

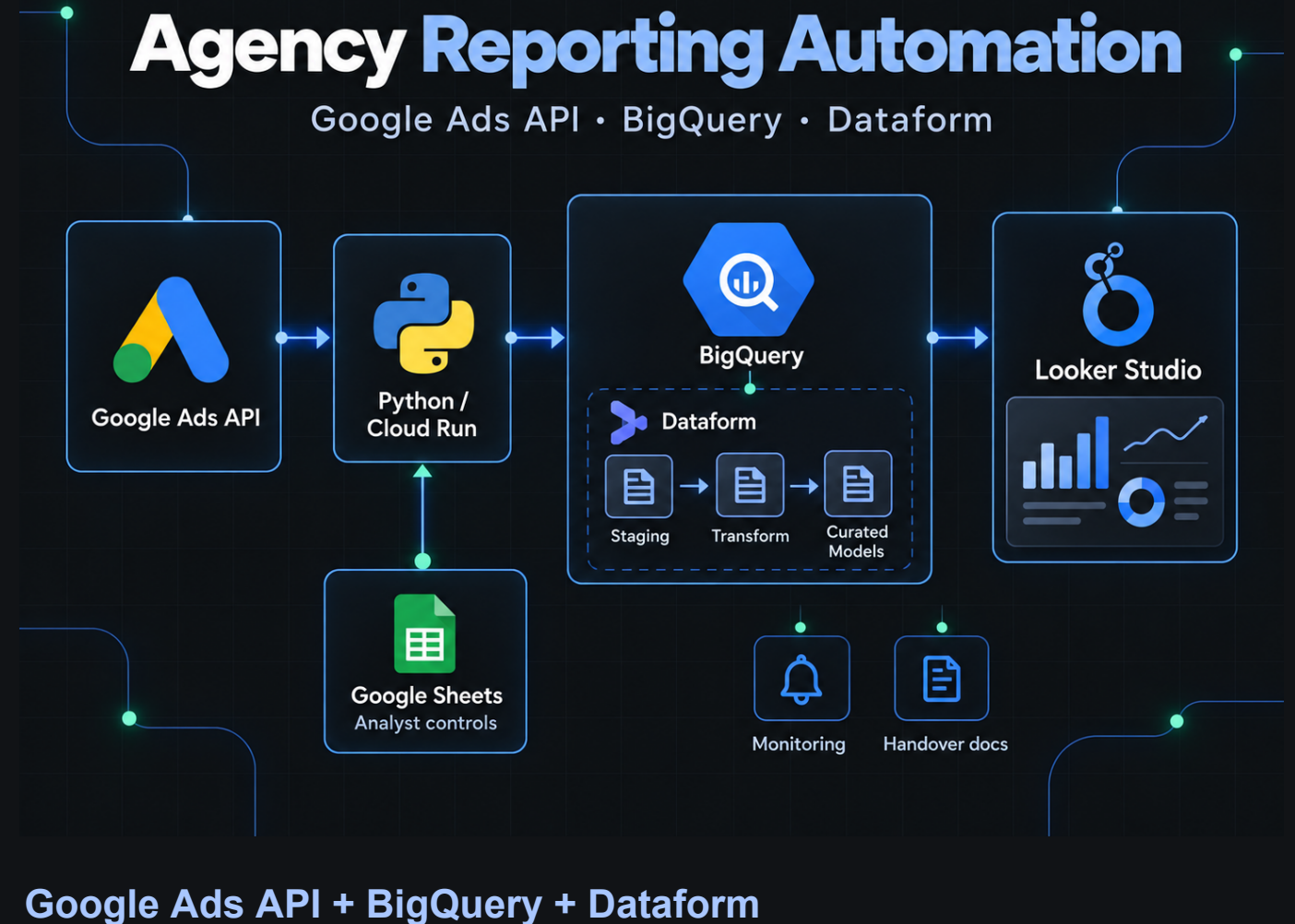
Agency reporting, without the manual export chain.

A Google Ads API pipeline that keeps analysts in Google Sheets and moves collection, modeling and reporting into a maintainable cloud workflow.

BUILT FOR AN AGENCY

Keep the familiar interface.
Make the data work repeatable.

Australian digital media agency / vehicle industry



A dashboard on top. Manual work underneath.

The report existed. The repeated export-and-reconcile cycle was the bottleneck.

BEFORE

Copy keywords

Move the keyword list from Google Sheets into Keyword Planner.

Export and move files

Download the results, then bring them back into spreadsheets.

Reconcile by hand

Aggregate and check the data before updating the report.

AFTER

Collect on a schedule

Python and the Google Ads API collect search-demand data in the cloud.

Model in the warehouse

BigQuery and Dataform hold explicit rules for deduplication and reporting.

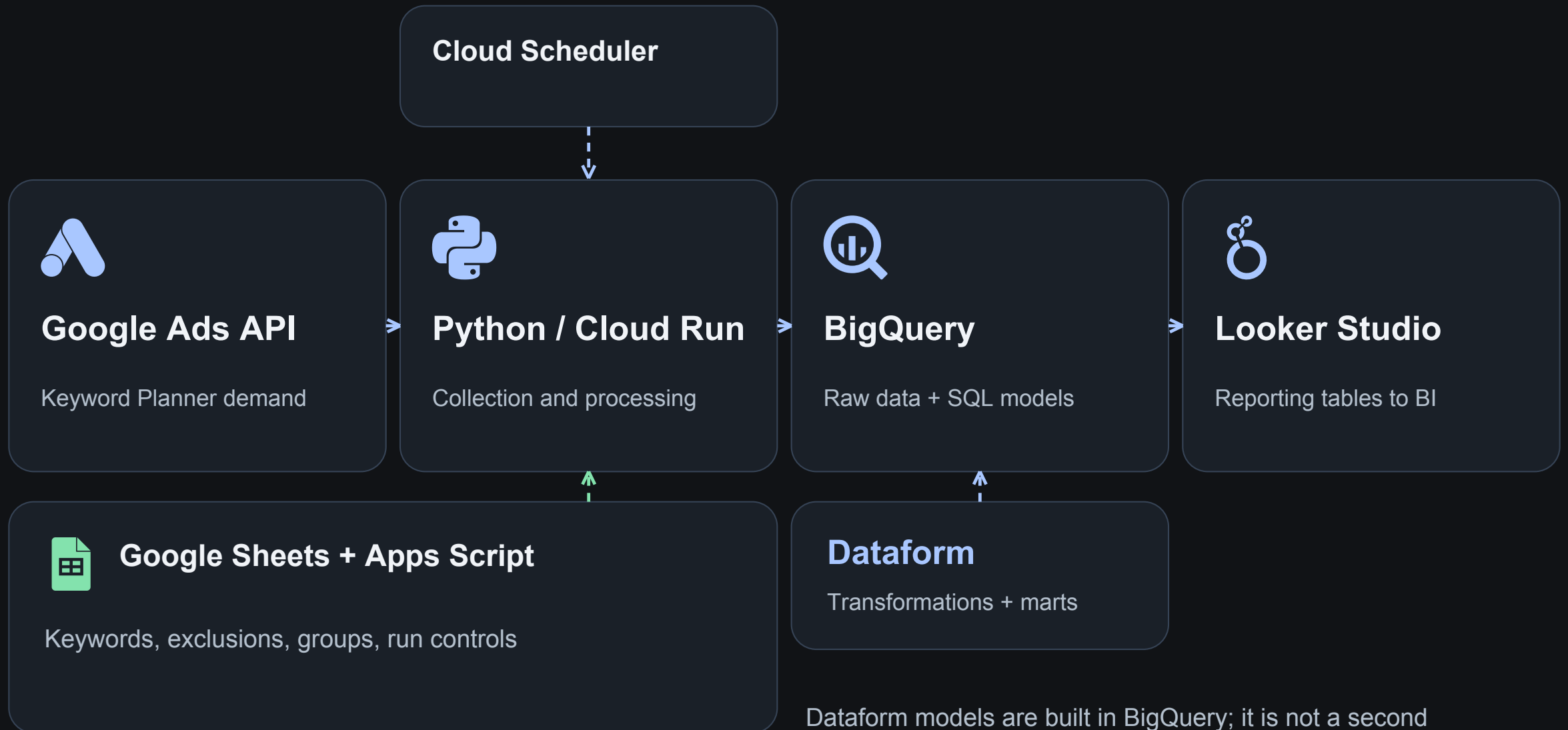
Keep analyst control

Google Sheets remains the interface for keywords, exclusions and groups.

The agency estimated that the previous manual cycle took about one week each month. This is a client estimate, not a measured time-saving study.

A cloud pipeline. An analyst-friendly interface.

Solid arrows show data flow. Dashed arrows show scheduling or analyst controls.



Dataform models are built in BigQuery; it is not a second warehouse.

The rules are visible. The workflow is recoverable.

01 Refresh history, not only the latest month

The source can revise historical volumes and keyword groupings. Refreshing a rolling history window keeps the reporting models aligned with the current source data.

02 Make deduplication an explicit model

Canonical keywords, normalized forms and analyst-confirmed groups are handled in SQL. Active-row selection follows an inspectable rule rather than a hidden spreadsheet correction.

03 Keep changes away from the live report

Separate development and production marts allow calculation changes to be checked before they reach the working report. Status information explains exclusions and controlled reruns support recovery.

A system the agency can operate.

The spreadsheet remains the control surface. The implementation has a documented operating path.

The analyst keeps control

- 01 Maintain keywords, exclusions and groups
- 02 Start a run or check its status from the sheet
- 03 Inspect exclusions rather than guess at missing rows

The team gets a handover

- 01 Operational SOP and analyst instructions
- 02 Runbook and architecture documentation
- 03 Run summaries and independent failed-job monitoring

Maintainability is part of the delivery.

Controlled reruns, explicit data rules and operational documentation.

From repeated exports to a repeatable workflow.

The manual export chain was replaced by scheduled processing, controlled reruns and reporting-ready models. The agency retained its familiar spreadsheet interface while the processing moved into the cloud.

5.0 / CLIENT RATING ON UPWORK

“Serhii overdelivered. He moved the data, created systems and rules that allow for easy governance and rebuilt our reports.”

The same contract also covered moving other client datasets from Sheets to BigQuery.

Client identity is withheld. No revenue growth or conversion lift is claimed. Experimental AI classification is not part of the delivered reporting workflow.

Y on Y Truck Trailer RAV Entry Difference			
Make		2025 Q2	2026 Q2 ▾
1.	Other makes	1,838	1,639
2.	Vawdrey	406	454
3.	Maxitrans	293	267
4.	Bruce Rock Engineeri...	175	158
5.	Jamieson	158	104
6.	AAA Trailers	117	104
7.	Cimcau	68	99
8.	FWR Trailers	0	92
9.	Howard Porter	82	91
10.	Road West Transport	32	89
11.	Krueger	98	84
12.	Lionel Moore	98	76

Actual Looker Studio output from a separate vehicle-registration (RAV) reporting track delivered for the same agency. It shows first registrations by make, not sales or Keyword Planner demand. Agency branding removed.