



Informatica® Data Integration - Free & PayGo

Mixpanel Connector

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Preface

Use Mixpanel Connector to learn how to read from Mixpanel by using Data Integration. Learn to create a Mixpanel connection, run mappings and tasks in Data Integration.

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CHAPTER 1

Introduction to Mixpanel Connector

You can use Mixpanel Connector to securely read data from Mixpanel.

When you use Mixpanel Connector, you can create a Mixpanel connection and use the connection in Data Integration mappings and mapping tasks.

Run a Mixpanel mapping or task to read the data from Mixpanel based on the workflow and Mixpanel connection configuration.

Mixpanel Connector assets

Create assets in Data Integration to integrate data using Mixpanel Connector.

When you use Mixpanel Connector, you can include the following Data Integration assets:

- Data transfer task
- Mapping
- Mapping task

For more information about configuring assets and transformations, see *Mappings*, *Transformations*, and *Tasks* in the Data Integration documentation.

CHAPTER 2

Mixpanel connections

Use a Mixpanel connection to access a Mixpanel table.

Create a Mixpanel connection to securely read data from Mixpanel. You can use a Mixpanel connection to specify sources in mappings and mapping tasks.

Mixpanel connection properties

When you create a Mixpanel connection, configure the connection properties.

The following table describes the Mixpanel connection properties:

Connection property	Description
Connection Name	Name of the connection. Each connection name must be unique within the organization. Connection names can contain alphanumeric characters, spaces, and the following special characters: _ . + -, Maximum length is 255 characters.
Description	Description of the connection. Maximum length is 4000 characters.
Type	The Mixpanel connection type.
Runtime Environment	The name of the runtime environment where you want to run the tasks. You can specify a Secure Agent or a Hosted Agent.
User Name	The user name of the Mixpanel account.
Password	The password for the Mixpanel account.

CHAPTER 3

Mappings for Mixpanel

When you create a mapping, you define the source to represent a Mixpanel object. Use the Mapping Designer in Data Integration to add the Source transformation in the mapping canvas and configure the Mixpanel source properties.

Mixpanel sources in mappings

To read data from Mixpanel, configure a Mixpanel object as the Source transformation in a mapping.

Specify the name and description of the Mixpanel source.

The following table describes the source properties that you can configure for a Mixpanel source:

Property	Description
Connection	Name of the Mixpanel source connection. You can select an existing connection or create a new connection. You can also click New Parameter to define a parameter for the source connection.
Source Type	Type of the source object. Select one of the following options: <ul style="list-style-type: none">- Single Object- Multiple Objects- Parameter Related objects appear based on simple primary key-foreign key relationship. You can use the Advanced Relationship option to define the relationship for objects that you want to join.
Object	Name of the Mixpanel source object based on the source type selected. Select the source object for a single source. When you select the multiple source option, you can add source objects and configure a relationship between them.

The following table describes the advanced source properties that you can configure in a Source transformation:

Property	Description
Project ID	Required. The ID of the project in Mixpanel. The project ID is the number at the end of the access URL of the project.
Bookmark ID	The bookmark ID of the report.
Funnel ID	Required for the FunnelsQuerySavedReport object. The Funnel ID in Mixpanel.
From Date	The start date from which you want to read the data for an object. Specify the date in yyyy-mm-dd format.
To Date	The end date till which you want to read the data for an object. Specify the date in yyyy-mm-dd format.
Retention Type	Required for the RetentionQueryretentionReport object. The retention type of the users. Select one of the following options: <ul style="list-style-type: none"> - birth. To read data that corresponds to first time retention. - compounded. To read data that corresponds to recurring retention. Default is compounded.
Addiction Unit	Required for the RetentionQueryfrequencyReport object. The frequency of the events. Select one of the following options: <ul style="list-style-type: none"> - hour - day Default is day.
Event	Required for the NumericallySum, NumericallyAverage, and QuerySegmentationReport objects. The name of the event for which you want to get the data.
Format	The format of the source data. Select one of the following options: <ul style="list-style-type: none"> - json - csv Default is json.
On	Required for the NumericallySum and NumericallyAverage objects. The expression to sum per unit time.
Distinct ID	Required for the ProfileEventActivity and TopEvents objects. The distinct ID of the user profile.

Property	Description
Unit	<p>Required for the RetentionQueryfrequencyReport object.</p> <p>The overall time period to return frequency of actions.</p> <p>Select one of the following options:</p> <ul style="list-style-type: none"> - day - week - month <p>Default is day.</p>
Type	<p>Required for the TodaysTopEvents object.</p> <p>The analysis type for the event.</p> <p>Select one of the following options:</p> <ul style="list-style-type: none"> - general - unique - average <p>Default is general.</p>
Tracing Level	<p>Sets the amount of detail that appears in the log file.</p> <p>Select one of the following options:</p> <ul style="list-style-type: none"> - terse - normal - verbose initialization - verbose data <p>Default is normal.</p>

CHAPTER 4

Data type reference

Mixpanel native data types: Mixpanel data types appear in the fields tab for Source transformations when you choose to edit metadata for the fields.

Transformation data types: These data types are set of data types that appear in the remaining transformations. They are internal data types based on ANSI SQL92 generic data types, which Informatica Cloud uses to move data across platforms. Transformation data types appear in all transformations in a mapping.

When the Secure Agent reads source data, it converts the native data types to the comparable transformation data types before transforming the data.

Mixpanel and transformation data types

The following table describes the Mixpanel data types that Data Integration supports and the corresponding transformation data types:

Mixpanel Native Data Type	Transformation Data Type	Range and Description
Number	Decimal	Precision 1 to 28, scale 0 to 28
String	Varchar	1 to 104,857,600 characters
Boolean	Small Integer	Precision 5, scale 0

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