

Getting Traffic Metrics data from Google Analytics

Overview

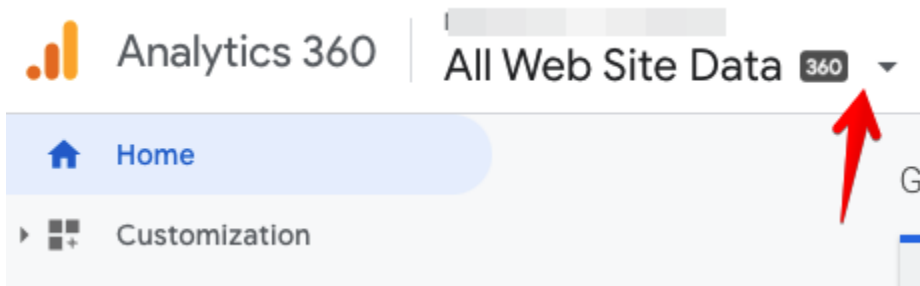
Most of the time, load test clients will usually just give us access to their Google Analytics account to let us review their traffic for the load test.

The ultimate goal for this in relation to Load Testing is to **Determine the Number of Concurrent Users** we will need.

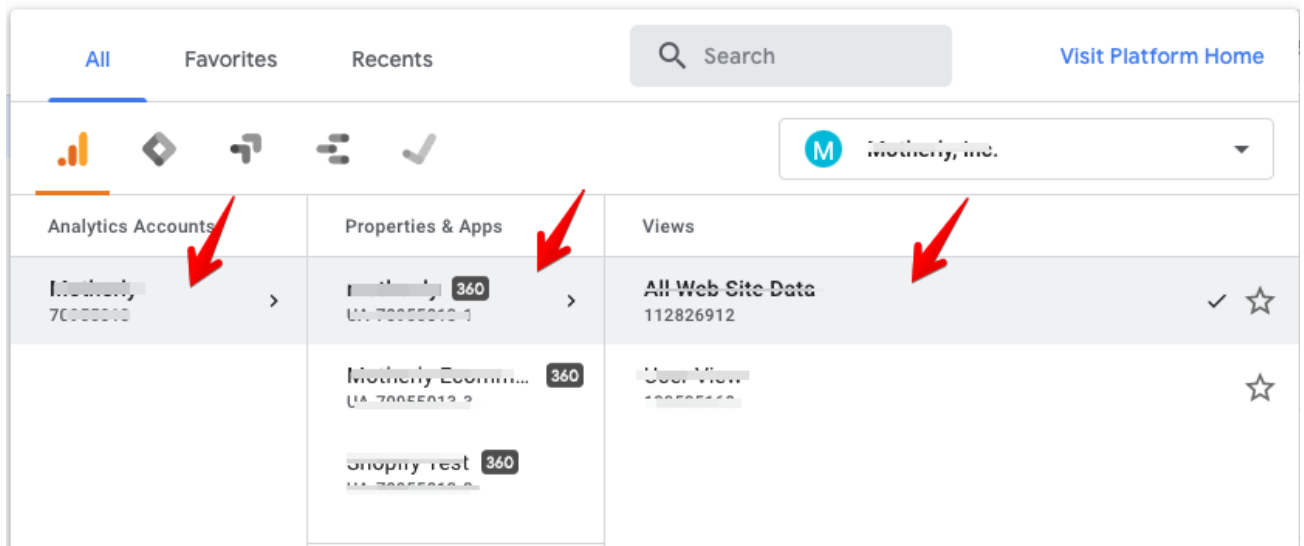
Traffic Metrics

This page will show you how to get the **Peak Page Views**, **Peak Sessions**, **Peak Users** and **Average Session Duration** from the Client's Google Analytics account.

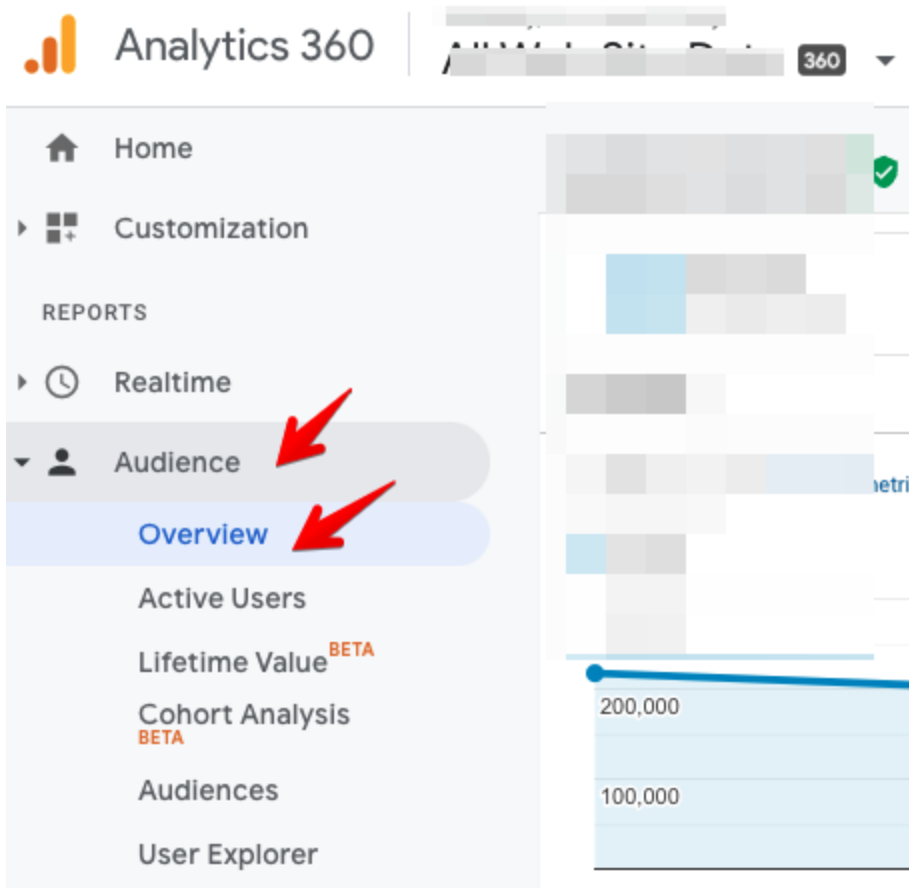
1. Make sure that the client already provided you a read-only access to their Google Analytics account.
2. Go to <https://analytics.google.com/analytics/web> - make sure you are logged in with your @pantheon.io email.
3. In the top left corner of the page, click the dropdown.



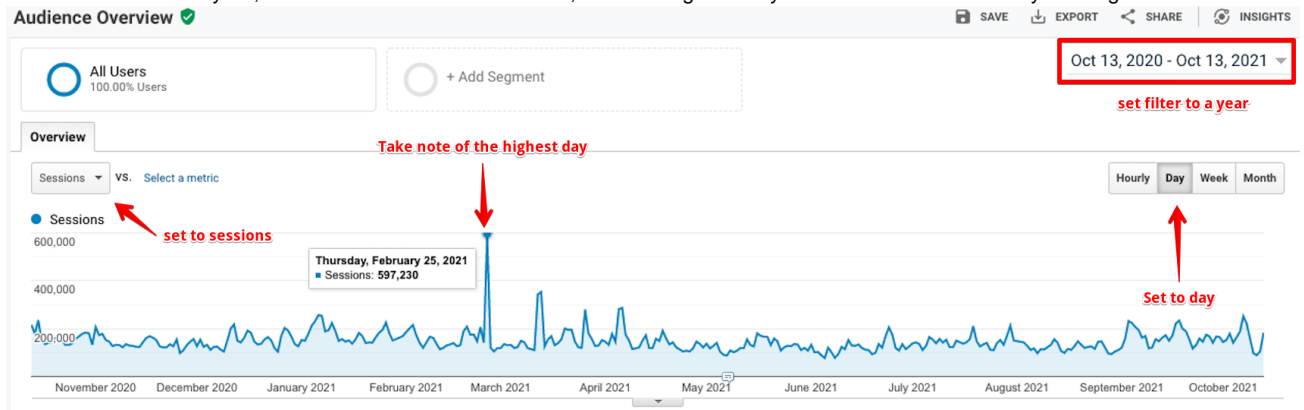
4. Find the correct Analytics Account, property and view of the client. They usually provide the property and view to look at from the load test questionnaire.



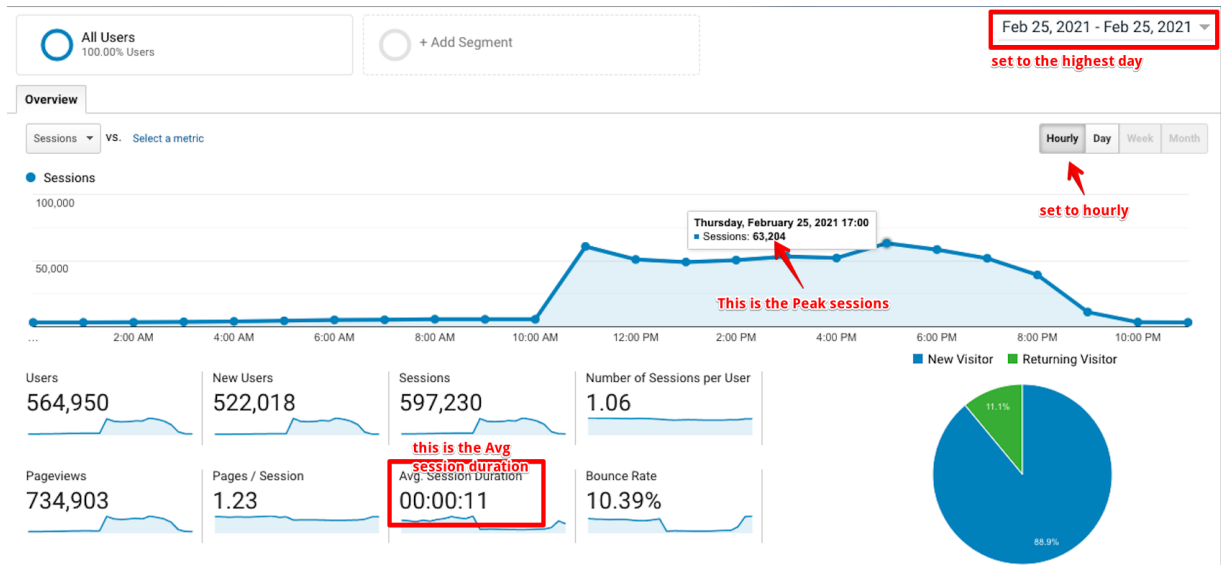
5. Go to Audience > Overview.



6. Set the date filter to a year, set the metric filter to “Sessions”, set the range to “Day”. Then take note of the day with highest sessions.



7. Set the date filter to the day with the highest sessions from step #6. Set the range to “Hourly”. Find the highest peak.
- Average Session Duration** - Located below the chart.
 - Peak Sessions** - Find the highest hourly peak.



8. Change the metric filter to "Users". Set another metric filter (vs) to "Pageviews". Then find again the highest peak and hover. You should already see the **Peak Users** and **Peak Pageviews**.

