

User Guide for Data Downloader

It's a Windows Application that runs on your computer. You use it to specify queries that download data from your choice of Google, Facebook, or Twitter to Excel or a database.

Easily automated with Windows Task Scheduler, data can be downloaded without any human involvement, at any date/time, as often as you want, and as much volume as you need.

It's superior to competitor's Excel Addins because an Excel Addin blocks your copy of Excel during the data refreshes and consume most of the resources of the computer. During large downloads, this usually means you can't use your computer. In contrast, this Application is small and compact and hardly uses any computer resources. The Application runs independent of Excel, and your computer doesn't even need to have Excel installed.

It also adds value to the data. Google and Facebook data will automatically fetch current, previous, and year ago reporting data, adding this as a label to each resulting data set. This makes it very easy to build reports and dashboards that compare the data from period to period, or period to year ago. Building on this, there's additional date fields added which let you report on custom date ranges such as fiscal quarters, campaign weeks, and other similar date ranges that will be unique to your reporting needs.

Data can be stored in Excel or databases. If you store data in a database, it's accessible to all the SQL query tools that are available through many vendors. It's easier to build reports and dashboards when you have a wide range of choice for tools to work in, not just Excel.

In summary:

- Separate Application, easily works with Windows Task Scheduler to have zero-touch reporting solutions
- Doesn't require you to use Excel or even have a license on the computer which performs the data downloads
- Special reporting periods are automatically generated
- Storing data in databases gives you many options for how you design and implement your solution

Overview

When you start the Application, it prompts you to identify one or more Excel files.

1. **Query:** Lets you define download queries and saves them in the Excel file that you selected.
2. **Refresh Data:** gets fresh data according to previously saved Query
3. **View in Excel** starts Excel so that you can view and edit the file.

Query Button

You are given a choice of Facebook, Google, and Twitter as sources of data. Within those choices, you can choose data mining which is usually public, and Insights which are analytic data that's usually only visible to authorized users.

- Facebook Data Mining: Posts and Comments of Fan pages and Group

- Facebook Insights: metrics from Facebook and Facebook Ads
- Google Analytics
- Good Ads
- Twitter status (tweets), followers, mentions, and searches for keywords

You can also specify what you want done with the data.

Output to Excel: Typically, people will store the data in a worksheet and they'll use that worksheet as a source of data for a dashboard, scorecard, or report.

Output to Database: If you know the connection string to a database, and a user id and password that lets you write to the database then the Application will automatically create a database table and store data in it. This enables you to use a wide range of reporting and dashboard applications to deliver the user experience of viewing and interacting with the data.

Refresh Data Button

The main view will be showing at least one or more Excel files. Select the ones you want fresh data for, and click the Refresh button. The queries in each file will be processed one by one.

This is where you will experience the main benefit of not using an Excel Addin, because this Application can be minimized and the data refresh will keep running. It has a very small footprint on your computer's resources. This means your computer is useful to you during time consuming downloads and doesn't require Excel that consumes most of your computer's available resources.

You can also automate refresh using Windows Task Scheduler (documented separately).

Edit Button

The Edit button allows you to add new queries and remove ones that you don't want. Some sources allow you to edit a previously built query, but not all because some services are easier to create new ones that edit former ones (so just delete the ones you don't want and add new ones).

File Button

The File Button lets you select one or more Excel files. Each file is expected to contain a download query, or it's one that intend to add a query into.

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