 Sourcing data using google trends

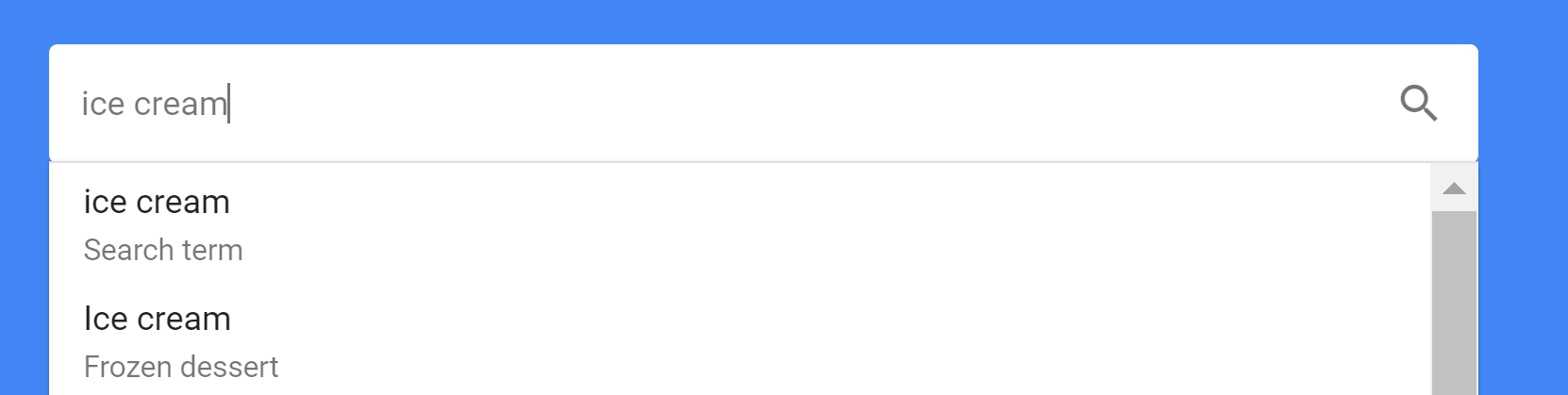
Before you start

1. Decide on two variables (search terms) you wish to examine.
2. Predict the strength and direction of how they may be associated?

Note: For this file we will consider “ice cream” and “pies”. Are they strongly negatively correlated?

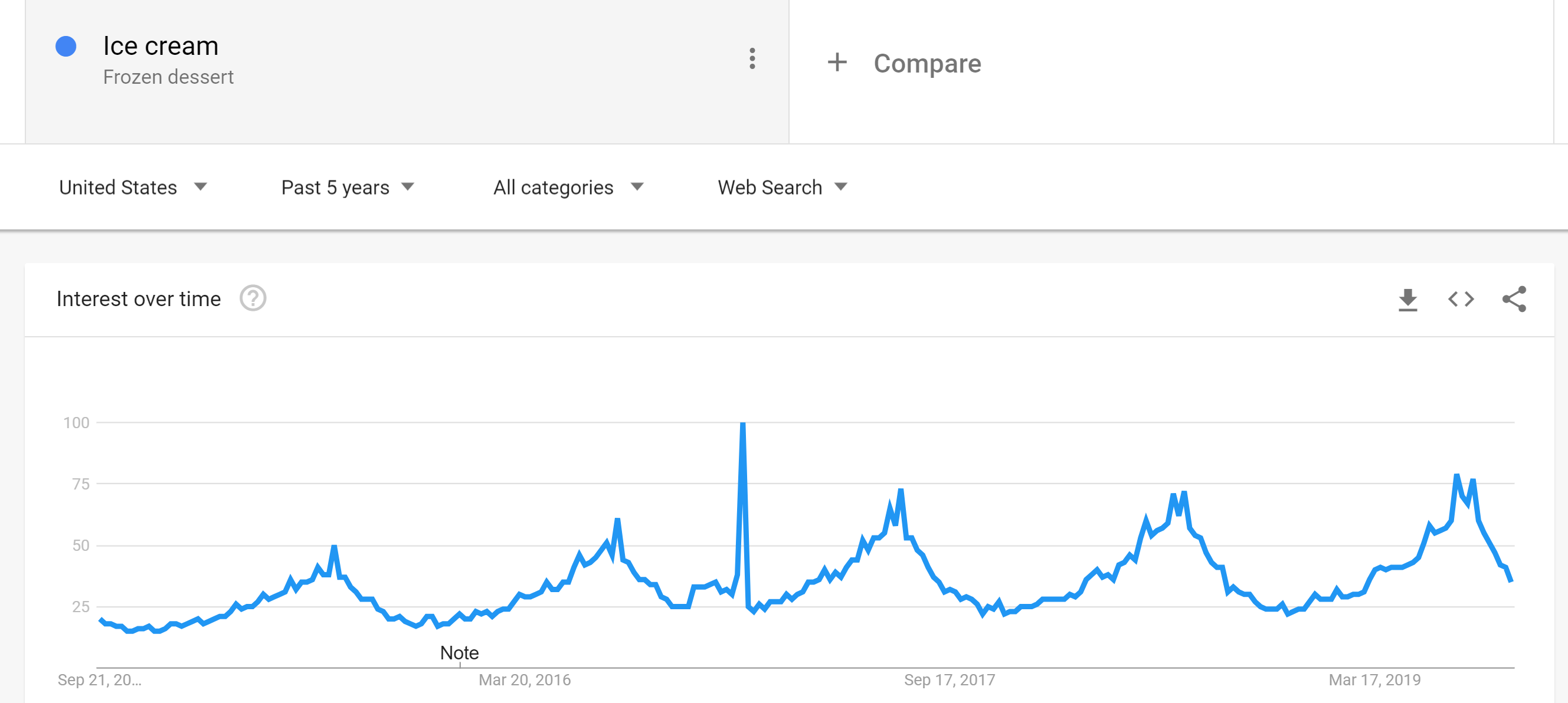
Sourcing data set 1

1. Go to google trends: trends.google.com
2. Enter a search term for the first variable.



1. You can now set a geographic location and time period.

In this demonstration a time period of 5 years is selected.

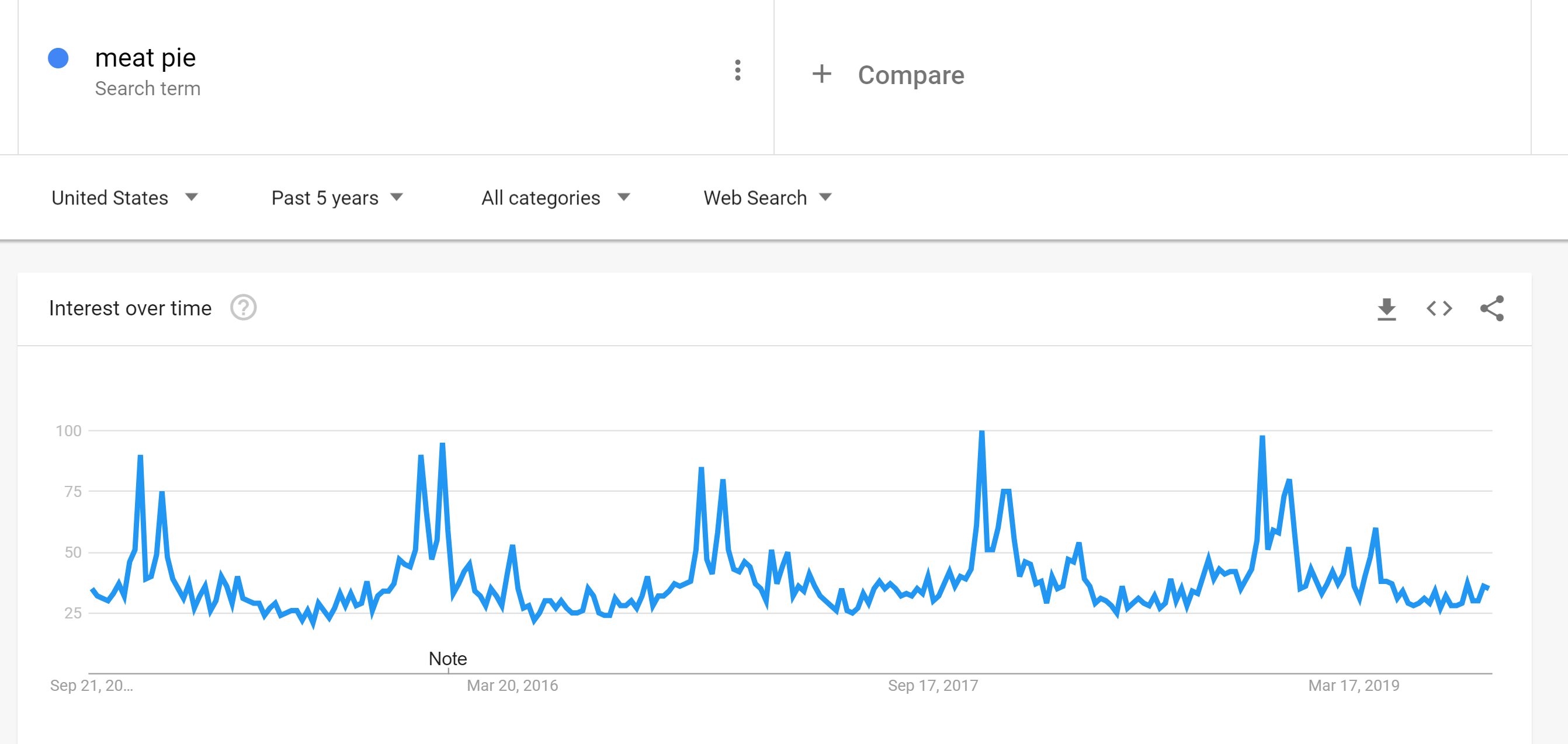


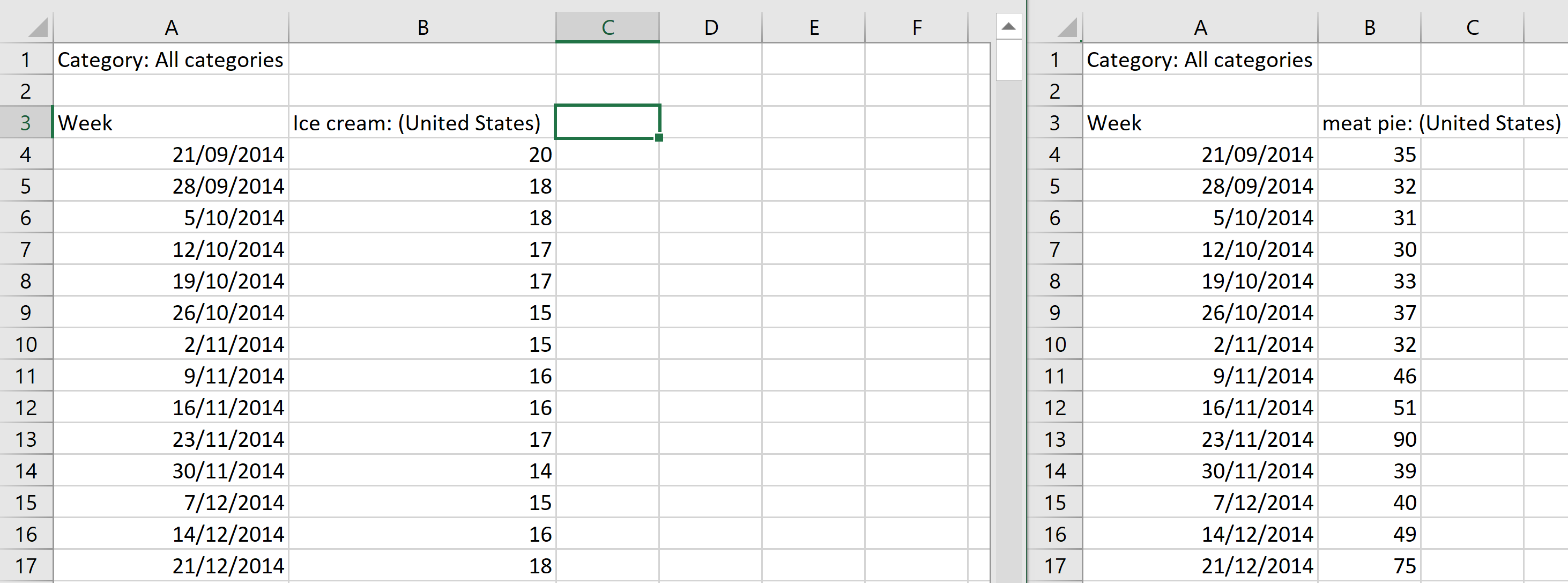
Note: If you add a second item, the scale may be unusable.

1. Download the data into MS
2. Excel (csv) 

Add a second data set

1. Go back to google trends
2. Click on the search term and type in your second.



1. Download this second data set.
2. You now have two MS Excel files. 
3. Check the time periods are identical.
4. Copy the data from one file (column B) into column C of the other.
5. You now have bivariate data which you can then calculate the correlation coefficient of or a least squares regression line.

