

Live Analytics

Realtime visitors and page views from your Google Analytics 4 property, on your Mac desktop.



Overview

Live Analytics shows the last 30 minutes of activity on a website or app that you measure with Google Analytics 4. It reads the same realtime data as the Realtime report on analytics.google.com and shows it in two places:

- **The Live Analytics window:** a small window that stays on your desktop, with Refresh and Settings buttons. Settings, sign-in, and setup all happen here.
- **The Live Analytics desktop widget:** a standard macOS widget in small, medium, and large sizes that you add from the widget gallery. It reads the data and sign-in that the app saves.

Both show page views and visitors for the last 30 minutes, a per-minute visitor chart, the top pages, the top location, and the device mix.

Live Analytics only reads data. It asks Google for read-only Analytics access and never changes your property or its settings.

Requirements

- A Mac with macOS 14 Sonoma or later.
- A Google account that can view the Google Analytics 4 property you want to show.
- Your own Google Cloud OAuth client. Live Analytics doesn't ship with a built-in Google client, so you create one in Google Cloud Console (free) and import its client file. [Set up Google access](#) walks you through it.
- An internet connection.

Use cases

- **Watch a launch or announcement.** Keep the widget on your desktop while a post, newsletter, or product page goes live, and watch visitors arrive minute by minute.
- **Check that tracking works.** After you add or change Google Analytics tags, open your site and confirm your own visit appears within a minute or two.
- **Monitor a campaign or ad.** See whether a campaign's landing page is drawing visitors right now, without opening a browser tab.
- **Keep an eye on a small business site.** See at a glance how many people are on your site and which page they're reading.
- **Spot a traffic spike.** The per-minute chart and the green visitor highlight show when traffic changes, so you can open the full Realtime report when something happens.

- **See where traffic comes from during an event.** Watch the top location and the desktop-versus-mobile mix while a talk, stream, or event points people to your site.

Getting started

Install Live Analytics

1. Move **Live Analytics.app** to your **Applications** folder.
2. Open Live Analytics from **Applications**.

Live Analytics runs in the menu bar. It has no Dock icon. Look for the chart icon in the menu bar; click it for **Show Widget**, **Settings...**, and **Quit Live Analytics**.

Each time Live Analytics opens, it shows **Settings** first. Click **Save** to close Settings and show the Live Analytics window. On first launch Live Analytics isn't connected yet, so the first step is to set up Google access.

Set up Google access

Live Analytics needs three things from Google: an OAuth client file, your Google Analytics 4 property ID, and a one-time sign-in in your browser. Plan on about 15 minutes the first time.

The client file holds a client ID and client secret. Treat it like a password: don't share it or post it anywhere.

Create an OAuth client in Google Cloud Console

1. Open [Google Cloud Console](#) and select or create a project. A free project is enough.
2. Go to **APIs & Services > Library**, search for **Google Analytics Data API**, and click **Enable**.
Without this API, Live Analytics can sign in but can't fetch any numbers.
3. Go to **Google Auth Platform > Branding** and set up the consent screen: enter an app name such as **Live Analytics**, choose your email address as the support and developer contact, and pick an audience.
 - Choose **Internal** if your account belongs to a Google Workspace organization.
 - Choose **External** for a personal Gmail account. The app starts in **Testing** status.
4. If you chose **External**, go to **Audience**, click **Add users** under **Test users**, add your own Google account, and click **Save**. Without this step, Google blocks your sign-in with **Error 403: access_denied**.
5. Go to **Google Auth Platform > Clients** and click **Create client**.
6. For **Application type**, choose **Desktop app**, enter a name, and click **Create**. Live Analytics requires the **Desktop app** type; a **Web application** client doesn't work with its sign-in.
7. In the dialog that appears, click **Download JSON** and save the file. Its name starts with **client_secret_**. Google shows the full secret only once, so download the file now.

Sign-in expires weekly in Testing status. For **External** apps in **Testing** status, Google expires the sign-in 7 days after you approve it, and Live Analytics stops updating until you connect again. To avoid this, go to **Audience** and click **Publish app**. Google might then show an "unverified app" warning when you sign in; for your own account you can continue past it. **Internal** apps don't have this limit.

Find your property ID

The property ID is a number such as `123456789`. It isn't the measurement ID that starts with `G-`.

1. Open [Google Analytics](#) and select the property you want to show.
2. Click **Admin** (the gear icon at the lower left).
3. Under **Property**, click **Property details** (labeled **Property settings** in some accounts).
4. Copy the **Property ID**.

Connect Live Analytics

1. Click the chart icon in the menu bar and choose **Settings....**
2. Under **Google OAuth**, click **Import client file...** and choose the `client_secret_...json` file you downloaded. **Client ID** and **Client Secret** fill in.
3. Under **Analytics Property**, enter your number in **Property ID**.
4. Click **Connect**. Live Analytics saves your settings and opens Google's sign-in page in your browser.
5. Sign in with an account that can view the property, and allow read-only access to Google Analytics.
6. When the browser shows `Google Analytics connected. You can return to the widget.`, go back to Live Analytics.

The **Connect** button changes to **Connected**, and Live Analytics fetches data right away.

What Live Analytics asks macOS for

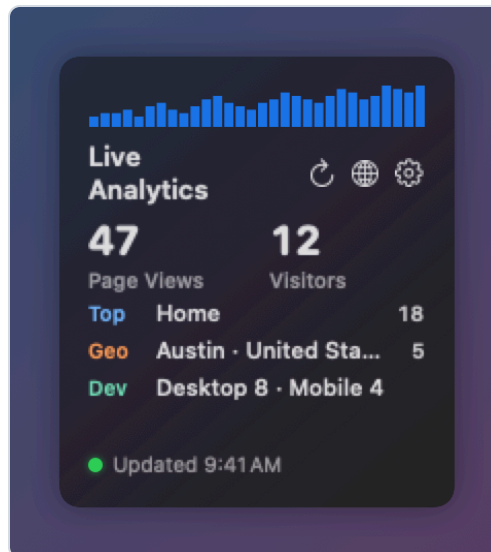
Live Analytics doesn't ask for access to your files, contacts, camera, or location. You might see these macOS prompts:

- **Choosing the client file.** Live Analytics is sandboxed, so it can read only the file you pick in the **Import client file...** dialog. It doesn't search your folders.
- **Incoming network connections.** During sign-in, Live Analytics briefly listens on your Mac for Google's redirect back to the app. If the macOS firewall asks whether to allow incoming connections, click **Allow**, or sign-in can't finish.
- **Login Items.** If you turn on **Open at login**, macOS might ask you to confirm in **System Settings > General > Login Items**.

Features

Live Analytics window

The Live Analytics window is a small panel that shows your realtime numbers. Click **Show Widget** in the menu-bar menu to bring it forward.



The Live Analytics window with sample data.

From top to bottom, the window shows:

- **Per-minute chart:** one bar for each of the last 30 minutes, oldest on the left and the current minute on the right. Bars are scaled to the busiest minute in the window. A minute with no visitors shows a thin baseline mark.
- **Header buttons:**
 - **Refresh** (circular arrow) fetches new data right away. A small spinner appears while a fetch runs.
 - **Open Google Analytics** (globe) opens your property's Realtime report on analytics.google.com in your browser. With no property ID saved, it opens the Google Analytics home page.
 - **Settings** (gear) opens Settings.
- **Page Views** and **Visitors:** total page and screen views, and the number of distinct visitors, over the last 30 minutes.
- **Top:** the page title with the most views in the last 30 minutes, and its view count.
- **Geo:** the city and country with the most visitors, and the visitor count. When Google can't place visitors in a city, only the country appears.
- **Dev:** visitors by device type, busiest first, for example `Desktop 8 · Mobile 4`.
- **Status line:** a colored dot and the time of the last update, for example `Updated 9:41 AM`. The dot is green when data is current, yellow while Live Analytics waits for its first fetch

or a property ID, and red when the last fetch failed. When a fetch fails, the error message replaces the time.

If the property has no realtime activity broken down by page, location, or device, the window shows `No realtime breakdown yet`.

Move and pin the window

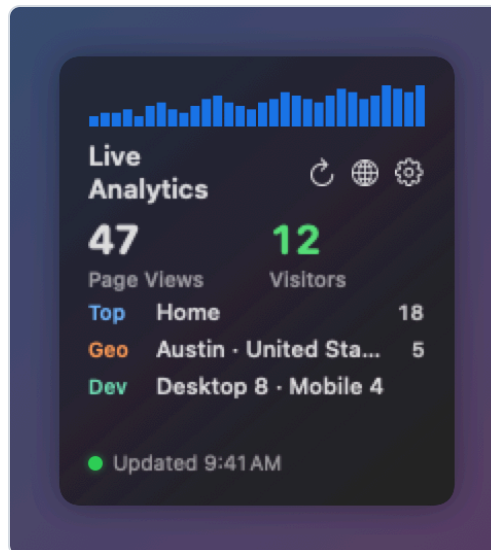
Drag the window anywhere on your desktop. Live Analytics remembers its position and puts it back there the next time it opens. If the saved position is no longer on any screen, for example after you disconnect a display, the window moves back onto your main screen.

To keep the window behind your other app windows, like an icon on the desktop, turn on **Pin to desktop** in Settings. With it off, the window floats above other windows.

To hide the window, close it. Live Analytics keeps running in the menu bar; choose **Show Widget** to bring the window back.

Visitor change highlight

When the number of visitors changes between fetches, the **Visitors** number turns green for one minute. Both the window and the desktop widget show the highlight, so you can tell at a glance that traffic just moved.



The Visitors number turns green for one minute after it changes.

Desktop widget

The Live Analytics desktop widget shows the same data as the window, in the macOS widget style. It comes in three sizes:

- **Small:** page views, visitors, and the top page. If no page has views, it shows the top location instead.
- **Medium:** page views, visitors, the top two pages, the top location, and the device mix.
- **Large:** the same rows as medium, with larger numbers and text.



The desktop widget in small, medium, and large sizes, with sample data.

Add the widget to your desktop

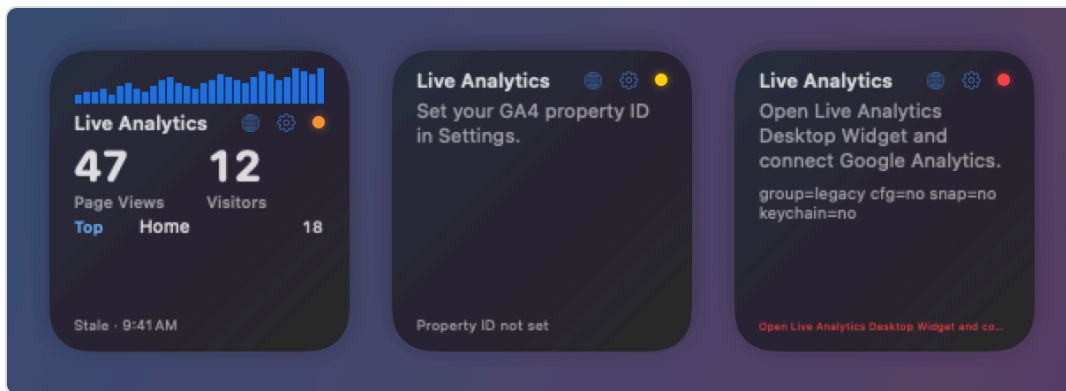
You must connect Live Analytics in the app first. The widget reads the app's saved sign-in and settings; it can't sign in to Google itself.

1. Control-click an empty area of the desktop and choose **Edit Widgets....**
2. Search for **Live Analytics**.
3. Choose a size and drag the widget onto your desktop, or click it to add it.
4. Click **Done**.

Use the widget

- Click the globe to open your property's Realtime report on analytics.google.com.
- Click the gear to open Live Analytics Settings.
- Clicking anywhere else on the widget does nothing.

The colored dot in the widget's header shows its status: green when data is current, orange when the data is more than 10 minutes old, yellow while it waits for its first fetch or a property ID, and red when it can't show data. The footer shows the time of the last update. When data is more than 10 minutes old, the footer reads `Stale` followed by the time.



Widget states, left to right: stale data, no property ID saved, and not connected. The not-connected state also shows a short diagnostic line for support.

Automatic refresh

Live Analytics keeps the numbers current without you doing anything:

- The app checks for new data every minute. To stay within Google's realtime request limits, it reuses data that is less than 5 minutes old, so new numbers typically arrive about every 5 minutes.
- The desktop widget updates about every 5 minutes. It shows the data the app saved, and fetches on its own only when that data is more than 5 minutes old.
- Click **Refresh** in the window to fetch new data immediately.
- After you change the property ID and click **Save**, Live Analytics fetches data for the new property right away.

When a fetch fails, Live Analytics waits longer before each retry: 1 minute, then 2, 4, and so on, up to 1 hour. If Google reports that the realtime request limit is exceeded, Live Analytics stops fetching for about an hour, including when you click **Refresh**, and keeps showing the last data it received.

Pause updates

Turn on **Pause updates** in Settings to stop automatic fetches in both the window and the desktop widget. Both keep showing the last data. Click **Refresh** in the window to fetch once while paused. Turn **Pause updates** off to resume.

Open at login

Turn on **Open at login** in Settings to start Live Analytics when you log in to your Mac. Live Analytics must be in your **Applications** folder for this to work. The first time you turn it on, macOS might ask you to confirm in **System Settings > General > Login Items**.

Settings

Open Settings from the menu-bar menu (**Settings...**), the gear in the window or the desktop widget, or the **Set up** and **Open Settings** buttons that appear before setup is complete.

Google Analytics

Connection

Use Reset Connection to clear Keychain credentials, cached data, the last error, and refresh backoff. Client ID and Property ID stay filled in.

Reset Connection

Desktop

☒ **Pin to desktop**

Keeps the widget on the desktop layer behind your other windows. Drag the widget to reposition it.

☐ **Pause updates**

Stops automatic refresh until you turn this off or click Refresh.

☐ **Open at login**

Requires Live Analytics.app Installed in Applications.

Google OAuth

Client ID

123456789-example.apps.googleusercontent.com **Import client file...**

From Google Cloud Console -> APIs & Services -> Credentials -> your Desktop OAuth client. Use the Client ID value (ends in .apps.googleusercontent.com).

Client Secret

.....

From the same Desktop OAuth client. Optional for some desktop flows; paste it here if Google issued one for your client.

Analytics Property

Property ID

123456789

Your GA4 numeric property ID (Admin -> Property settings -> Property ID). This is separate from OAuth and selects which Analytics property to show.

Quit **Save** **Connect**

Settings, with example values. In the app, the sections scroll inside the window.

Settings has these sections and buttons:

- **Connection: Reset Connection** signs Live Analytics out. It deletes the saved Google sign-in and client secret from the Keychain, clears cached data, the last error, and any retry delay, and updates the desktop widget. **Client ID** and **Property ID** stay filled in.
- **Desktop: Pin to desktop, Pause updates, and Open at login.** These take effect as soon as you change them.
- **Google OAuth: Client ID** and **Client Secret** for your Desktop OAuth client. Click **Import client file...** to fill both from the client file, or paste them by hand. The client ID ends in `.apps.googleusercontent.com`.
- **Analytics Property: Property ID**, the number of the Google Analytics 4 property to show.
- **API debug details:** appears after a request to Google Analytics fails. Expand it to see the HTTP status, which report failed, the property ID, and Google's response. Include this when you contact support.
- **Quit** quits Live Analytics.
- **Save** saves the client ID, client secret, and property ID, and closes Settings.
- **Connect** saves your settings and starts Google sign-in. It reads **Connected** and is unavailable while Live Analytics is signed in.

Waiting for sign-in

After you click **Connect**, Live Analytics opens Google's sign-in page in your default browser and waits. If no browser tab appears, use the buttons that show while it waits.

Google Analytics

Connection

Use Reset Connection to clear Keychain credentials, cached data, the last error, and refresh backoff. Client ID and Property ID stay filled in.

Reset Connection

Desktop

☐ **Pin to desktop**

Keeps the widget on the desktop layer behind your other windows. Drag the widget to reposition it.

☐ **Pause updates**

Stops automatic refresh until you turn this off or click Refresh.

☐ **Open at login**

Requires Live Analytics.app installed in Applications.

Google OAuth

Client ID

123456789-example.apps.googleusercontent.com **Import client file...**

From Google Cloud Console -> APIs & Services -> Credentials -> your Desktop OAuth client. Use the Client ID value (ends in .apps.googleusercontent.com).

Client Secret

.....

Waiting for Google sign-in. No browser tab? **Open in Safari** **Copy link** **Cancel**

Quit **Save** **Connecting...**

While Live Analytics waits for sign-in, you can open the sign-in page in Safari, copy its link, or cancel.

- **Open in Safari** opens the sign-in page in Safari.
- **Copy link** copies the sign-in link so you can paste it into any browser.
- **Cancel** stops waiting so you can try again.

Change accounts or client

Connect is unavailable while Live Analytics is signed in. To sign in with a different Google account, or to switch to a new OAuth client:

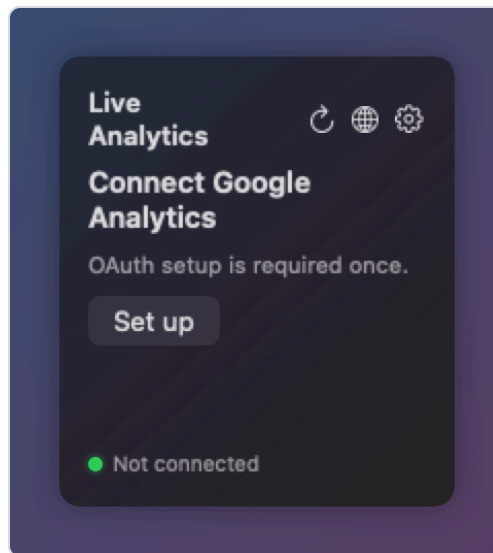
1. In Settings, click **Reset Connection**.
2. Click **Import client file...** and choose your client file again. **Reset Connection** removes the client secret, so you need to import it again.
3. Click **Connect** and sign in.

To show a different property with the same account, enter the new **Property ID** and click **Save**. You don't need to reconnect.

Setup prompts

Until setup is complete, the window and the widget tell you what's missing:

- **Connect Google Analytics:** Live Analytics isn't signed in. Click **Set up** to open Settings.
- **Choose a GA4 property:** Live Analytics is signed in but has no property ID. Click **Open Settings**, enter the property ID, and click **Save**. Live Analytics makes no requests to Google Analytics until you save a property ID.



Before you connect, the window shows a Set up button.

Settings

Setting	What it does	Default
Pin to desktop	Keeps the Live Analytics window on the desktop layer, behind other windows. When off, the window floats above other windows.	Off
Pause updates	Stops automatic fetches in the window and the desktop widget. Refresh still works.	Off
Open at login	Starts Live Analytics when you log in. Requires the app in Applications .	Off
Client ID	The client ID of your Google Cloud Desktop OAuth client.	Empty
Client Secret	The client secret of the same client. Stored in the Keychain.	Empty
Property ID	The Google Analytics 4 property to show. There is no built-in property.	Empty

Troubleshooting

Live Analytics shows errors in red in the window's status line, in the widget's footer, and at the bottom of Settings.

Some messages tell you to "Disconnect, then Connect again." Live Analytics has no **Disconnect** button; use **Reset Connection** instead, then import your client file and click **Connect**, as described in [Change accounts or client](#).

What you see	Cause	Fix
Enter a Google OAuth desktop client ID.	You clicked Connect with no client ID.	Click Import client file... and choose your client file.
<file name> is not a Google OAuth client file.	The file you chose isn't a client file from Google Cloud Console.	Download the client file again from Google Auth Platform > Clients and import it.
client_secret is missing.	Live Analytics has a client ID but no client secret.	Import the client file again, then click Connect .
The provided client secret is invalid.	The secret was rotated, disabled, or deleted in Cloud Console.	In Cloud Console, open your client, click Add secret , and download the new client file. Import it, then reconnect.
Google shows Error 403: access_denied	Your consent screen is in Testing status and your account isn't a test user.	Add your account under Google Auth Platform > Audience > Test users .
Couldn't open your browser. Click Open in Safari or Copy link.	macOS didn't open your browser.	Click Open in Safari or Copy link in Settings.
Connect stays on Connecting...	The browser's redirect never reached Live Analytics, for example because the app quit or a firewall blocked it.	Click Cancel , then Connect again, and finish sign-in in the newest browser tab. If the macOS firewall asks, allow incoming connections.
Google sign-in succeeded, but fetching analytics failed: followed by a reason	Sign-in worked, but the first data request failed.	Read the reason that follows and find it in this table.
Google Analytics Data API is not enabled...	The API isn't turned on in the Cloud project that holds your OAuth client.	In Cloud Console, go to APIs & Services > Library , enable Google Analytics Data API , wait a minute, and click Refresh .

What you see	Cause	Fix
Permission denied for GA4 property...	Your Google account can't view that property, or the property ID is wrong.	In Google Analytics, go to Admin > Property access management and give your account Viewer access or higher. Check the property ID.
GA4 property ... was not found...	No property has that ID.	Check the Property ID in Settings. Use the property ID, not the G- measurement ID.
Google rejected the access token...	Your sign-in is no longer valid.	Reset the connection and connect again.
No refresh token is stored. Connect Google Analytics again. or Google sign-in is missing...	The saved sign-in is gone from the Keychain.	Click Connect in Settings. If Connect reads Connected , reset the connection first.
Live Analytics stopped updating about a week after you connected	Your consent screen is in Testing status, so Google expired the sign-in.	Reset the connection and connect again. To stop it from recurring, publish the app in Google Auth Platform > Audience .
Google Analytics API rate limit exceeded...	Google's realtime request limit for the property was reached.	Wait about an hour. Live Analytics stops fetching for that time, even when you click Refresh , and keeps showing the last data.
Could not reach analyticsdata.googleapis.com: the Mac is offline.	No internet connection.	Reconnect to the internet. Live Analytics retries automatically, waiting longer after each failure.
Could not reach analyticsdata.googleapis.com: with a DNS, timeout, or connection message	Your network, VPN, proxy, or content filter is blocking Google's Analytics API, even if Google sign-in works.	Check your VPN, proxy, firewall, or content filter. For DNS failures, try a public DNS server such as 1.1.1.1 or 8.8.8.8 in System Settings > Network .
The widget shows Stale and an orange dot	The widget's data is more than 10 minutes old, often because updates are paused, the Mac was asleep, or fetches are failing.	Open the Live Analytics window and click Refresh . Check that Pause updates is off.
The widget says Open Live Analytics Desktop Widget and connect Google Analytics.	The widget can't find a saved sign-in.	Open Live Analytics and connect. If you already did, open Live Analytics once so it updates the widget.

What you see	Cause	Fix
Open at login requires GADesktopWidget.app installed in Applications.	Live Analytics isn't running as an installed app.	Move Live Analytics.app to Applications , open it from there, and turn on Open at login again.

Privacy

Live Analytics talks only to Google and keeps everything else on your Mac. Endogen LLC doesn't receive any of your data.

- **What it reads:** aggregate realtime numbers for the property you choose: visitor and page-view counts, page titles, cities and countries, and device types. These are the same totals the Google Analytics Realtime report shows. It doesn't receive information that identifies individual visitors.
- **Where requests go:** Google sign-in (`accounts.google.com` in your browser), Google's token service (`oauth2.googleapis.com`), and the Google Analytics Data API (`analyticsdata.googleapis.com`). The globe button opens `analytics.google.com` in your browser. Live Analytics contacts no other servers and includes no analytics or tracking of its own.
- **Access it asks for:** read-only Google Analytics access (`analytics.readonly`). It can't change your properties, settings, or data.
- **What it stores on your Mac:** your Google sign-in tokens and client secret in the macOS Keychain; your client ID, property ID, and settings, plus the most recent realtime numbers, in an app group that the app and its widget share; and the window position. When a request fails, the error details are kept so you can see them in **API debug details**, and are also written to the Mac's local system log.
- **Removing your data:** **Reset Connection** deletes the sign-in tokens, client secret, cached numbers, and last error. To remove Live Analytics's access from your Google account entirely, go to your Google Account's **Security** > **Third-party apps & services** and remove the app you named in Cloud Console.

For Endogen's full privacy policy, see the [Endogen privacy policy](#).

Support

For help, email support@endogenllc.com. If an error appears, include its full text and, if present, the contents of **API debug details** in Settings. Remove your client secret before you send anything.

For updates and more information, visit the [Live Analytics page](#).