Creating Reports With Explorations

Custom reports in GA4

August 2023

After the previous guide on Custom Reports in GA4, I got a few questions around how to create a more customised report or a more granular report that fits the business's need in GA4.

Apart from the standard reports, GA4 also has the "Explore" section that lets users create different types of dashboards and with more flexibility to slice and dice your data!

Previous guides:

Google Analytics 4 Guide

GA4 vs. UA Metrics

GA4 X Looker Studio Dashboard

GA4 Custom Report

Outline

The topics that will be discussed in this guide:

- Different type of Exploration reports
  - Free form
  - Funnel Exploration
  - Path Exploration
- Share and export your exploration reports

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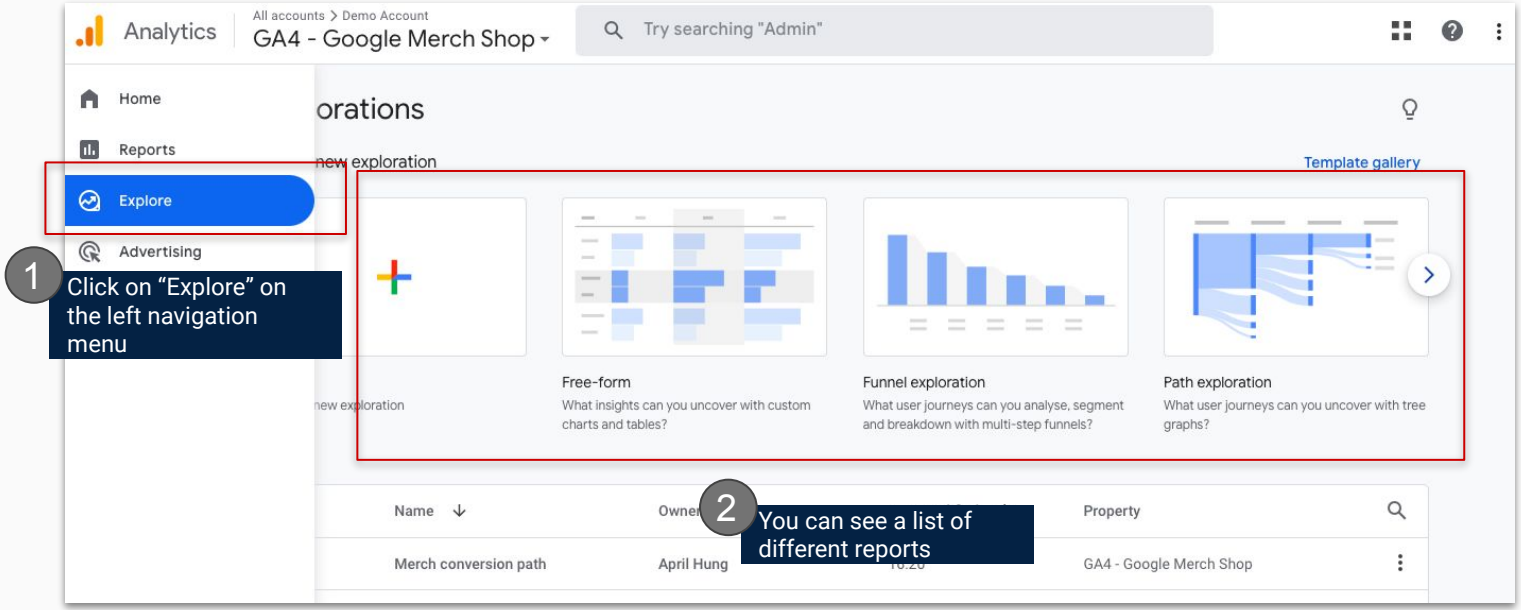
Explore

Read more here

"Explorations is a collection of advanced techniques that go beyond standard reports to help you uncover deeper insights about your users' behavior."



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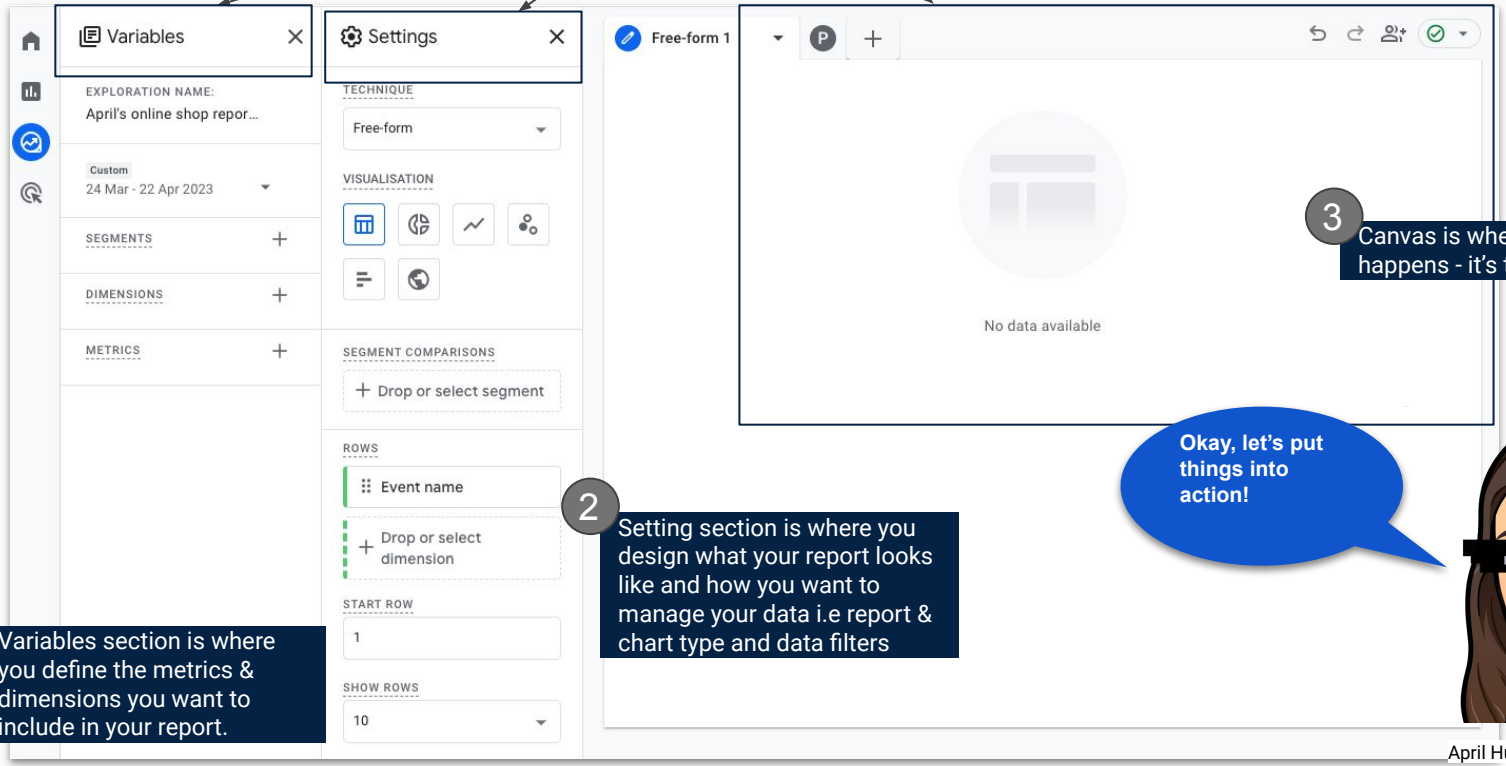
Exploration

Read more here

The Exploration page is made up of three sections. **Variables, Settings** and **Canvas**.



1 Variables section is where you define the metrics & dimensions you want to include in your report.

2 Setting section is where you design what your report looks like and how you want to manage your data i.e report & chart type and data filters

3 Canvas is where the magic happens - it's the final output

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Exploration - Free-form

Read more here

Free from gives you the flexibility to format your data the way you want, as well as the ability to create different charts.

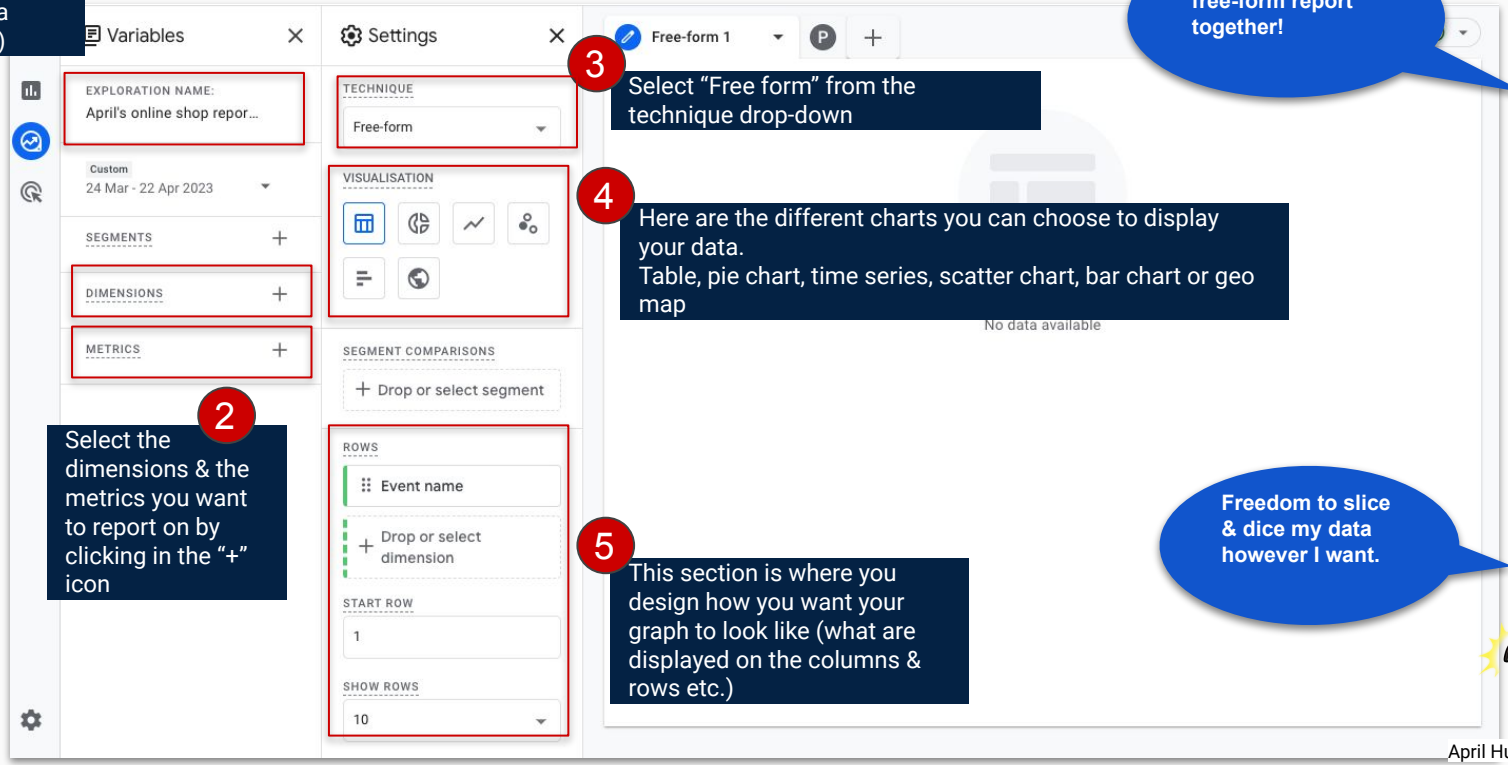
1 Give your report a name :)

2 Select the dimensions & the metrics you want to report on by clicking in the "+" icon

3 Select "Free form" from the technique drop-down

4 Here are the different charts you can choose to display your data.
Table, pie chart, time series, scatter chart, bar chart or geo map

5 This section is where you design how you want your graph to look like (what are displayed on the columns & rows etc.)



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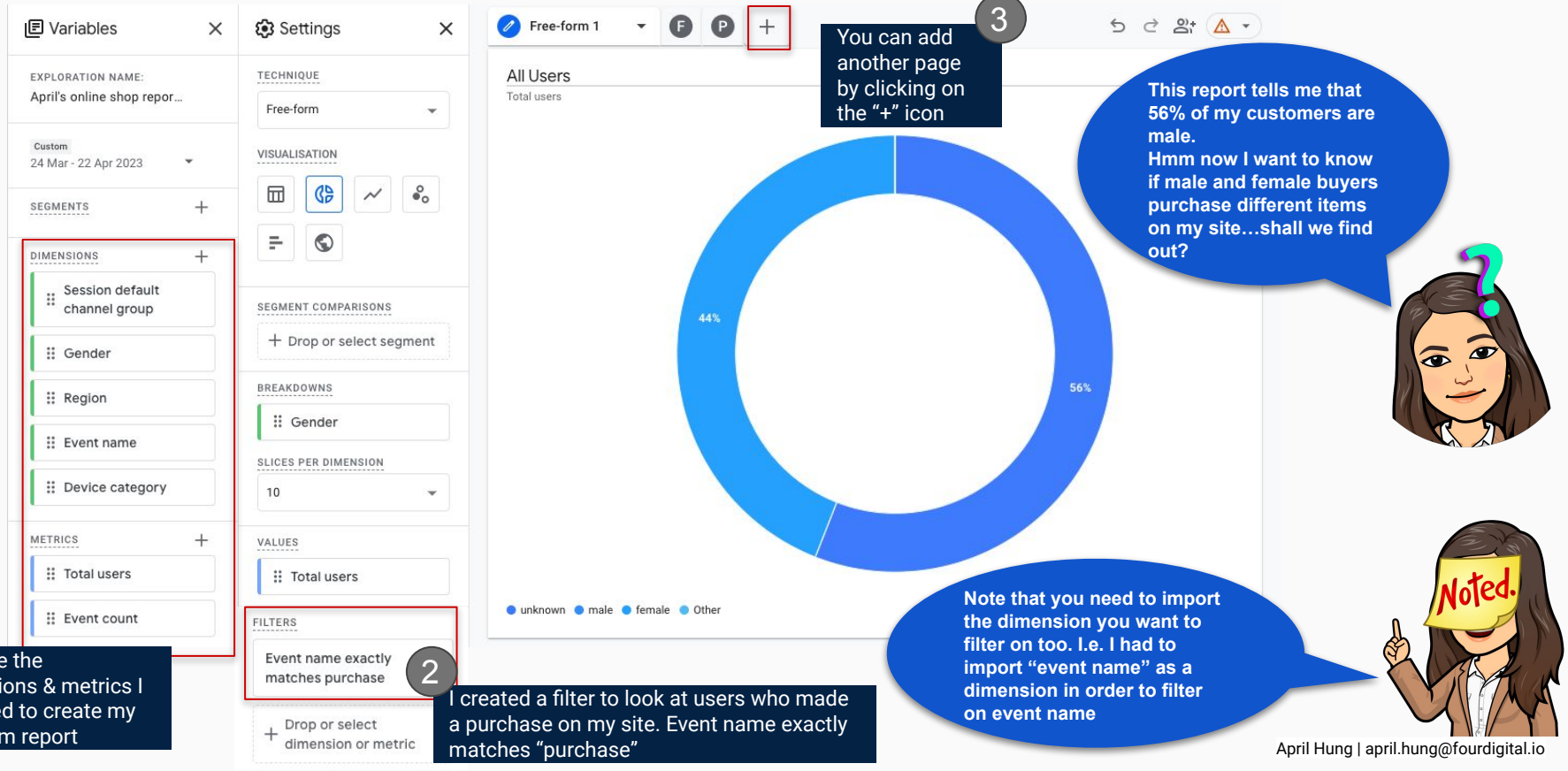
Free form - User report

Here's an example of a free-form report that shows the gender of my online shop customers.



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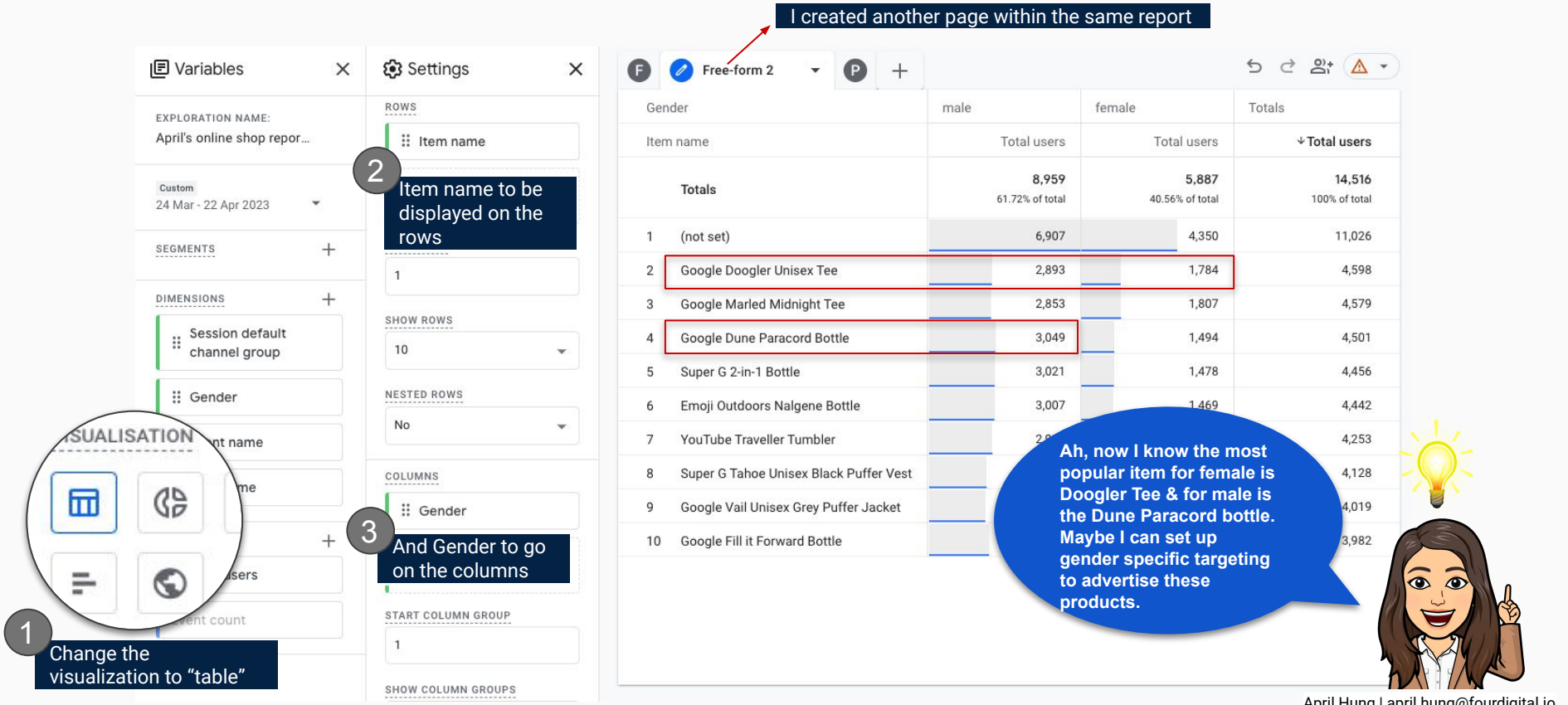
Free form - User report

A free-form report with a table to look at item purchased by users split by gender.



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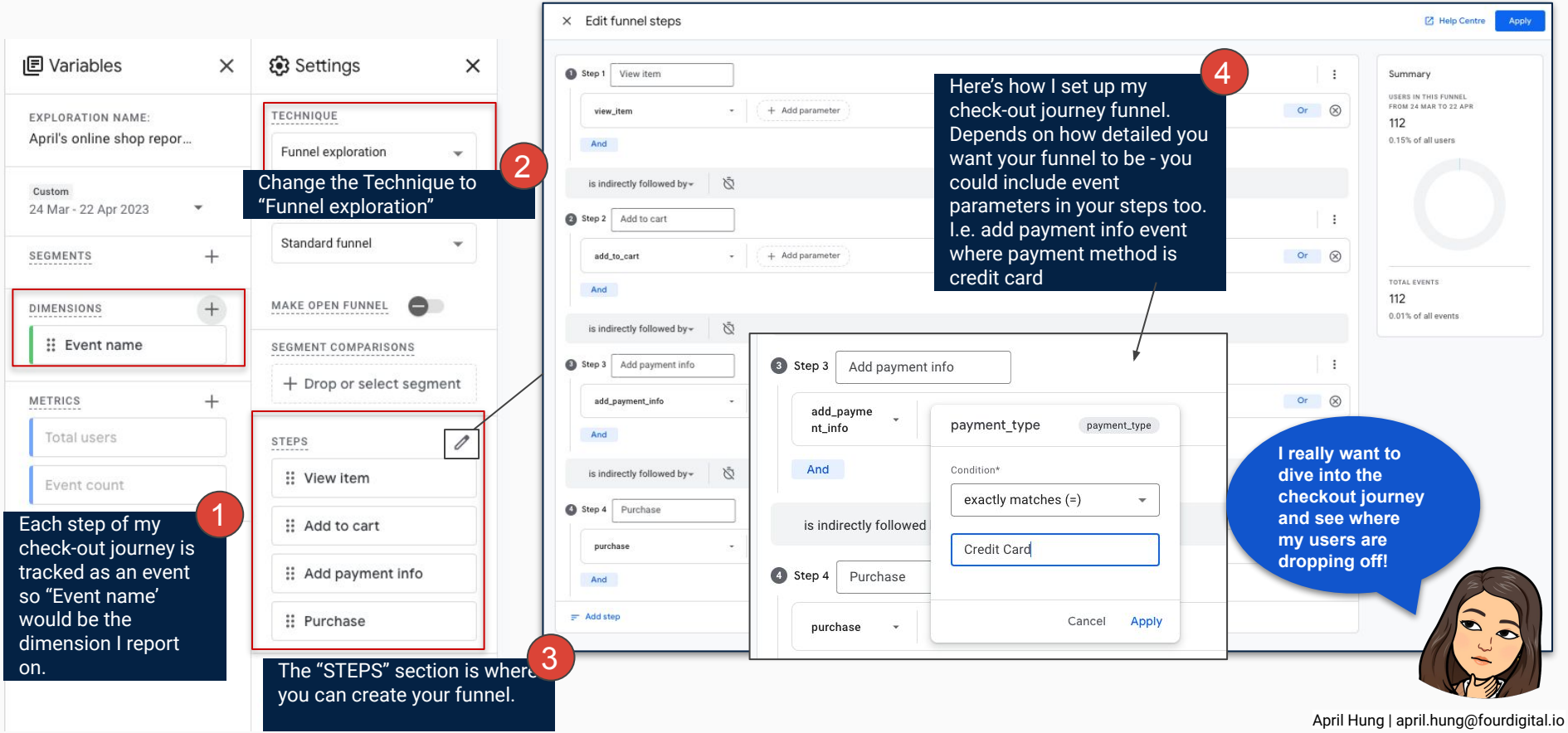
Exploration - Funnel Exploration

Read more here

Funnel report shows the performance of a specified journey on your site.



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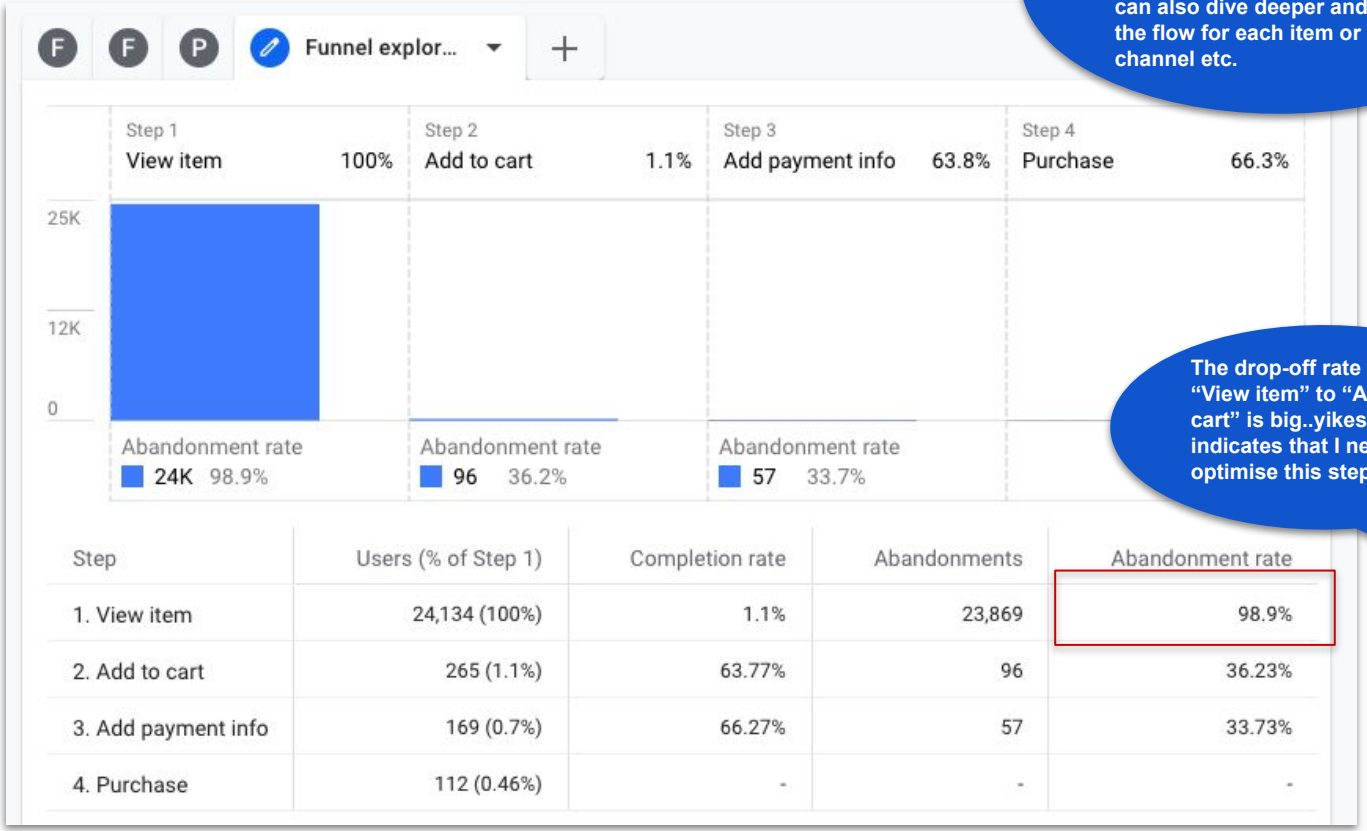
Funnel Exploration - Check out flow

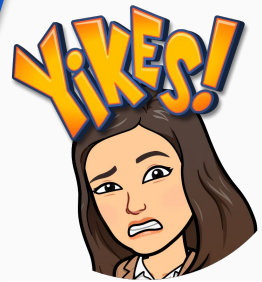
Tadaa! This is my check-out funnel report:



Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. View item	24,134 (100%)	1.1%	23,869	98.9%
2. Add to cart	265 (1.1%)	63.77%	96	36.23%
3. Add payment info	169 (0.7%)	66.27%	57	33.73%
4. Purchase	112 (0.46%)	-	-	-

Personally, I find funnel reports really useful as you can easily spot the step with the biggest drop-off & completion rate. You can also dive deeper and look at the flow for each item or channel etc.

The drop-off rate from "View item" to "Add to cart" is big..yikes. This indicates that I need to optimise this step.



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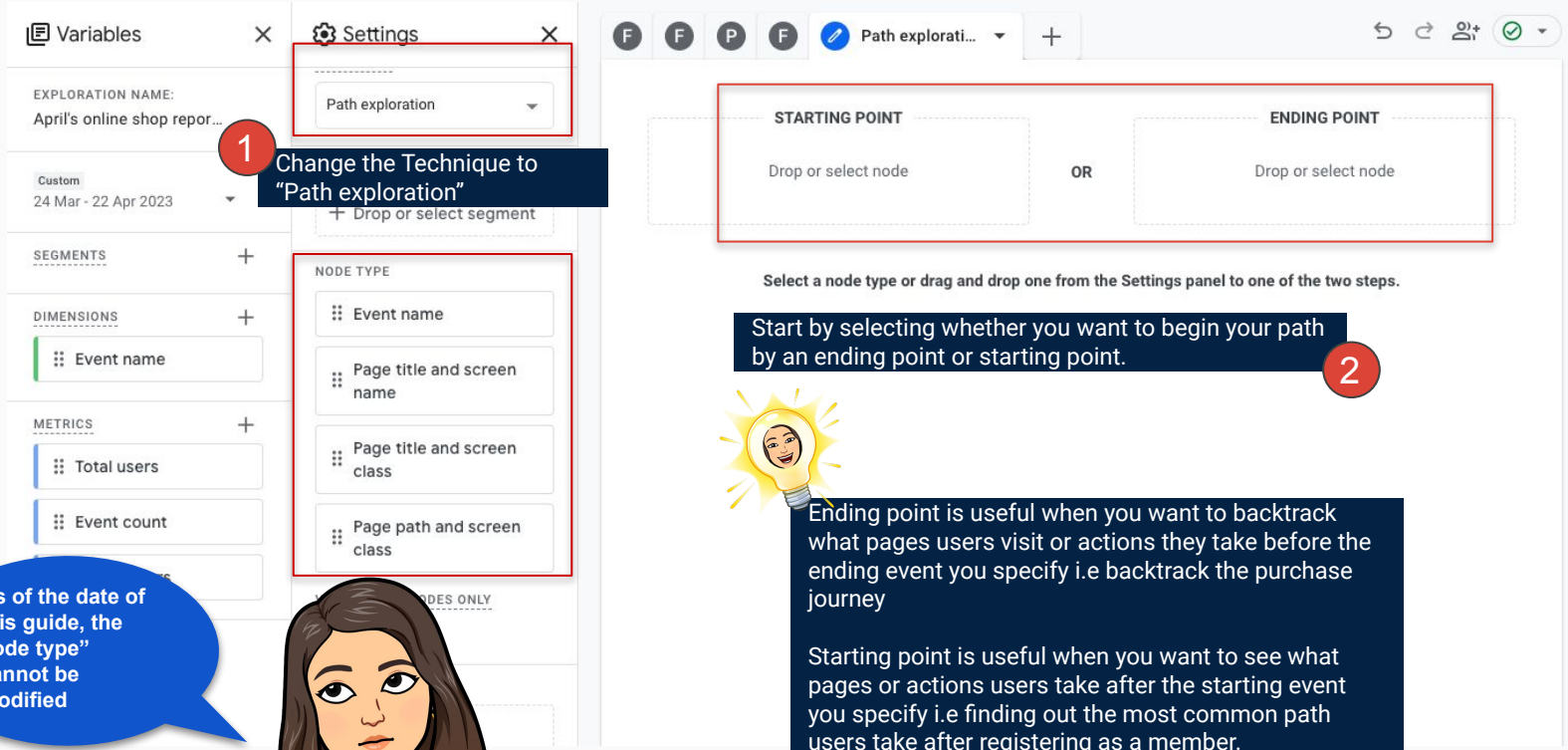
Exploration - Path Exploration

Read more here

Another report that I use frequently. Similar to the funnel report, it looks at user journey on site too. But instead of pre-defining what that journey looks like. Path exploration does the reverse - it shows you where your users go before or after a specific event.



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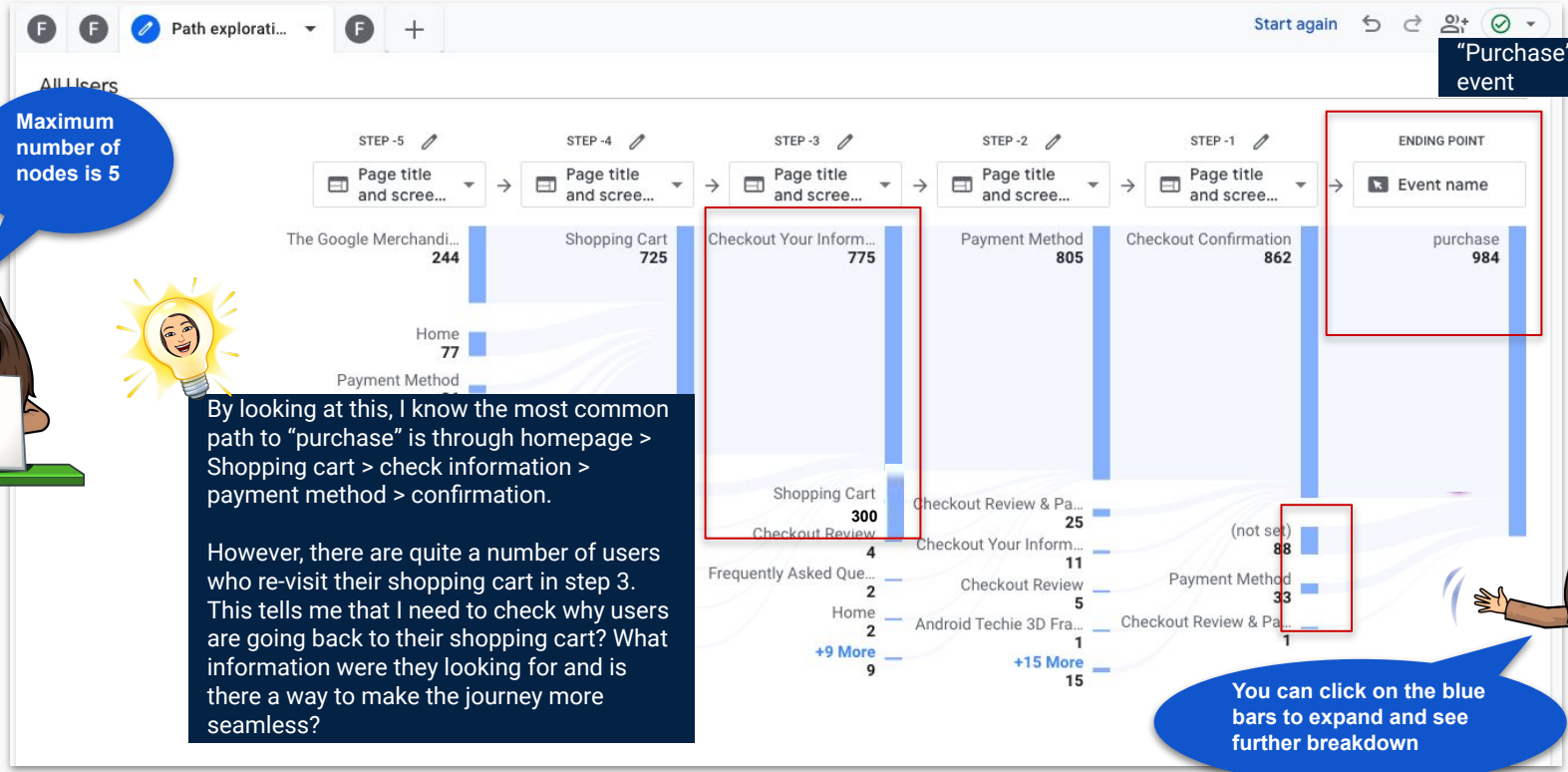
Path Exploration - Purchase journey

I want to look at the steps users take before making a purchase.



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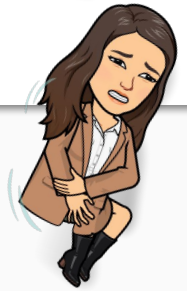
Share, Download and Exporting Explorations

Free-form 1 | Free-form 2

The options to export and share the report are on the right top corner of the canvas.

Downloading unsampled reports in UA was also a pain in the bum bum because it always take ages!



Unsampled exploration

This report is based on 100.0% of available data.

Faster results

More detailed results
Results are based on a larger subset of data

Faster results
Results are based on a smaller subset of data

There's also an option to show unsampled data!

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Notes

Explorations is subject to the following limits:

- Up to 200 individual explorations per user per property
- Up to 500 shared explorations per property
- Up to 10 segments per exploration
- Up to 10 filters per tab
- Reports are subject to data thresholds. If your exploration includes demographic information or data provided by Google signals, the data may be filtered to remove data that might identify individual users (Google)

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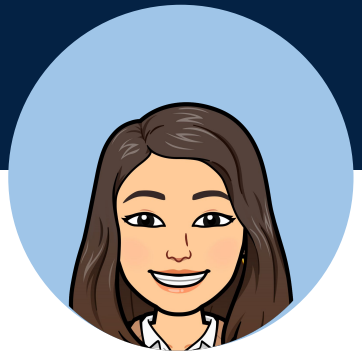
Who dat?



April Hungry

Just a foodie who's passionate about digital experience & trying to make the digital world seems less scary and more fun!

Connect with me!

Any feedback or question? april.hung@fourdigital.io

Analytics & Optimisation Auckland