

電子商務互動行銷

Google Trend + Python 搜尋熱門商品

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Google Trend + Python

透過Python套件 Pytrend，取得Google Trend的趨勢資料。

分析關鍵字趨勢

Step#1 install Pytrends

Anaconda 下安裝套件

```
pip install pytrends
```

1. 在jupyter import google trends api 套件

```
from pytrends.request import TrendReq  
import json
```

2. 創一個TrendReq實例：

```
pytrend = TrendReq(hl='en-US', tz=360)
```

tz=timezone

設定

3. 設定要搜尋的字詞、時段、區域、類別

```
pytrend.build_payload(kw_list=['Donald Trump', 'Obama'], cat=0, timeframe='today 12-m', geo='US', gprop='')
```

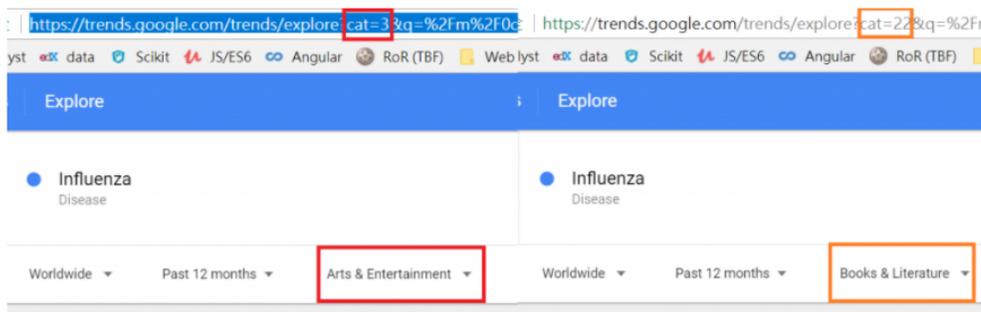
kw_list=放入想搜尋的字串，最多5個（但有方法可以hack，之後的文章在講XD）

cat=類別，要google trends網站看一下你要的類別編號是什麼（如下圖）

timeframe=時間區段

geo=地理區域，台灣是TW，遇到比較不熟的區域用前面講過的方式來找即可

gprop=Google property，搜尋結果的類型，有image, news, youtube...



例如：

```
keywords_list=['數位', '行銷']
```

```
pytrend.build_payload(keywords_list, cat=0, timeframe='today 5-y', geo='TW', gprop='')
```

4. 取得數據：

```
pytrend.interest_over_time()
```

你會看到日期和"Donald Trump"、"Obama"相對應的搜尋數據分別被列出。假如我們只想看其中一個可以這麼做：

```
pytrend.interest_over_time().get('Obama')
```

Exercise#1 取得Google Trend數據

設定關鍵字為你的主題相關2個關鍵字。例如 數位、行銷

設定取得資料1個月

設定取得資料5年資料

設定檢索地區 台灣TW

程式碼 (prg1)

```
1 # Google Trend in Python
2 #!pip install pytrends
3
4 from pytrends.request import TrendReq
5 from pprint import pprint
6
7 pytrend = TrendReq(hl='en-US', tz=360)
8
9 # 設定要查詢的關鍵字
10 keywords_list = ['數位', '行銷']
11
12 # 取得1個月的數據
13 pytrend.build_payload(kw_list=keywords_list, cat=0, timeframe='today 1-m', geo='TW', gprop='')
14 pprint(pytrend.interest_over_time())
15
16 # 取得5年的數據
17 pytrend.build_payload(kw_list=keywords_list, cat=0, timeframe='today 5-y', geo='TW', gprop='')
18 pprint(pytrend.interest_over_time())
```

執行結果

| date | 數位 | 行銷 | isPart: |
|------------|-----|----|---------|
| 2020-11-21 | 33 | 19 | False |
| 2020-11-22 | 40 | 10 | False |
| 2020-11-23 | 49 | 20 | False |
| 2020-11-24 | 44 | 20 | False |
| 2020-11-25 | 45 | 22 | False |
| 2020-11-26 | 39 | 20 | False |
| 2020-11-27 | 45 | 20 | False |
| 2020-11-28 | 47 | 16 | False |
| 2020-11-29 | 57 | 13 | False |
| 2020-11-30 | 82 | 18 | False |
| 2020-12-01 | 86 | 15 | False |
| 2020-12-02 | 91 | 18 | False |
| 2020-12-03 | 100 | 19 | False |
| 2020-12-04 | 80 | 8 | False |
| 2020-12-05 | 70 | 11 | False |
| 2020-12-06 | 77 | 6 | False |
| 2020-12-07 | 95 | 31 | False |
| 2020-12-08 | 86 | 22 | False |
| 2020-12-09 | 84 | 19 | False |
| 2020-12-10 | 89 | 21 | False |
| 2020-12-11 | 90 | 20 | False |
| 2020-12-12 | 80 | 8 | False |
| 2020-12-13 | 77 | 15 | False |
| 2020-12-14 | 61 | 22 | False |
| 2020-12-15 | 80 | 24 | False |
| 2020-12-16 | 62 | 24 | False |
| 2020-12-17 | 89 | 22 | False |
| 2020-12-18 | 87 | 18 | False |

一個月

5年

| date | 數位 | 行銷 | isPartial |
|------------|-----|----|-----------|
| 2015-12-27 | 51 | 31 | False |
| 2016-01-03 | 52 | 29 | False |
| 2016-01-10 | 49 | 21 | False |
| 2016-01-17 | 52 | 20 | False |
| 2016-01-24 | 43 | 20 | False |
| ... | ... | .. | ... |
| 2020-11-15 | 60 | 27 | False |
| 2020-11-22 | 56 | 19 | False |
| 2020-11-29 | 100 | 22 | False |
| 2020-12-06 | 98 | 25 | False |
| 2020-12-13 | 95 | 28 | True |

[260 rows x 3 columns]

Exercise#2(prg2)

更改以下程式碼，
列出台灣地區資訊
印出更詳細的資訊

```
#-----  
# Prg2  
  
from pytrends.request import TrendReq  
  
# Only need to run this once, the rest of requests will use the same session.  
pytrend = TrendReq()  
  
# Create payload and capture API tokens. Only needed for interest_over_time(), interest_by_region() & related_queries()  
pytrend.build_payload(kw_list=['..'], geo='')  
  
# Interest Over Time  
interest_over_time_df = pytrend.interest_over_time()  
print(interest_over_time_df.head())  
  
# Interest by Region  
interest_by_region_df = pytrend.interest_by_region()  
#print(interest_by_region_df.head())  
print(interest_by_region_df)  
  
# Related Queries, returns a dictionary of dataframes  
related_queries_dict = pytrend.related_queries()  
#print(related_queries_dict)  
  
# Get Google Hot Trends data  
trending_searches_df = pytrend.trending_searches()  
#print(trending_searches_df.head())  
  
# Get Google Hot Trends data  
today_searches_df = pytrend.today_searches()  
#print(today_searches_df.head())  
  
# Get Google Top Charts  
top_charts_df = pytrend.top_charts(2018, hl='en-US', tz=300, geo='GLOBAL')  
#print(top_charts_df.head())  
  
# Get Google Keyword Suggestions  
suggestions_dict = pytrend.suggestions(keyword='pizza')  
print(suggestions_dict)
```

修改結果

```
1
2 from pytrends.request import TrendReq
3
4 # Only need to run this once, the rest of requests will use the same session.
5 pytrend = TrendReq()
6
7 # Create payload and capture API tokens. Only needed for interest_over_time(), interest_by_region() & rela
8 pytrend.build_payload(kw_list=['數位', '行銷'], geo='TW')
9
10 # Interest Over Time
11 interest_over_time_df = pytrend.interest_over_time()
12 print(interest_over_time_df.head())
13
14 # Interest by Region
15 interest_by_region_df = pytrend.interest_by_region()
16 #print(interest_by_region_df.head())
17 print(interest_by_region_df)
18
19 # Related Queries, returns a dictionary of dataframes
20 related_queries_dict = pytrend.related_queries()
21 #print(related_queries_dict)
22
23 # Get Google Hot Trends data
24 trending_searches_df = pytrend.trending_searches()
25 #print(trending_searches_df.head())
26
27 # Get Google Hot Trends data
28 today_searches_df = pytrend.today_searches()
29 #print(today_searches_df.head())
30
31 # Get Google Top Charts
32 top_charts_df = pytrend.top_charts(2018, hl='en-US', tz=300, geo='GLOBAL')
33 #print(top_charts_df.head())
34
35 # Get Google Keyword Suggestions
36 suggestions_dict = pytrend.suggestions(keyword='pizza')
37 print(suggestions_dict)
```

關鍵字

地區

| | 數位 | 行銷 | isPartial |
|------------|----|----|-----------|
| date | | | |
| 2015-12-27 | 51 | 31 | False |
| 2016-01-03 | 52 | 29 | False |
| 2016-01-10 | 49 | 21 | False |
| 2016-01-17 | 52 | 20 | False |
| 2016-01-24 | 43 | 20 | False |

| | 數位 | 行銷 |
|-----------------|----|----|
| geoName | | |
| Kaohsiung City | 73 | 27 |
| New Taipei City | 70 | 30 |
| Taichung City | 70 | 30 |
| Tainan City | 70 | 30 |
| Taipei City | 65 | 35 |
| Taoyuan City | 71 | 29 |

[{'mid': '/m/0663v', 'title': 'Pizza', 'type': 'Dish'}, {'mid': '/m/03clwm', 'title': "Domino's Pizza", 'type': 'Restaurant'}]

搜尋次數

地區

資料來源

1. google Trends API (unofficial) 介紹及實作 | Kearch 1.0 爬蟲關鍵字報表工具

<https://ithelp.ithome.com.tw/articles/10195071>

2. 在 Python 中使用 pytrends 獲取 Google 搜尋趨勢的結果

<https://clay-atlas.com/blog/2020/02/11/python-chinese-tutorial-package-pytrends-goolge-trends/>

Congratulations.

You can design your real-time Google Trend now !
