

How to create custom reports in Google Analytics

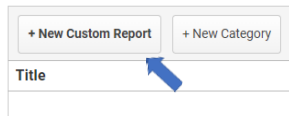
Step 1: Sign into Google Analytics

Step 2: Navigate to your view

Step 3: Click Customization and then select Custom Reports from the drop down menu.

Step 4: Click New Custom Report

Custom Reports



Step 5: Enter a Title

Step 6: Click +Add a Report Tab (Optional)

Step 7: Select a report type: Explorer, Flat Table or Map Overlay

Step 8: Define your dimensions and metrics

Step 9: Click +Filter to limit the report to specific dimensions (Optional)

Step 10: Select where the report should appear. Use the drop down menu to select specific views, or select All views associated with this account to allow this report on all views you have access to.

Step 11: Click Save

