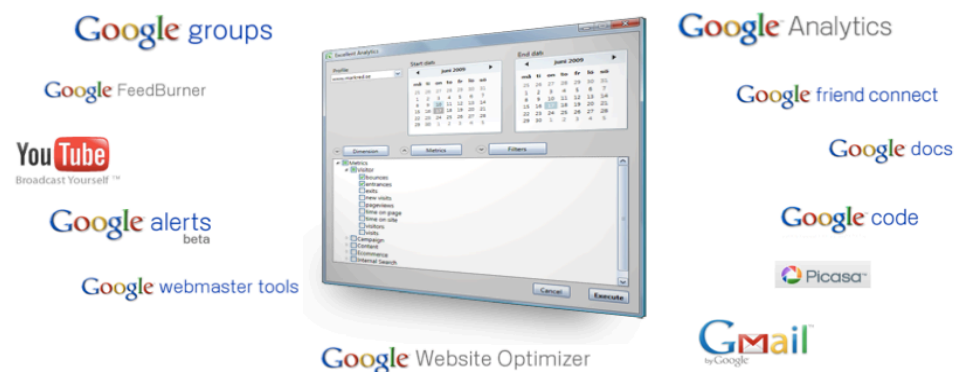


MARK RED



Excellent Analytics

A free, open source, Google Analytics plug-in for Microsoft Excel

Excellent Analytics is a free, open source, Google Analytics plug-in for Microsoft Excel. The project was started by Mark Red, and the tool can be downloaded from excellentanalytics.com.

Numerous Google products have been used for the project. Google Analytics is being used for the data and API, Google Code for hosting the open source project, Google Website Optimizer to increase the number of downloads of the tool, Feedburner to distribute news about updates, Google Docs for storing data from forms, Google Groups for developer exchange, Google Alerts to monitor buzz, Google Friend Connect to build a community around the website, YouTube for the tutorial video, etc.

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