



How do I export data from Owl Analytics?

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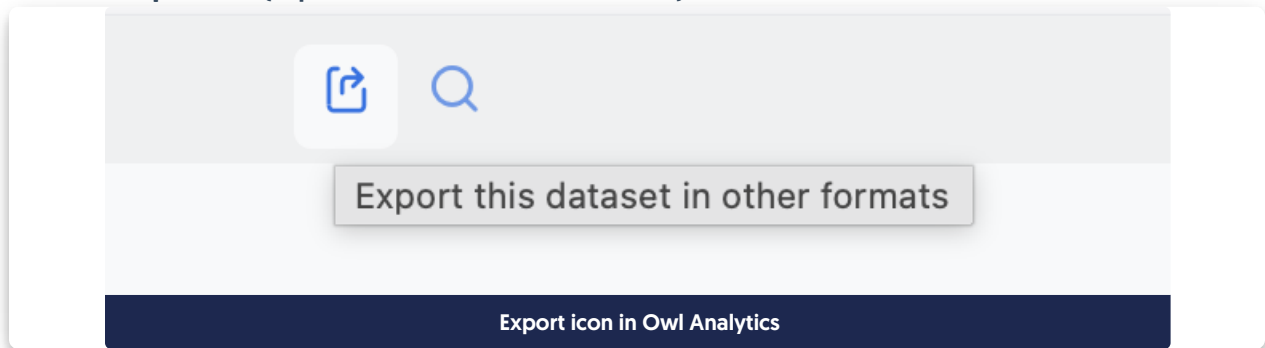
Environment / Context

Any author with access to **Reporting > Owl Analytics** can export reports.

Resolution

You can export any Owl Analytics report to work with your data offline or in tools like Excel, Google Sheets, or BI dashboards.

1. Go to **Reporting > Owl Analytics** and choose the report you want to export.
2. Select your desired **Period** and **Audience**.
3. Select the **Export** icon (Export this dataset in other formats):



4. Choose an export format:
 - CSV – best for Google Sheets and most analysis tools
 - TSV [Excel] – best for Excel users
 - JSON / XML – structured formats for developers
 - HTML – a simple web-page version of the report
5. *Optional:* Configure export options:
 - **Format Metrics** – shows numbers in an easier-to-read format (e.g., “3.15s”) instead of raw values (e.g.,

“3.151”]

- **Include Metadata** – adds report details such as date ranges, column definitions, and other context
- **Flatten Report** – puts all data on one level for easier analysis (recommended)

6. Select the **Export button, and your file will download or open immediately.**
