



LESSON 7.

AUTOMATING ANALYTICS AND REPORTING: creating dashboards and charts

Hello everyone! In this lesson, I'll show you how to automate analytics and reporting in affiliate marketing using simple and accessible tools—without complex software, special skills, or extra expenses.

The main goal is to always have fresh statistics at your fingertips:

- reports build themselves,
- charts update automatically,
- and you can see the full picture of your team or project with just one click.

Automating Reporting in Google Sheets

Google Sheets is the most accessible and convenient tool for collecting, storing, and visualizing data.

Most affiliate platforms support automatic export of statistics to CSV or directly to Google Sheets.

How it works:

1. In your platform's dashboard, find the "Data Export," "Statistics," or "Reports" section.
2. Select the period (day, week, month) and export a CSV or Excel file, or connect Google Sheets directly (some platforms let you specify a spreadsheet link for automatic upload).
3. Create one Google Sheet for your whole team, with separate tabs for different affiliates, managers, or campaigns.
4. Enable data refresh — either upload files manually weekly or set up automatic integration via Zapier/Make ("new data → add rows to sheet").

Quick Visualization: Charts Directly in Google Sheets

1. Highlight the range with needed numbers (e.g., daily registrations or monthly turnover).
2. In the "Insert" menu, select "Chart." Google Sheets will suggest suitable chart types (line, bar, pie, etc.).
3. Name the chart, choose styling — and you'll always have a fresh visualization updating with your data.



4. You can create a separate “Dashboard” tab showing all important charts: registrations dynamics, turnover, active users, commissions.
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AUTOMATIC REMINDERS AND EMAIL REPORTS

In Google Sheets, you can connect free notification services (e.g., Google Apps Script or add-ons like “Add Reminders”).

Set a reminder: every Monday or on the first day of the month you’ll receive an email with key metrics from the sheet.

If reports are needed for the whole team, you simply share access or enable automatic email dispatch directly from Google Sheets.

Online Access for the Whole Team

1. Share your Google Sheet link with proper permissions (view only, access to specific tabs, or edit rights).



2. The entire department sees up-to-date numbers and charts; no one has to copy or resend reports manually.
 3. All changes are done in live format and everyone sees them in real time.
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How to Quickly Compare Performance of Different Affiliates or Campaigns

1. Create a “Pivot Table” (“Data” → “Pivot Table”) in Google Sheets, selecting needed fields (e.g., “affiliate name” and “deposit amount” or “turnover”).
 2. The table automatically summarizes totals per manager, and adding a chart makes comparisons clear.
 3. You can build KPI rankings, track trends over any period, and instantly spot drops or growth.
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SUMMARY

Automating analytics and reporting today doesn't require complex software or technical expertise.

You can do everything with Google Sheets, using built-in features, reminders, and simple integrations with your affiliate platform.



Charts, dashboards, and pivot tables update automatically, reports generate in minutes, and the team always sees the full picture, no time wasted on manual forwarding or “manual” Excel work.

The key is to set everything up once, save templates, and simply refresh data as new results come in.