GA4 – Setup & Use Cases

Wertschöpfungskette Daten

Prompting für Data Science





Get data-richer!