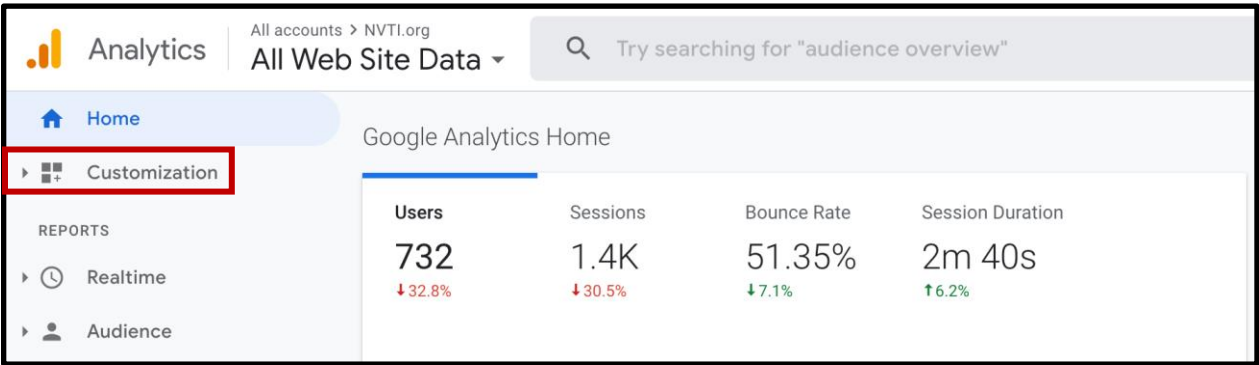


Generate a Google Analytics Audience Overview Report

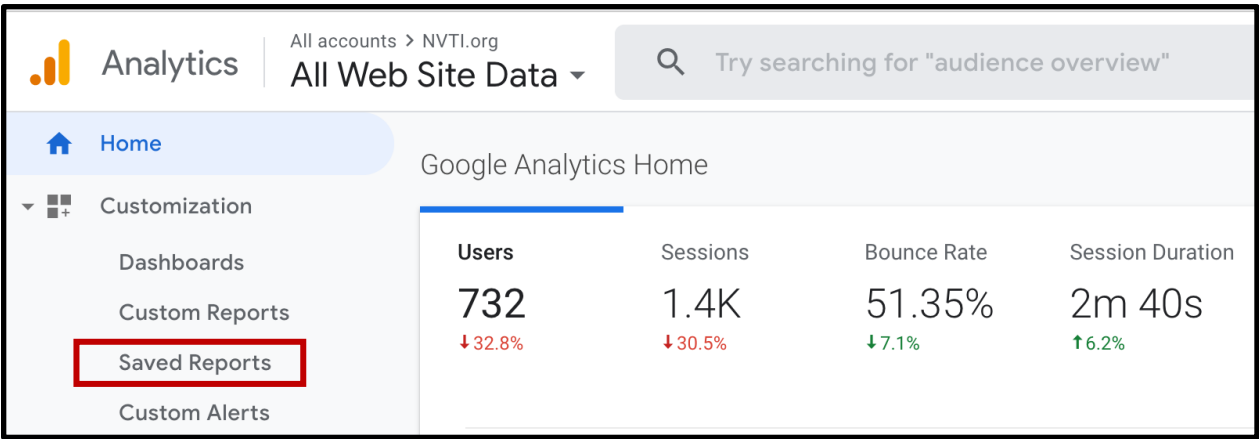
Purpose:	Generate NVTI Google Analytics Audience Overview report.
Assumptions:	You have logged into Google Analytics and are on the homepage.

Step-by-Step:

1. On left pane, click **Customization** .



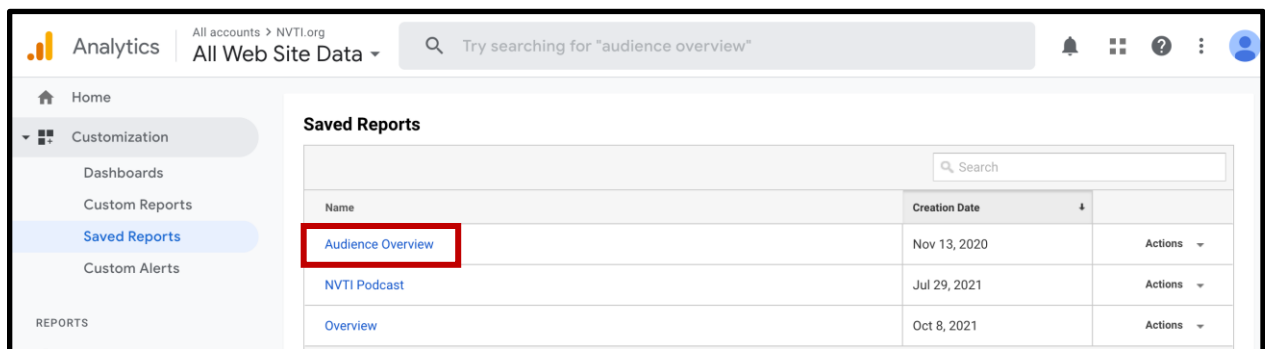
Result: The *Options* list displays.



Result: A list will display.

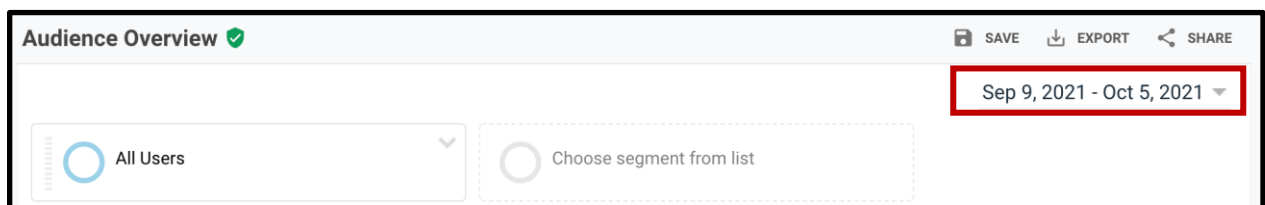
2. Click **Saved Reports**.


Result: The *Saved Reports* list will display.



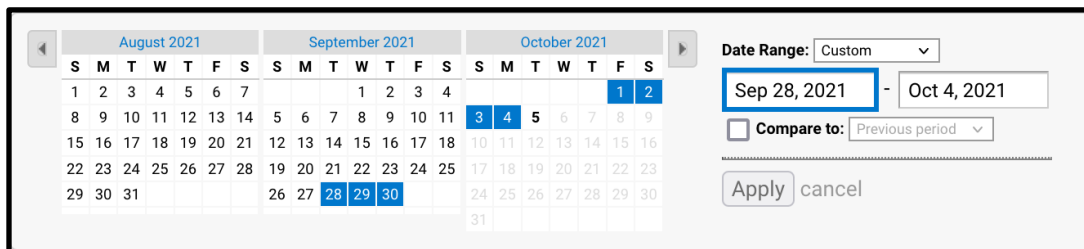
- Click **Audience Overview**.

Result: The **Audience Overview** report will display with the default date range.



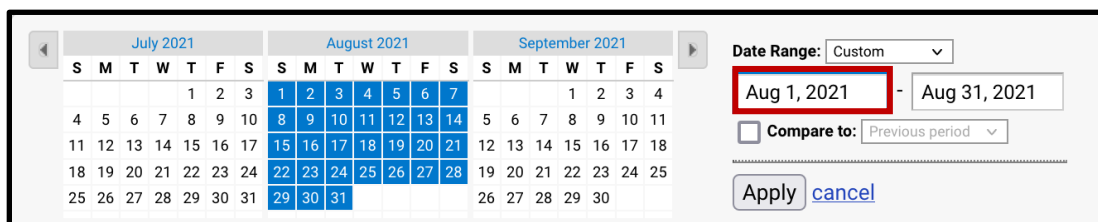
- At the **Date Range**, click  to customize the report date range.

Result: The **Calendar Options** window displays.



- At the first **Date Range** field, enter the start date for your data selection.

Result: The day will be highlighted in blue.



6. At the second **Date Range** field, enter the last day of the report month.

Result: The entire dates period will be highlighted in blue.

July 2021 August 2021 September 2021

S M T W T F S S M T W T F S S M T W T F S

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Date Range: Custom

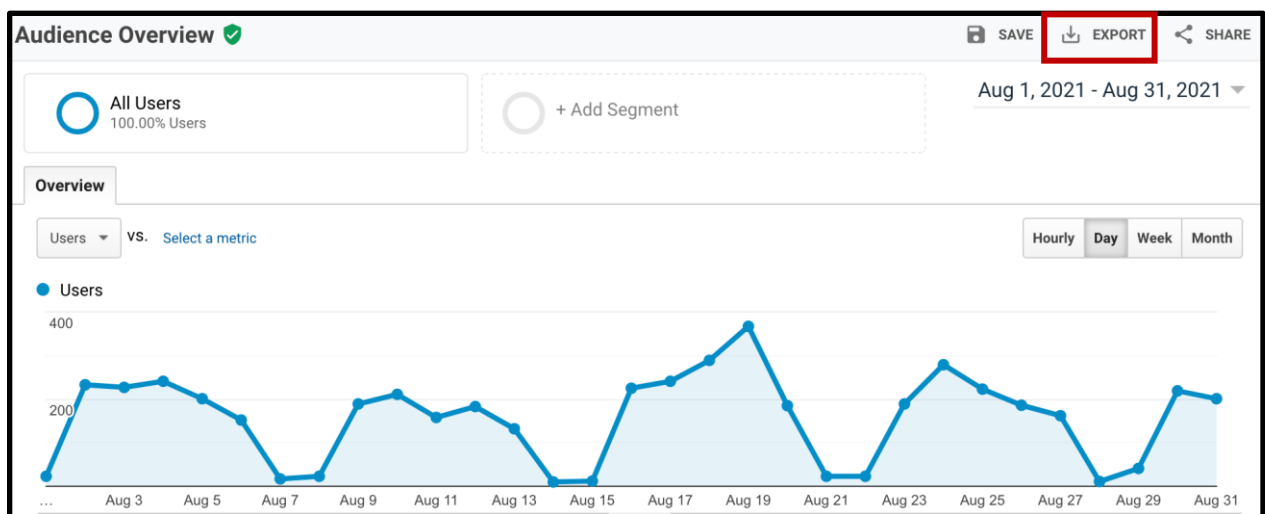
Aug 1, 2021 - Aug 31, 2021

☐ Compare to: Previous period

Apply cancel

7. Click **Apply**.

Results: The date range is saved, the window closes, and the report is generated.



8. To export the report, click **Export**.

Result: A list will display.

EXPORT SHARE

PDF

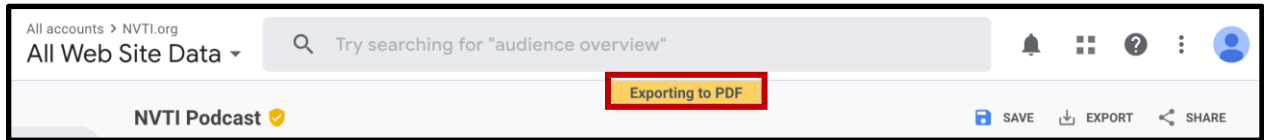
Google Sheets

Excel (XLSX)

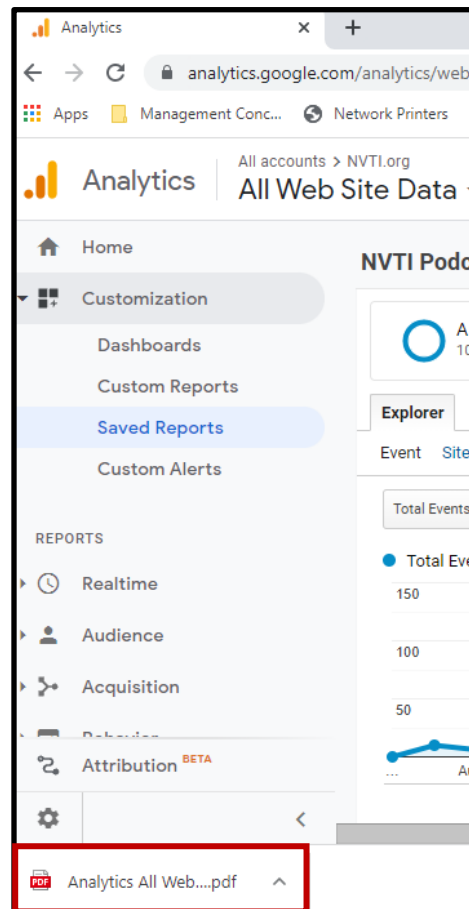
CSV


9. Select **PDF**.

Result: The *Exporting to PDF* message displays.

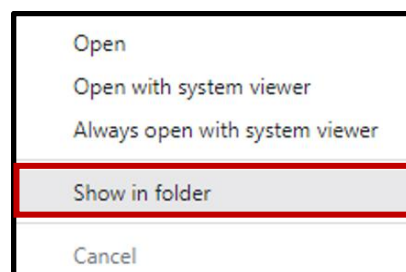


Result: The downloaded file displays at the bottom left of the screen.



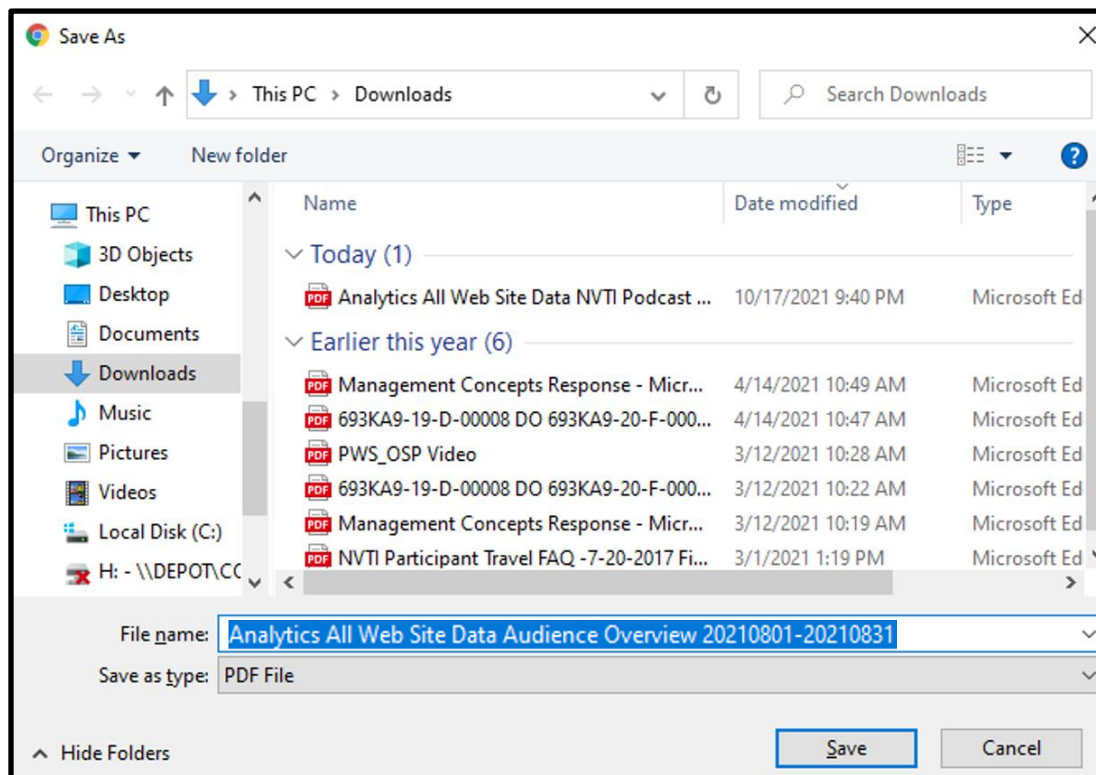
10. At the file, click .

Result: A pop-up menu displays.



11. Select **Show in Folder**.

Result: The **Save As** dialog box opens, showing the default download location is the **Downloads** folder.



12. Select the folder where you prefer to store the folder.

13. Click **Save**.

Result: The PDF is stored in the selected folder.

Note: You may now send the report to NVTI project leadership.