
Cloud Pub/Sub Event Analytics - User Manual

*Nickolas Burr
2018-08-18
Version 1.0.0
Magento 1.x CE*

Abstract

This user manual describes the process of configuring and utilizing Cloud Pub/Sub Event Analytics, a Magento extension for streaming event-driven business analytics data to Cloud Pub/Sub.

Contents

1	Introduction	2
1.1	Background	2
1.2	Description	2
2	Configuration	2
2.1	Fields	2
2.1.1	General Settings	2
2.1.2	Event Settings	3
3	Usage	4
3.1	Examples	4
4	Feedback	4
4.1	Contact	4
4.2	Reviews	4

1 Introduction

1.1 Background

Cloud Pub/Sub is a simple, reliable, scalable foundation for stream analytics and event-driven computing systems. As part of Google Cloud's stream analytics solution, the service ingests event streams and delivers them to Cloud Dataflow for processing and BigQuery for analysis as a data warehousing solution. Relying on the Cloud Pub/Sub service for delivery of event data frees you to focus on transforming your business and data systems with applications such as:

- Real-time personalization in gaming
- Fast reporting, targeting, and optimization in advertising and media
- Processing device data for healthcare, manufacturing, oil and gas, and logistics
- Syndicating market-related data streams for financial services

→ Source: Google

1.2 Description

Cloud Pub/Sub Event Analytics is a Magento extension for streaming event-driven business analytics data to Cloud Pub/Sub. By tightly integrating with the Magento event framework, Cloud Pub/Sub Event Analytics provides access to valuable business intelligence data without the need for external integration services, reducing costs associated with business analytics data collection.

2 Configuration

2.1 Fields

2.1.1 General Settings

<i>Enable Cloud Pub/Sub Event Analytics:</i>	Disabled by default. Event data will not be sent unless the extension is enabled first.
<i>Google Cloud Platform Project:</i>	The name of the GCP project. You can find this information through Google Cloud Platform Console.
<i>JSON Key File Path:</i>	Path to JSON key file. Relative paths are relative to the Magento root directory. For more information on service account keys, see here. To generate a service account key, see here.
<i>Initialize Cloud Pub/Sub Topic:</i>	Enabled by default. If a Cloud Pub/Sub topic does not exist, it will be created.

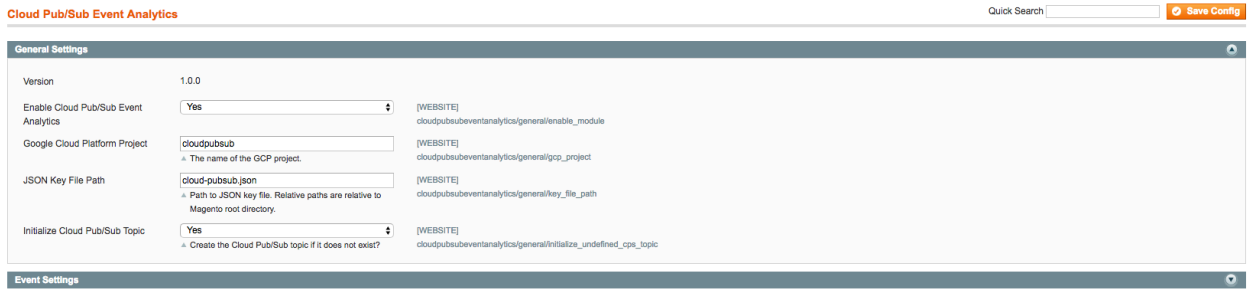


Figure 1: General Settings

2.1.2 Event Settings

Events: Trackable events. Each event has associated fields, which will display while the event selection is activated.

- *order_save:* Order save event.
- *customer_register:* Customer registration event.
- *catalogsearch_query:* Catalog search event.

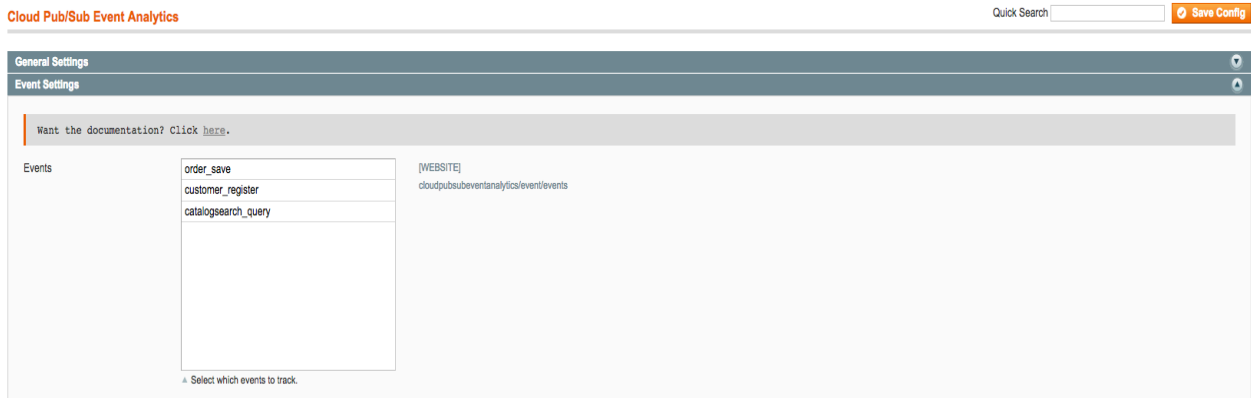


Figure 2: Events

- {event} Event Cloud Pub/Sub Topic:* The name of the Cloud Pub/Sub topic for the event. If *Initialize Cloud Pub/Sub Topic* is set to *Yes*, the topic will be initialized using this value.
- {event} Message Type:* The type of message to include in the Cloud Pub/Sub **Data** field.
- Custom {event} Message:* User-defined message to include in the Cloud Pub/Sub **Data** field.
- {event} Attributes:* Attributes to include in the Cloud Pub/Sub **Attributes** field.

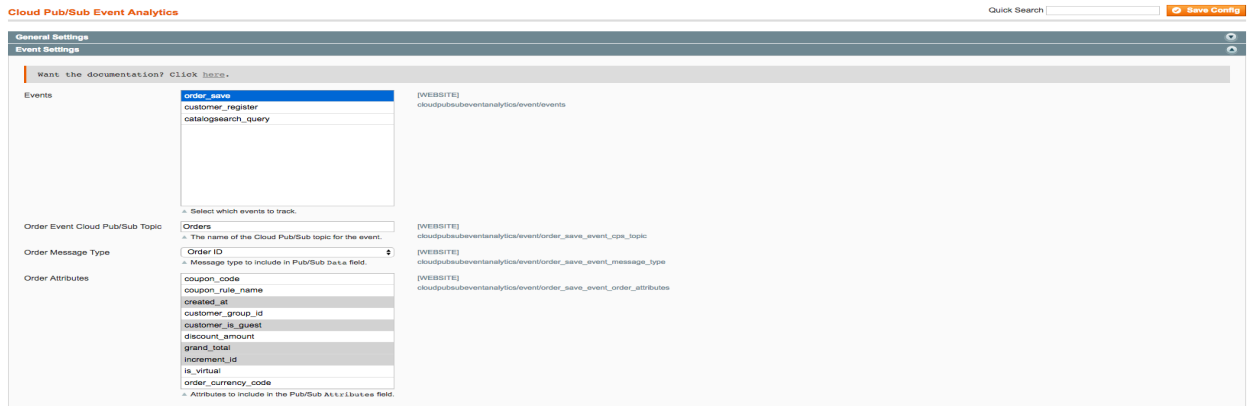


Figure 3: Order Save Event Settings

3 Usage

3.1 Examples

For a comprehensive list of examples, visit the [Cloud Pub/Sub Event Analytics wiki](#).

4 Feedback

4.1 Contact

To get in touch, send an email to nickolasburr@gmail.com with the subject line **Cloud Pub/Sub Event Analytics Magento 1.x - Customer Inquiry**.

Please allow 48 hours for an inquiry response.

4.2 Reviews

If you find Cloud Pub/Sub Event Analytics to be valuable to your business, please consider reviewing the extension on [Magento Marketplace](#).