

EFP Instructions - Append Student Names to Analytics Report

Before you start: follow [these instructions](#) to download Anaconda and set up Jupyter Notebook

[Tutorial Video](#) for how to use the Jupyter Notebook file that you can download from [here](#) (you can also follow the steps below for more details)

1. Create a local folder for all the files
 - a. Download the analytics report as a CSV file, save it in the folder from step 1
 - b. Download a specific sheet from Google Sheet by clicking File -> Download -> Comma-separated values (.csv, current sheet).
 - i. Download the [Content sheet](#) as a CSV file, name it something like "content YYYY-MM-DD v1.csv"
 - ii. Download the [Market sheet](#) as a CSV file, name it something like "market YYYY-MM-DD v1.csv"
2. To easily convert student names to their corresponding team numbers, create a file that contains at least these 2 columns: "Name" (student full name) and "Team Number" (just the number). To do so, follow these sub-steps:
 - a. Download [the first tab in the Time and Accomplishment Tracker](#) as a CSV file, name it "students and teams.csv"
 - b. In an empty column in the file, extract the team number using this formula:
 - i. =IFERROR(MID(B2,FIND("Marketing",B2)+LEN("Marketing")+1,1),"")
 - ii. remember to replace the "B2" in the above formula with the correct cell (in the column "Team"), see example in this screenshot:

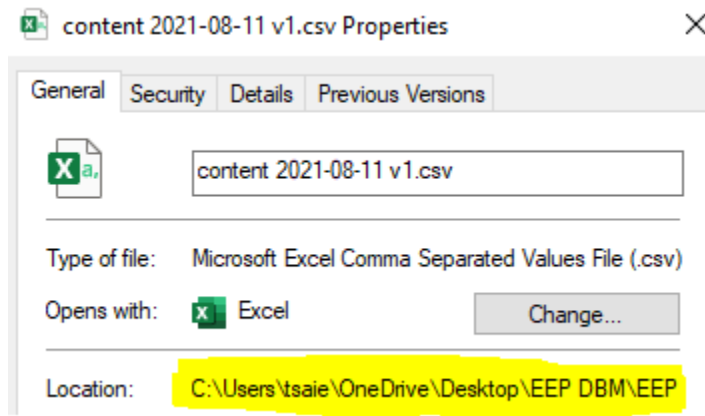
	A	B	C	D	E	F	G	H
1	Name	Team	Team Number					
2	Ms Kilmer (Kathleen)	Founder and CEO						
3	Adrian Tennant	Digital Marketing 6 - Hafsa Sharafat	=IFERROR(MID(B3,FIND("Marketing",B3)+LEN("Marketing")+1,1),"")					
4	Alessia Martire	Digital Marketing 1 - Manni Malone	1					
5	Alexus Howard	Database management - Ester Tsai						
6	Ariadna Louer	Digital Marketing 1 - Manni Malone COACH	1					
7	Ben Kennaley	Digital Marketing 2 - Charlie Moncada COACH	2					

- c. Save the file; make sure it is named "students and teams.csv"
3. In Jupyter Notebook, upload the code file after you download it from [here](#)
 - a. Skip this step if you have downloaded and uploaded this code file already
 4. Run the very first cell, which imports from the necessary Python libraries

```
In [ ]: # pandas is a Python library
import pandas as pd
import numpy as np
```

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5. Section 1: create a new sheet for the URLs from both the [Market sheet](#) and the [Content sheet](#).
 - a. Change **today_date**, following the format YYYY-MM-DD (e.g. 2021-08-21)
 - b. Change the **folder_directory_path**: Get the folder_directory_path by right-clicking any file within the folder, click "Properties", then copy paste the text to the right of "Location". Change all the backslashes ("\") to forward-slashes ("/").



i.

- c. Insert the correct **content_sheet_file_name** and **market_sheet_file_name**
- d. Make sure **market_sheet_last_row_index** = the last valid row (should be marked by blue text) in the [Market sheet](#)

	2621	Tyler	TX		Newest A3 (50+ venues, Create doc but don't assign)
153					
	2841	Yuba City	CA		C Create doc but don't assign
154					
	2448	Springfield	IL		Newest A2 (50+ venues, 5-9 keywords)
155	1	Abbeville	LA		
156	2	Abbeville	SC		
157	3	Abbotsford	WI		
158	4	Aberdeen	SD		
159	6	Abingdon	VA		

- e. Run all cells in section 1
 - f. Name this file “RESULT: Student Names for Content and Market URLs YYYY-MM-DD v1.xlsx”
 - i. Change v1 to the version number for today, starting at v1, then v2, v3, etc.
 - ii. No need to manually change the **{date}** since the variable **{date}** = the variable **today_date**, which you’ve already updated in the very beginning
6. Section 2: append URL Type, Students Involved, and Teams Involved to the Analytics Report

- a. Insert the correct file name for the analytics report

```
# append_to is the dataframe that we want to append data to. In this case the append_to is the analytics report.
analytics_report_file_name = "easyeventplanning.com-organic-keywords-subdomains-US-12-Aug-2021_17-44-58-e7e759e51db4f0462ca90346"
append_to = pd.read_csv(folder_directory_path + analytics_report_file_name)
append_to_primary_key = 'URL'

# make sure the primary key is in string/text format:
append_to[append_to_primary_key] = append_to[append_to_primary_key].astype("str")

# Display table
append_to
```

- b. Run the cells, fix any error you encounter. Potential errors include:
 - i. “Keyword error” - Wrong column name
 - c. Name this file “RESULT: Analytics Report Appended Student Names and Teams YYYY-MM-DD v1.xlsx”
 - i. Change v1 to the version number for today, starting at v1, then v2, v3, etc.
 - ii. No need to manually change the **{date}** since the variable **{date}** = the variable **today_date**, which you’ve already updated in the very beginning
7. Open the resulting file. Spot check for inaccuracies
 8. Send the file to Mrs. Kilmer via Skype