DAP Learning Series: Using the analytics.usa.gov API

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Let’s start with the history of analytics.usa.gov

301,086
people on government websites now
● 2012 - Digital Government Strategy & Digital Analytics Program creation

● 2014 - We decide to build a public window for the data

● 2015 - analytics.usa.gov is released

● 2015-2017 - We expand the site data, adding agency pages and beginning work on an API

● 2018-2019 - We add new filters to the API
Checking it out
analytics.usa.gov/developer

Download the data

You can download the data here. Available in JSON and CSV format.

Additionally, you can access data via our API project (currently in Beta).
What is an API?
My totally unofficial and non-developer definition:

A structure that enables data to be shared from one system to another, in a machine-readable format, in an automated fashion.
Getting started: Your API key

Required fields

* First Name

* Last Name

* Email

How will you use the APIs? (optional)

Signup
Basic Reporting:

https://api.gsa.gov/analytics/dap/v1.1/reports/domain/data?api_key=DEMO_KEY1

**limit:** Limit the number of data points that are rendered. The default is 1000 and the max is 10,000

**page:** Pages through the results. If the limit is set to 1000, using page=2 will render the 1001st through 2000th data point.

https://api.gsa.gov/analytics/dap/v1.1/reports/domain/data?api_key=DEMO_KEY1&page=10

https://api.gsa.gov/analytics/dap/v1.1/reports/domain/data?api_key=DEMO_KEY1&limit=20
... now with date filters*!


*after: Limit the results to in dates on or after the date specified. Expects YYYY-MM-DD.
*before: Limit the results to in dates on or before the date specified. Expects YYYY-MM-DD.

*(note that before and after is inclusive of the date)
… and agency filters!

https://api.gsa.gov/analytics/dap/v1.1/agencies/commerce/reports/domain/data?api_key=DEMO_KEY1

Filtering based on agencies

Reports can be queried by substituting `<agency name>` in the path with the name of the agency. If the path without an agency name parameter is used, the reports correspond to government wide data.
... and domain filters*

https://api.gsa.gov/analytics/dap/v1.1/domain/census.gov/reports/domain/data?api_key=DEMO_KEY1

Filtering by domain

For the site, domain, download, and second-level-domain reports you may use the domain route, to only return results by domain.

*(not all reports are compatible with this filter)*
So you can get wild with your queries!

What will you do with this data?

Tell us!

dap@support.digitalgov.gov
Questions?

Thanks for coming!