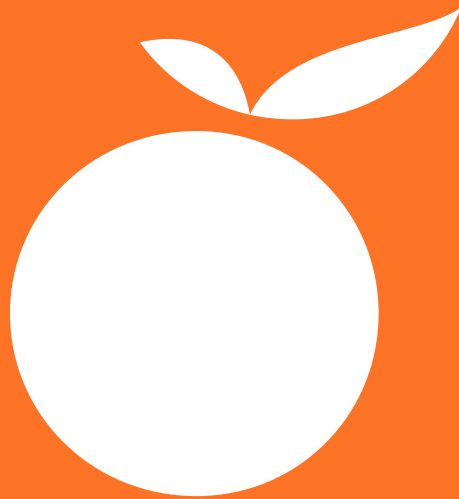


tts performance suite

# Analytics Dashboard



FIGURES EXPLAINED

Imprint

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Analytics Dashboard – Figures explained  
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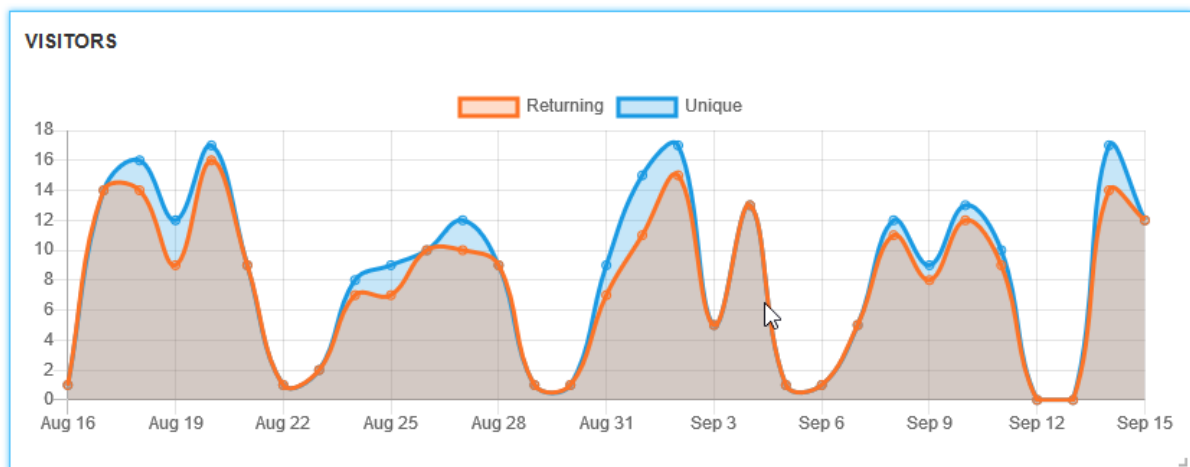
# 1 Recurring Figures

Some figures, e.g. those involving visitors, browsers or devices, can be found in different views of the Dashboard. The analytics data represented by these figures is described in the following sections.

All figures described in these sections are related to the currently opened view and therefore show the numbers of visitors to "Processes" or QuickAccess (for example).

## 1.1 Visitors and Visits

If **no specific date range** is selected, most views of the Analytics Dashboard will display a graph representing the **unique and returning visitors**.



The number of **unique visitors** is equivalent to the number of unduplicated visitors who used WebAccess or QuickAccess. Every user is only counted once, even if they use WebAccess/QuickAccess multiple times a day.

Unique visitors are determined using first-party cookies stored in a visitor's browser. When the same person visits WebAccess using two different devices (e.g. on their PC and on their cell phone), the Dashboard will show two unique visitors.

If the visitor's browser does not accept cookies, the underlying Matomo system uses a simple rule of thumb to try to match the visitor to a previous visitor with the same features (IP, resolution, browser, plugins, OS etc).

A visitor will be registered as a **returning visitor** when they have visited WebAccess or QuickAccess at least once prior to the current visit and if both visits can be matched using either the cookie or the previously mentioned heuristics. A returning visitor is also only counted once, even if they use WebAccess/QuickAccess several times a day. Consequently, a returning visitor is always a unique visitor that has already used WebAccess/QuickAccess the days before and is therefore a subset of the latter.

VISITORS	
Returning Visits	395
Average Time On Site	13 minutes
Bounces	32
Bounce Rate	8 %

If the Dashboard view is restricted to a **specific date range**, the table will not show the number of returning **visitors**, but the number of returning **visits**. One unique visitor may have made one or more visits. Therefore, each and every use of WebAccess/QuickAccess by a visitor that has been using WebAccess or QuickAccess the days before is counted as a **returning visit**, even if the user has already used the application earlier the same day.

## 1.2 Bounces and Bounce rate

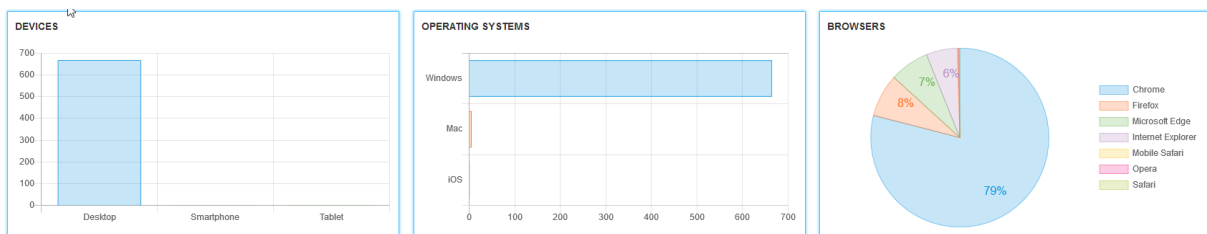
Similar to the number of returning visits, **bounces** and **bounce rate** are only shown if the Dashboard is set to display a **specific date range**.

A **bounce** occurs whenever a session starts on a certain page and ends again on that same page. This means that only a single page call is generated and the visitor leaves the page without interacting with the site in any way.

The **bounce rate** is equivalent to the percentage of visits where such a bounce occurs in relation to all returning visits.

## 1.3 Devices, Browsers and Operating Systems

The figures representing the devices, browsers and operating systems used show the number of **visits** (their percentage share respectively) that occurred using the particular technology. Similar to the returning visits described in chapter 1.1, one unique visitor may have made one or more visits.



## 2 QuickAccess

### 2.1 Applications

The list of Applications shows the **number of times** a QuickAccess result list (or an empty result) was shown for a specific, automatically detected application context. Such a result list or empty result can be shown multiple times during one visit.

By switching the view between **hits** and **misses**, the user can decide whether they want to know for which of these contexts actual results could be shown and for which there were no corresponding documents to show in a result list.

APPLICATIONS		Filter	Hits	Misses
<i>Contexts with results</i>				
PowerPoint 365	🔍 📄 📖		367	
Windows 10	🔍 📄 📖		311	
SAP VA01	🔍 📄 📖		277	
teams microsoft	🔍 📄 📖		254	
SAP	🔍 📄 📖		135	
Outlook 365	🔍 📄 📖		130	

By clicking the respective icons in the **hit list**, the number of hits can be refined by

- user searches initiated from the selected automatic context
- documents opened in the respective result list and
- QuickGuides that were opened when the result list was shown.

### 2.2 User Searches

Similar to the list of Applications, this list shows the **number of times** a QuickAccess result list (or an empty result) was shown for a search term that was manually entered by a user, without extending any given automatically detected context. Here too, one visit can lead to multiple displays of a result list or empty results.

USER SEARCHES		Filter	Hits	Misses
<i>Searches with results</i>				
sap			12	
loop			7	
office 365			6	
Test			3	
urlaub			3	
SAP			3	

Just like the Applications view, the user can decide whether they want to know for which of these search terms actual results could be shown and for which there were no corresponding documents to show in a result list by switching between **hits** and **misses**.

## 3 Processes, Topics and Courses

### 3.1 Page Views

The Processes, Topics or Courses list on the respective page shows the **number of times** the particular process/topic/course was displayed in WebAccess. As described above, one visit can also lead to multiple displays of a process, topic and/or course.

PROCESSES	
Page views	Filter
Geschäftsprozesse / Order to Cash / Kundenauftragsbearbeitung / Standardauftrag <b>Auftragsbearbeitung</b>	71
Geschäftsprozesse / Order to Cash / Kundenauftragsbearbeitung <b>Standardauftrag</b>	39
Business Processes / Order to Cash / Order management <b>Standard Order</b>	39
Business Processes / Order to Cash / Order management / Standard Order <b>Order Processing</b>	38
Business Processes / Order to Cash <b>Order management</b>	32
Geschäftsprozesse / Order to Cash / Kundenauftragsbearbeitung / Standardauftrag / Auftragsbearbeitung <b>Auftragserfassung</b>	30

## 4 Content

### 4.1 Documents opened

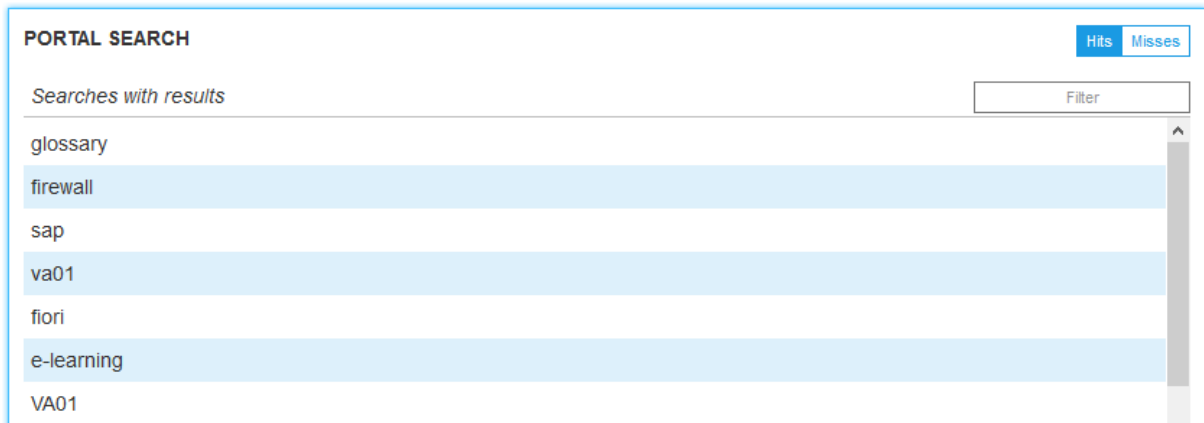
The list of documents on the Content page shows the **number of times** the particular document was opened in WebAccess. By switching to the "QuickGuides" view via the corresponding button, the number of times the particular QuickGuide was opened is shown instead. Here too, multiple documents/QuickGuides could have been opened during one visit in both cases.

CONTENT		Documents	Quick Guides
Documents	All document types	Filter	
Wie lege ich einen Kundenauftrag an?			47
How do I create a customer order?			24
Glossary			11
Welchen Status kann ein Kundenauftrag haben und wo sehe ich diesen?			8
SmartComponents Library 2016-2020			8
How do I create a delivery free of charge?			8

## 5 Portal Search

### 5.1 Hits and Misses

Similar to the QuickAccess view, this list shows the **number of times** a result list (or an empty result) was shown for a search term that was entered in WebAccess. Here too, one visit can lead to multiple displays of a result list or empty results.



The screenshot shows a web interface titled "PORTAL SEARCH". In the top right corner, there are two buttons: "Hits" (highlighted in blue) and "Misses". Below the title, there is a section labeled "Searches with results" and a "Filter" input field. A list of search terms is displayed, with alternating rows highlighted in light blue and white. The terms are: glossary, firewall, sap, va01, fiori, e-learning, and VA01. A vertical scrollbar is visible on the right side of the list.

Search Term
glossary
firewall
sap
va01
fiori
e-learning
VA01

Just like the search result table in the QuickAccess view, the user can decide whether they want to know for which of these search terms actual results could be shown and for which there were no corresponding documents to show in a result list by switching between **hits** and **misses**.