Using InQuira Analytics

Working with InQuira Analytics Reports

InQuira Version 8.2.2

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Contents

Preface About This Guide

This guide is intended for general business users who need to use a configured InQuira Analytics application to report on InQuira application performance. It provides an overview of the InQuira Analytics system, describes how to configure an analytics processing task in order to populate reports, describes the basic features of the application user interface and how to set user preferences, and general information on accessing and using both Intelligent Search and Information Manager analytics reports. This section also provides a set of scenarios that illustrate the use of InQuira Analytics to achieve various business objectives.

This preface includes information on:

- The general organization of this guide
- How to contact InQuira
- The support services available from InQuira Customer Support

In This Guide

This guide to *Using InQuira Analytics* is divided into the following sections:

Chapter 1, Introduction to InQuira Analytics	This chapter describes the InQuira Analytics business intelligence application; its architecture, types of standard reports, and general report features
Chapter 2, Configuring an Analytics Processing Task	This chapter describes the ETL process and how to configure an analytics processing task in order to populate InQuira Analytics with data. It contains additional configuration information.
Chapter 3, Getting Started with InQuira Analytics	This chapter describes the basic information required to use InQuira Analytics.
Chapter 4, Utilizing InQuira Analytics Reports	This chapter describes, in detail, the capabilities of InQuira Analytics.
Chapter 5, InQuira Intelligent Search Analytics Reports	This chapter explains the InQuira Intelligent Search analytics reports and how to make use of them. It also contains a set of scenarios that illustrate using InQuira Analytics to investigate various business objectives associated with different types of users, from product managers to system administrators.
Chapter 6, InQuira Information Manager Analytics Reports	This chapter explains the available analytics reports used for InQuira Information Manager. It is divided into *Information Manager Analytics Reports* on page 202 and *Information Manager Operational Reports* on page 236.
Chapter 7, Creating Custom Reports	This chapter describes how to modify existing reports, as well as how to create new analytics reports.
Chapter 8, The Log Data Archive	This chapter describes how to create and access archived InQuira Analytics data.

Contacting InQuira

You can contact InQuira by mail, telephone, fax, and email.

Address:	InQuira, Inc. 900 Cherry Ave., 6th Floor San Bruno, CA 94066
Telephone:	(650) 246-5000
Fax:	(650) 264-5036
Email:	For sales information, send email to sales@inquira.com. For product support, send email to support@inquira.com.
World Wide Web:	Learn more about InQuira products, solutions, services, and support on the world wide web at: **www.inquira.com**.

InQuira Product Documentation

InQuira documentation is available only to licensed users of our software products and may not be redistributed in any form without express permission from InQuira, Inc.

The InQuira documentation is available in PDF format.Customers can download the PDF files from:

http://documentation.inquira.com/

NOTE: You need a PDF reader application installed on each processor on which you plan to view the InQuira product documentation. The Adobe Acrobat reader is available from Adobe Systems at: http://www.adobe.com.

Detailed information about each product document set is available in:

- *Intelligent Search Documentation* on page 4
- *InQuira Analytics Documentation* on page 6
- *Information Manager Documentation* on page 7
- *Contact Center Documentation* on page 8

If you encounter a problem, need help using the documentation, or want to report an error in the content, please contact InQuira Customer Support.

If you need help obtaining InQuira product documentation, or want to obtain permission to redistribute a portion of the contents, please contact your InQuira account representative.

Intelligent Search Documentation

Intelligent Search is distributed with the following documentation.

Document	Number	Description
Intelligent Search Installation Guide	IS80-IG-00	This guide is intended for technical staff who are responsible for installing InQuira 8.1. It provides detailed information on installing InQuira 8.1 and configuring the application on a single processor using the Installation Configuration Environment facility.

Intelligent Search Administration Guide	IS80-CA-00	This guide is intended for system and application administrators who need to configure an InQuira 8.1 application in an enterprise environment. It describes InQuira 8.1 integration, development, configuration, and maintenance processes and tasks.
Intelligent Search Language Administration Guide	IS80-LA-00	This guide is intended for business users and subject matter experts who need to create and maintain the language processing elements of an InQuira 8.1 application using the System Manager. This book provides usage information about the System Manager, conceptual information about the InQuira 8.1 language objects, and task information about the process of managing the user experience provided by the InQuira 8.1 application.
Intelligent Search Language Tuning Guide	IS80-LD-00	This guide is intended for application developers who need to create and maintain advanced InQuira 8.1 language-processing elements using the Dictionary and other InQuira Language Workbench applications.
Intelligent Search Optimization Guide	IS80-AG-00	This guide is intended for application developers who need to implement InQuira 8.1 advanced features, including Personalized Navigation and Process Wizards.
Intelligent Search Application Development Guide	IS80-API-00	This guide provides information about integrating and customizing the InQuira 8.1 Personalized Response User Interface.

Intelligent Search Language Reference	IS80-LRG-00	This guide is for language developers implementing InQuira 8.1 applications that utilize the intent libraries and advanced language processing functions. These guides are published as separate documents that provide reference information for each industry-specific intent library. Each reference also contains complete descriptions of InQuira Match Language and Variable Instantiation Language.
Intelligent Search User Interface Guide	IS80-UI-00	This guide is intended for application developers who need to customize the InQuira 8.1 Personalized Response User Interface, and integrate it with a production web application. It contains information about the elements and features of the User Interface, and provides guidelines for integrating it into an enterprise web architecture, customizing its appearance and functionality, and implementing various special features.

InQuira Analytics Documentation

InQuira Analytics is distributed with the following documentation.

Document	Number	Description
InQuira Analytics Installation Guide	IA80-IG-00	This guide is intended for technical staff who are responsible for installing InQuira Analytics. It provides detailed information on installing and configuring the InQuira Analytics product for use with an InQuira 8.1 application.
Analytics User Guide	IA80-CA-00	This guide is intended for systems and application administrators who need to configure the Intelligent Search and Information Manager Analytics components to report on InQuira 8.1 application performance.

Information Manager Documentation

InQuira Information Manager is distributed with the following documentation.

Document	Number	Description
Information Manager Installation Guide	IM80-IG-00	This guide is intended for technical staff who are responsible for installing InQuira Information Manager. It provides detailed information on installing and configuring the Information Manager product.
Information Manager Administration Guide	IM80-CA-00	This guide is intended for systems and application administrators who need to configure and administer an InQuira Information Manager application, and integrate it with an InQuira 8.1 application. It also contains information for general business users who need to use the Information Manager to create and manage content.
Information Manager Content Authoring Guide	IM80-AG-00	This guide is intended for technical staff who are responsible for authoring content in InQuira Information Manager. It provides detailed information on creating content and managing workflow tasks in the Information Manager console.
Information Manager Developer's Guide	IM80-WSR-00	This guide is intended for application developers who need to integrate Information Manager content, content category, and user and security functions with external applications. It contains reference information and examples for all packages, classes, methods, and interfaces of the Information Manager Web Services API.

Contact Center Documentation

The InQuira 8.1 contact center products are distributed with the following documentation.

Document	Number	Description
Contact Center Advisor Integration Guide	CA80-IG-00	This guide is intended for application developers and systems administrators who need to plan for and integrate the InQuira Contact Center Advisor with an InQuira application and a supported CRM application.
Intelligent Search Siebel Integration Guide	CAS80-IG-00	This guide is intended for application developers and systems administrators who need to plan for and integrate InQuira 8.1 with Siebel 7 Enterprise Applications using the Siebel Adapter for InQuira 8.1.

Screen and Text Representations

The product screens, screen text, and file contents depicted in the documentation are examples. We attempt to convey the product's appearance and functionality as accurately as possible; however, the actual product contents and displays may differ from the published examples.

References to World Wide Web Resources

For your convenience, we refer to Uniform Resource Locators (URLs) for resources published on the World Wide Web when appropriate. We attempt to provide accurate information; however, these resources are controlled by their respective owners and are therefore subject to change at any time.

Chapter 1 Introduction to InQuira Analytics

InQuira Analytics is a business intelligence application designed specifically to provide insight into InQuira application performance. You can use InQuira Analytics to:

- Understand user behavior, such as why users visit your site, and what they try to achieve
- Assess the quality of InQuira responses and whether users are finding the information they need
- Determine if important information is missing from your application content
- Report on application performance, such as system response times

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IMPORTANT: InQuira Analytics requires an installed and configured InQuira application and installed and configured supplementary software as described in the InQuira Analytics Installation Guide.

InQuira Analytics Overview

InQuira Analytics processes InQuira application data to populate the reporting database and uses that data to generate a set of standard reports.

You create the data structure for the standard report, extract the log data and populate it to database using the processes described in *Chapter 2, Configuring an Analytics Processing Task*.

The standard reports use application-specific data dimensions, such as products, services, business units, and types of end-user questions that you define for your specific business environment.

You define the dimensions, such as products and question types, that you want to report on using the InQuira Analytics Administration interface, as described in *Defining Analytics Hierarchies* in the InQuira Analytics Installation Guide.

You can then view, filter, manipulate, print, and export reports using the web-based InQuira Analytics user interface, as described in *Chapter 4, Utilizing InQuira Analytics Reports*

IMPORTANT: See the *InQuira Analytics Installation Guide* for information on InQuira Analytics prerequisites and dependencies.

InQuira Analytics Architecture

An InQuira Analytics application consists of multiple components configured using one or more deployed InQuira instances. The InQuira Analytics components include:

- The data warehouse that stores the InQuira log data, the reporting hierarchy, and additional metadata used to create the reports.
- An InQuira instance configured to perform the data extraction and load (ETL) process.
- The InQuira Analytics report server, which hosts the report creation and user interface functions.

See *InQuira Analytics Components* on page 10 and *The InQuira Analytics Reporting Process* on page 12 for more information.

InQuira Analytics Components

InQuira Analytics uses the following components to import data from InQuira application log files, populate the reporting databases, and create the standard reports:

Data Warehouse Component:

Normalized reporting (ODS) database	The reporting database stores data extracted from the InQuira logs and acts as a staging environment for analytics data. This database stores the InQuira log, security and report information in relational form.

InQuira Analytics Server Components:

Report Builder	The report builder is configured to build the standard InQuira Analytics reports that provide information on customer (end-user) behavior, content utilization, user experience, and system usage and performance. You can also define and save custom reports using the features of the InQuira Analytics user interface.
Web-based user interface	The InQuira Analytics user interface displays easily readable standard reports and provides a complete set of tools for exploring, displaying, formatting, exporting, and printing reports, as well as customizing existing reports and creating custom reports for your organization.

InQuira Analytics Third-Party Components

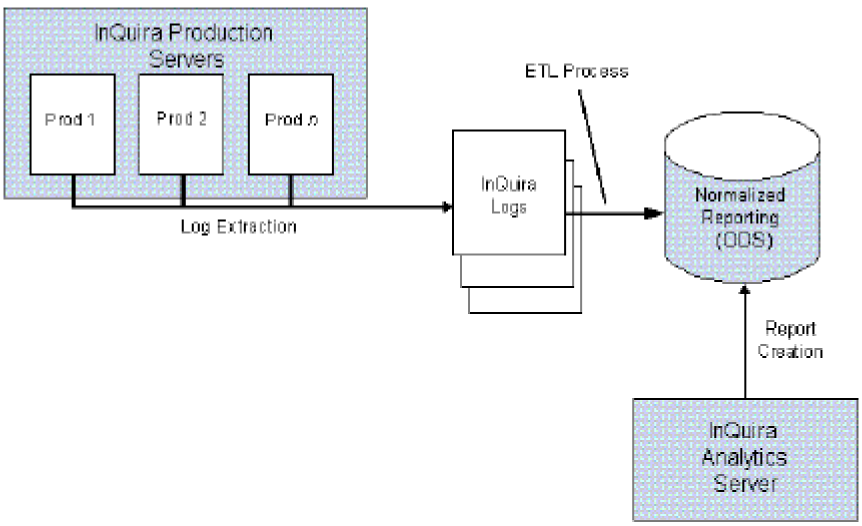
InQuira Analytics uses an underlying third-party product, MicroStrategy, to create and present reports on which the Report Builder and Web-based user interface are based. The MicroStrategy components are installed and configured as part of the installation process described in the InQuira Analytics Installation Guide.

NOTE: No special knowledge of MicroStrategy products is required to install or operate InQuira Analytics.

The InQuira Analytics Reporting Process

The InQuira Analytics reporting process consists of the following steps:

- The InQuira production instances produce logs that contain the user questions, application responses, and other user interaction information, such as user session ID
- The InQuira Analytics ETL server instance executes tasks to:
  - Extract the log files from configured production instances
  - Load them into the reporting (ODS) database
- The InQuira Analytics report server instance executes tasks to build and cache the defined reports
- InQuira Analytics users log on to view and manipulate the reports



Chapter 2 Configuring an Analytics Processing Task

After you install InQuira Analytics and configure MicroStrategy you must set up an Analytics Processing task to make use of the collected data by the Analytics reports.

This section describes the process of Extracting, Loading, and Transforming (ETL) data for InQuira Analytics and how to configure an Analytics Processing task to complete this process.

The InQuira Analytics ETL Process

You populate the reporting (ODS) database with log data from both the Intelligent Search and Information Manager configured production instances. You populate the reporting database by:

- Extracting log data from both configured production instances
- Loading both the Intelligent Search and Information Manager data into the normalized reporting (ODS) database
- Transforming the Normalized Intelligent Search and Information Manager Report Data to the Star Schema

The ETL Process does the following:

Extracts files from:

<Inquira root>\InfoManager\logs\IMADMIN\audit\content
<Inquira root>\InfoManager\logs\<repository_name>\audit\user

and copies them to:

<Inquira root>\analytics\im\ETL\logs

Extracts files from:

<Inquira root>\instances\<content/runtime>\development\runtime\data\log\binary\<runtime instance>\

and copies them to:

<Inquira root>\instances\<instance folder>\content\data\analytics\logs

The ETL process then transforms and loads these files to the Report Database. After InQuira Analytics makes use of the data, the files are moved to:

<Inquira root>\analytics\im\ETL\archive
<Inquira root>\instances\<instance folder>\content\data\analytics\archive

and deleted from:

<Inquira root>\analytics\im\ETL\logs
<Inquira root>\instances\<instance folder>\content\data\analytics\logs

Executing the Intelligent Search and Information Manager Production Log Extraction, Load, and Transfer (ETL) Task

You can configure and execute the log extraction, load and transfer (ETL) task within System Manager.

IMPORTANT: Log extraction and synchronization tasks cannot access a runtime instance at the same time. The log extraction will fail with a null point exception because the synchronization task shuts down the services used by the log extraction task.

To execute the ETL task:

- *Defining InQuira Analytics ETL Job* on page 15
- *Running InQuira Analytics ETL Job* on page 19

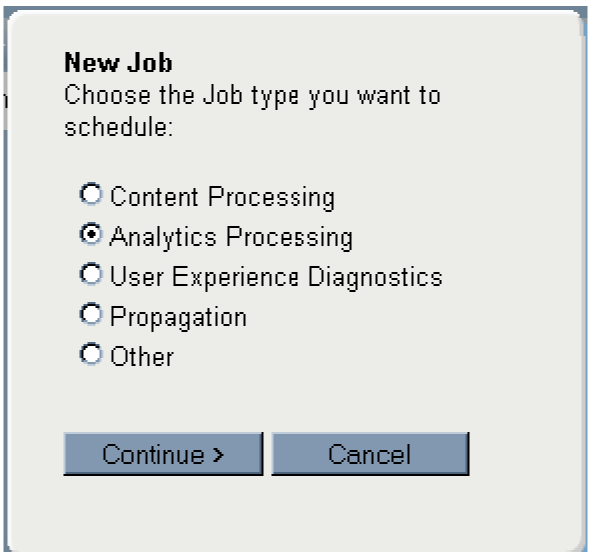
Defining InQuira Analytics ETL Job

To define a new Job:

- Open System Manager
- Select the **New...**option on the Job List

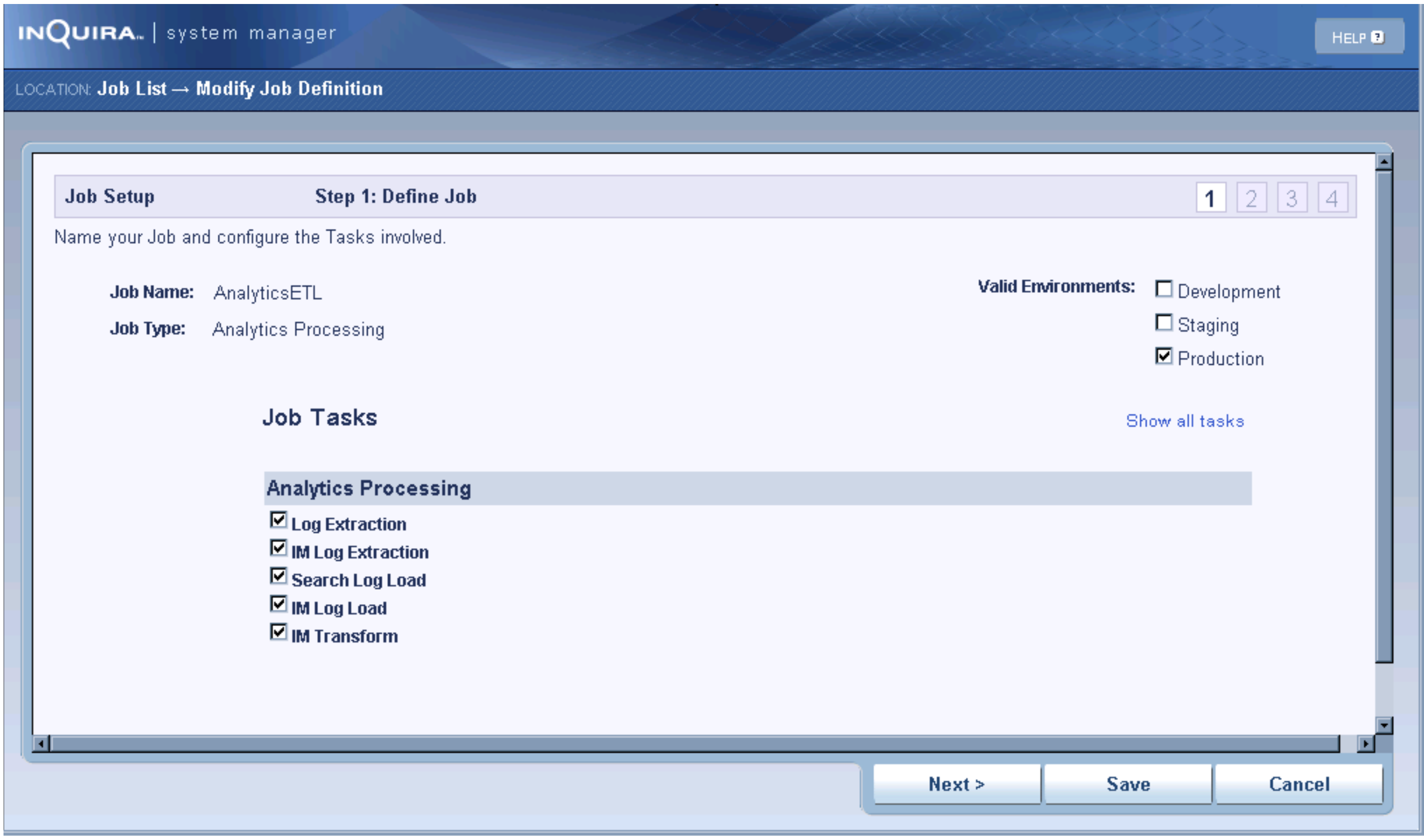
The System Manager displays the New Job dialog:

- Select the **Analytics Processing** Job type



- Select **Continue >** to continue the job definition process.

Define InQuira Analytics ETL Job



- Enter text into the Job Name field (such as, AnalyticsETL)
- Select Valid Environments: Production
- Select Check all available boxes (default)

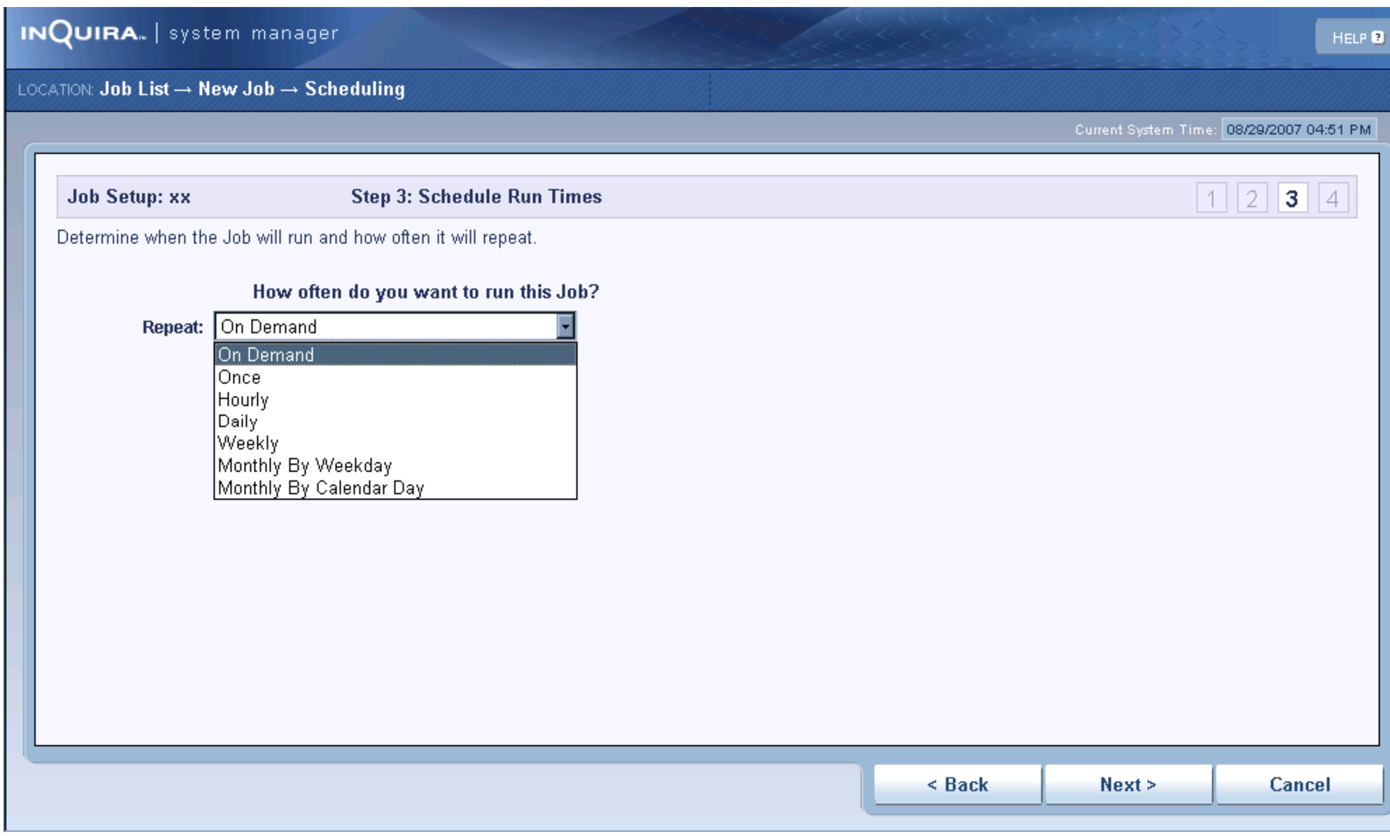
InQuira provides the following tasks for managing InQuira Analytics data:

Task	Description
Log Extraction	Use this task to copy log data to the `data/load` directory (or the directory specified in the InQuira Analytics configuration) on this instance.
Pre-Log Loading	Use this task to refer to a custom task specific to your application that should be performed prior to log loading.
Information Manager Log Extraction	Use this task to copy Information Manager log data to the `data/load` directory (or the directory specified in the InQuira Analytics configuration) on this instance.
Intelligent Search Log Load	Use this task to download only the Intelligent Search log files from the production servers to the InQuira Analytics server.

Information Manager Log Load	Use this task to download only the Information Manager log files from the production servers to the InQuira Analytics server.
Information Manager Transform	Use this task to populate and transform data from Information Manager Analytics ODS Schema to Star Schema
PostAnalytics	Use this task to refer to a custom task specific to your application that should be performed after the ETL process

- Select **Next** >

Schedule Run Times

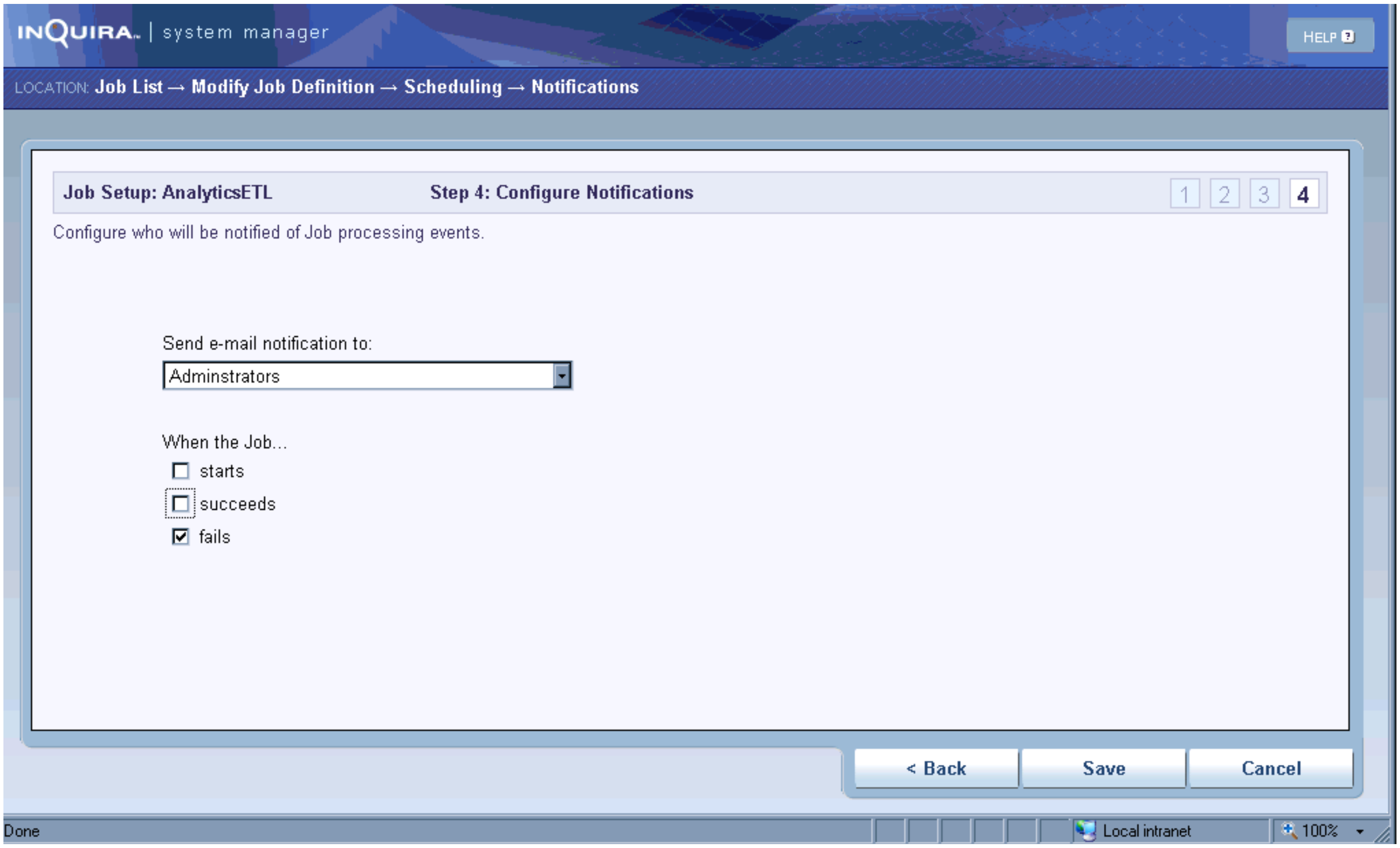


- Select how often you would like to run the Analytics ETL Task. (Select **On Demand** to run task immediately for verification purposes)

For more information see Scheduling a Job

- Select **Next**>

Configure Notifications



- Configure who will be notified of job processing events. For more information see ***Specifying Job Notification***
- Select **Save**

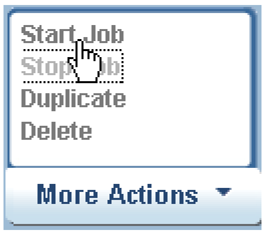
Your newly created job appears on the Job list.

Running InQuira Analytics ETL Job

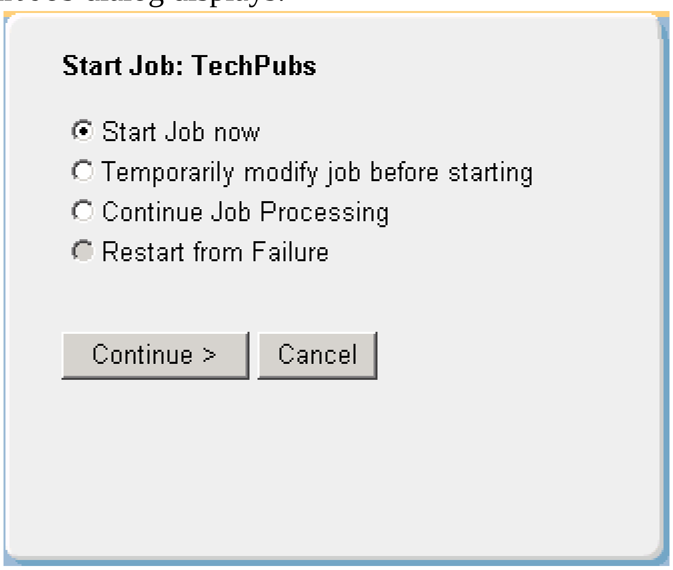
To start your Analytics Processing Task:

To start a configured job interactively from the Job List in System Manager

- Select the job from the Job List
- Select **More Actions**, click **Start Job Now**...



The Start Job dialog displays:



- Select an option from the Start Job dialog display

Start Job now	Submit the selected job for immediate processing using its currently saved configuration
Temporarily modify job before starting	Modify the job configuration only for a single occurrence
Continue Job Processing	Continue a manually stopped job from the point at which processing stopped
Restart From Failure	Restart a failed job from the point of failure

NOTE: The System Manager includes interactive job information in the job history details, even when the job configuration is temporarily modified.

- Select **Continue** >

The view displays the Job Status screen.

Additional Configuration Procedures

This section describes how to configure Intelligent Search and Information Manager instances to supply log data to the InQuira Analytics application.

Managing InQuira Analytics User Accounts

You can create, modify, and delete InQuira Analytics users using the user MicroStrategy Desktop application that is installed on the InQuira Analytics server.

NOTE: The Information Manager Analytics server is the processor on which you have installed the MicroStrategy application as described in the *InQuira Analytics Installation Guide*.

You access the MicroStrategy Desktop application as described in *Accessing the User Management Facility* on page 21

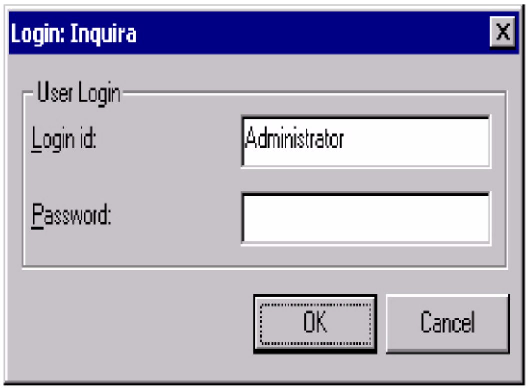
NOTE: You must have administrator privileges to create, modify, and delete users.

Accessing the User Management Facility

To access the User Management facility, log onto the MicroStrategy Desktop application.

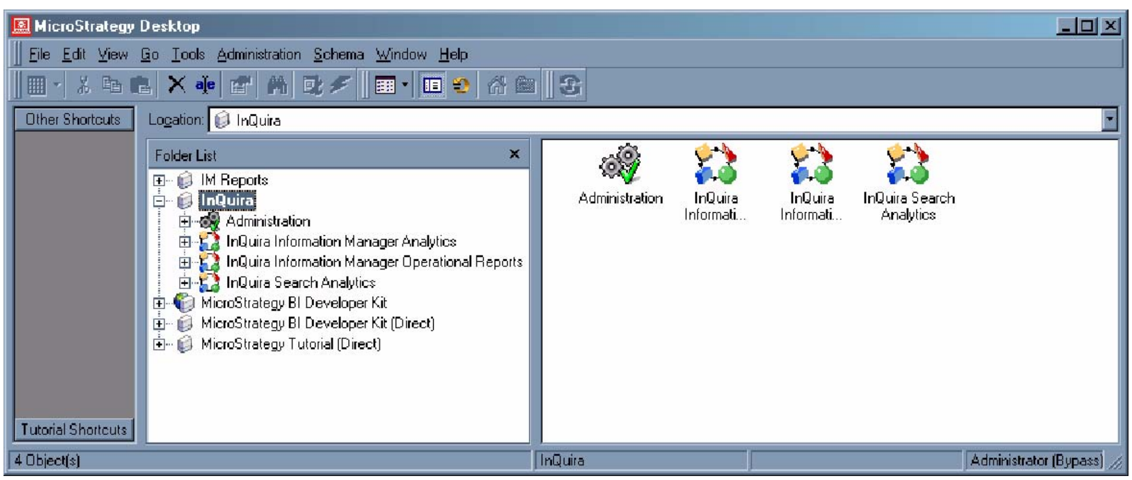
- Select **Start > All Programs > MicroStrategy > Desktop > Desktop** on the InQuira Analytics server

The MicroStrategy Desktop application displays the login dialog:



- Log onto the Desktop application as an administrator

The Desktop displays the **Inquira** folder:



Adding and Modifying Users

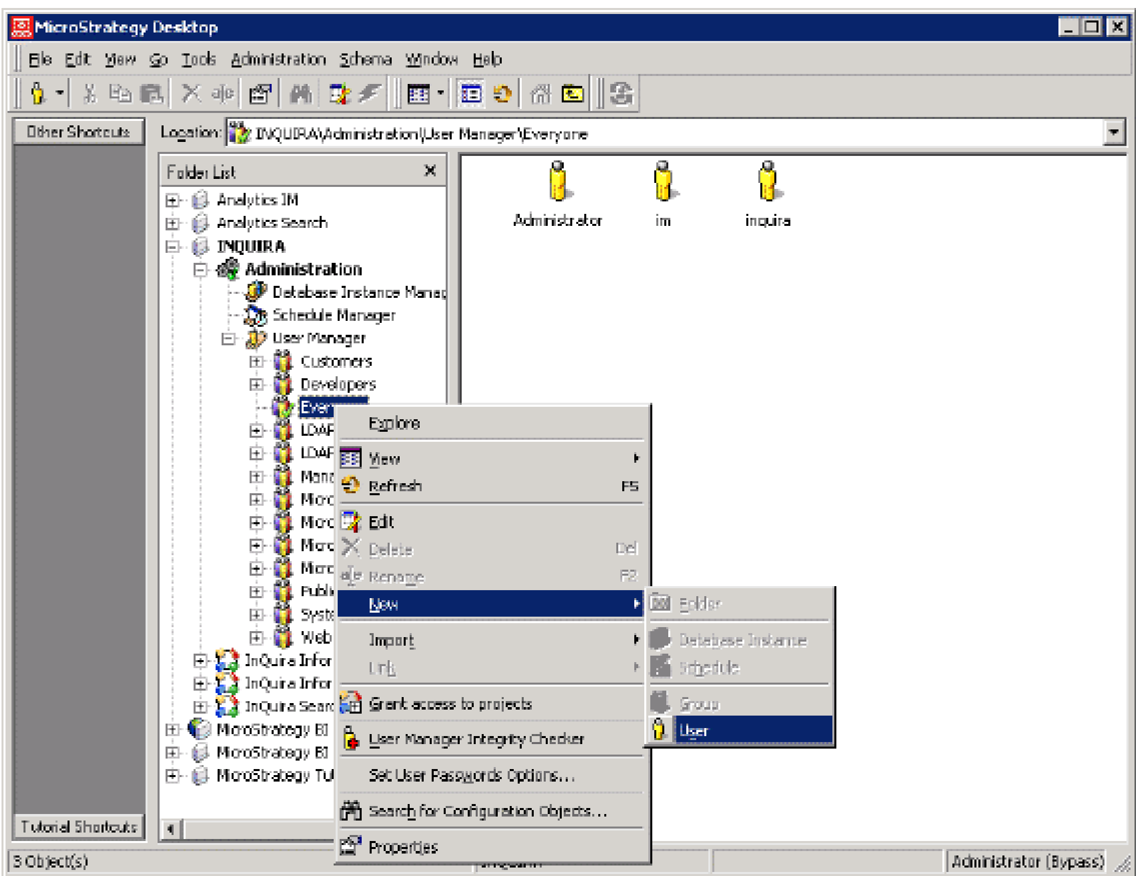
To add InQuira Analytics users:

- Expand the **Administration** node of the **Inquira** folder
- Expand the **User Manager** node of the **Administration** folder
- Select the **Everyone** node of the **User Manager** folder

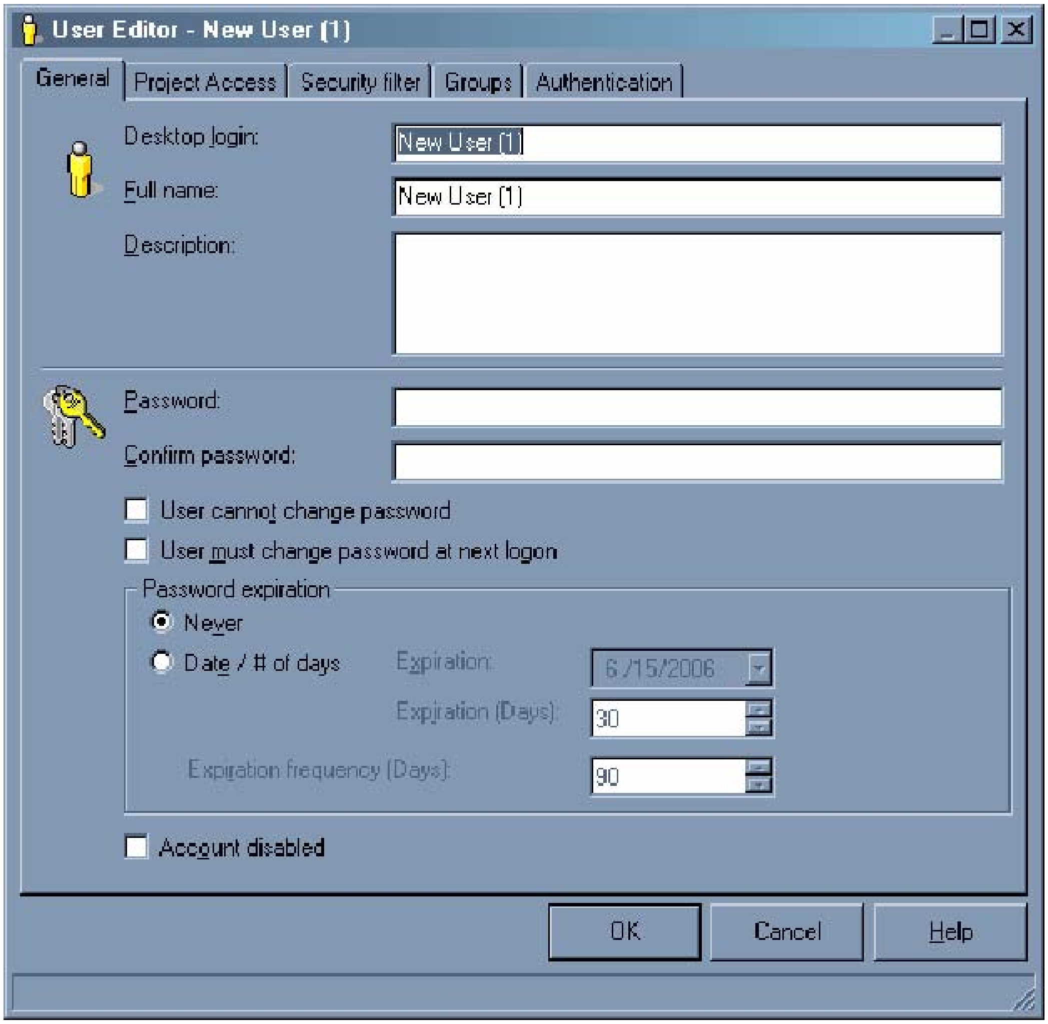
The right pane of the Desktop window displays the currently defined users.

NOTE: You can copy an existing user by right-clicking and selecting **Duplicate** from the drop-down menu. You can then right-click and select **Grant access to projects** to modify the new user's definitions and privileges.

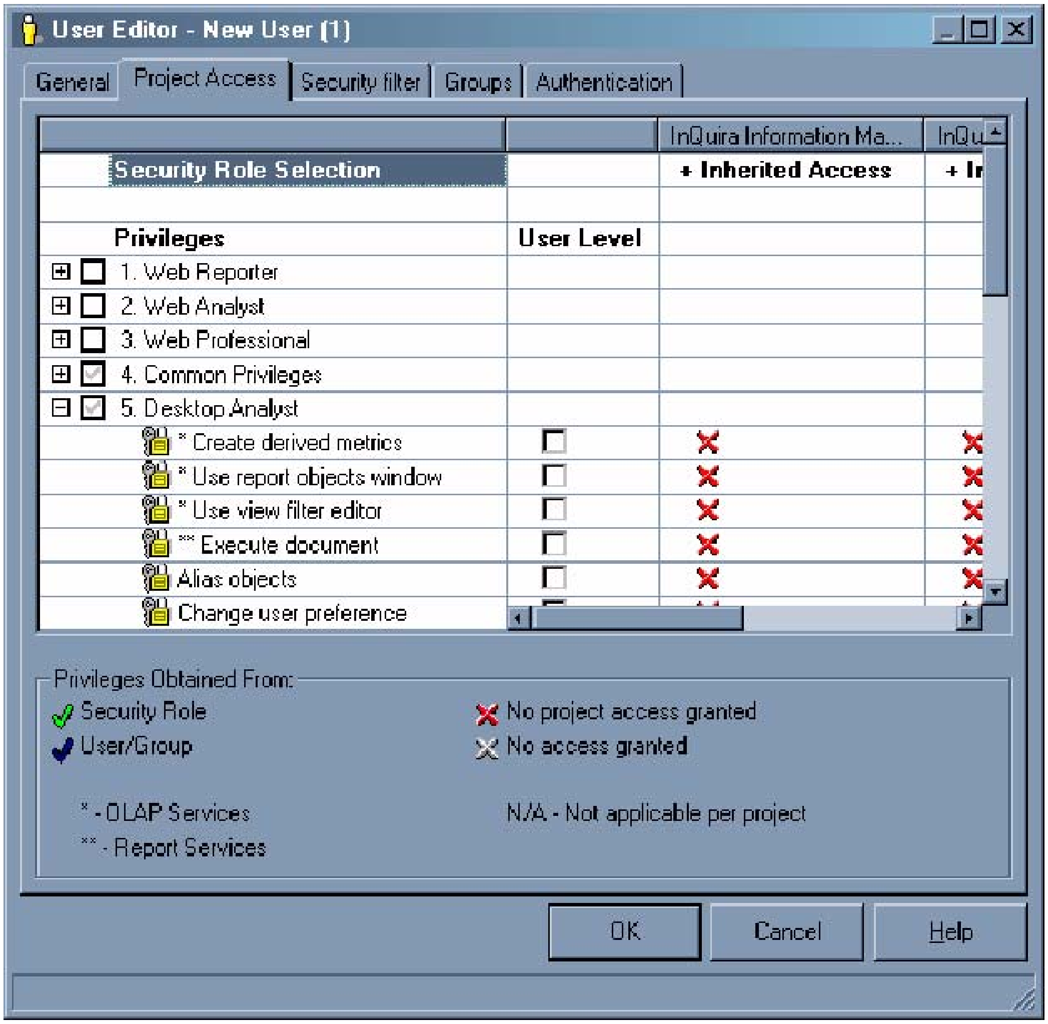
- Right-click in the defined users pane, and select **New.**
- Select **User**.



The **User Editor** dialog displays.



- Use the following tabs of the user editor to specify new or modified user data and security roles:



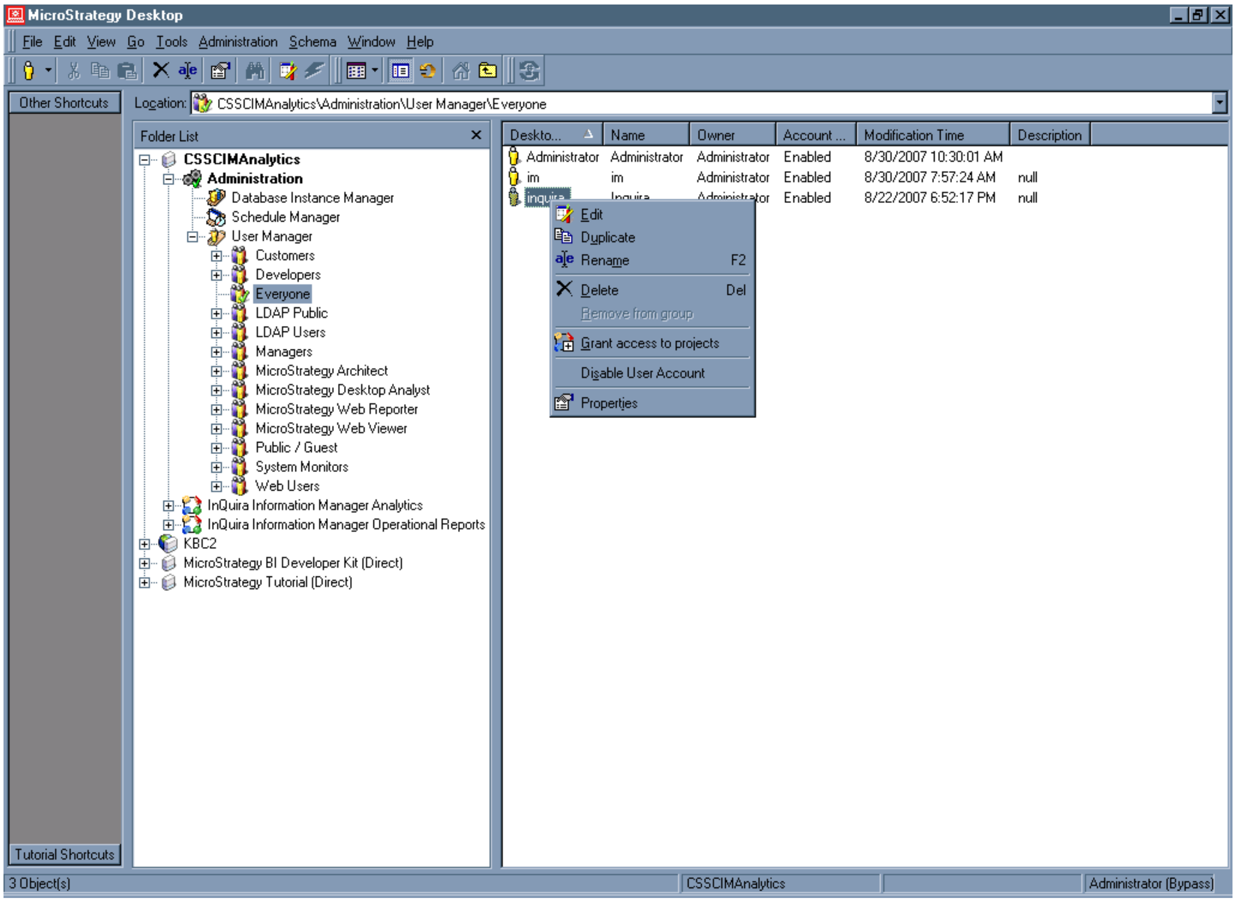
Editor Tab	Description
General	Specify appropriate user login and password information.
Project Access	Specify appropriate roles and privileges for the user. Each role comprises a group of privileges that you can grant or deny. Select each role that specifies an appropriate privilege, and deny access to any inappropriate privileges for the new user. For example, you might create a user having all the privileges contained in the Web Reporter and Web Analyst role, but only a few of the privileges associated with the Desktop Analyst role.

Deleting Users

To delete InQuira Analytics users:

- Expand the **Administration** node of the **Inquira** folder
- Expand the **User Manager** node of the **Administration** folder
- Select the **Everyone** node of the **User Manager** folder

The right pane of the Desktop window displays the currently defined users.



- Right-click on the desired user.
- Select **Delete** from the drop-down menu.

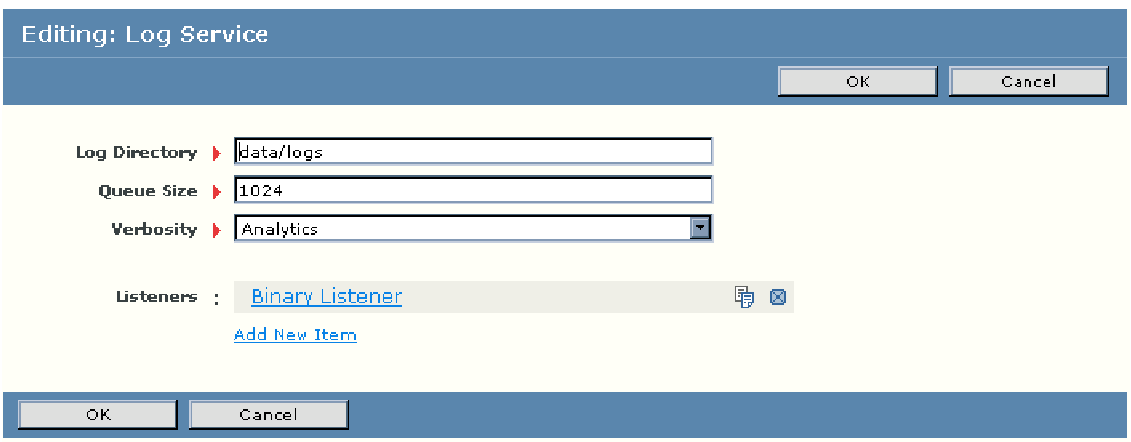
Configuring Logging on Production Instances

You must configure the production instances that supply log data to InQuira Analytics to ensure that:

- The Intelligent Search and Information Manager instances are properly defined to the Intelligent Search scheduling instance
- The logs created by configured Intelligent Search instances:
    - Are correctly formatted and contain the appropriate level of detail as described in *Specifying Runtime Log Characteristics* on page 26
    - (Optional) Include data about end-user click-thru behavior as described in *Specifying Click-thru Tracking* on page 27

Specifying Runtime Log Characteristics

You must specify the correct log format and level of detail in the production server configuration. You specify the log characteristics using the **Log** page in the **Instances** section of the Advanced Configuration Facility.



You specify the following parameters to generate logs having the proper format and level of detail:

Parameter	Description	Required/Optional/Default
Log Directory	Specifies the directory in which the application will write its log files.	This is a required parameter. The default location is `data/logs`, which corresponds to the following location in the default instance (bootstrap) configuration: `inquira_home/application/data/logs`.

Queue Size	Specifies the size of the queue, which determines the number of messages that will accumulate between write actions.	This is a required parameter. The default value is `1024`.
Verbosity	Specifies the level of detail of the logged application data. Higher levels of detail result in more resource and storage use.	This is a required parameter. The default is `Analytics`. You must set the log level to Analytics or higher to generate InQuira Analytics report data.
Listeners	Specifies one of more log listeners for the application. Log listeners are components that handle log information from the Log Service in specified ways.	This is a required parameter. You must specify a Binary log listener to produce loadable log files from which to generate InQuira Analytics report data.

Configuring Intelligent Search Reporting Features

You can configure the following additional Intelligent Search reporting features using the Advanced Configuration Facility:

- record the answers that users select from the results page as described in *Specifying Click-thru Tracking* on page 27
- edit the labels in the User Feedback report to conform to those within your application as described in *Updating Labels for the User Feedback Report* on page 29

Specifying Click-thru Tracking

You can configure the application to record which answers on the results page end-users *clicked-thru* to view the source document. Click-thrus are included as a dimension on the Most Used Content and Least Content reports.

NOTE: Click-thru tracking is not available for links within embedded managed answers. See *Rules* in the *Intelligent Search Language Tuning Guide* for more information on embedded managed answers.

When click-thru tracking is enabled, InQuira records:

- the session ID
- the answer ID
- the answer URL and anchor

for each click-thru, as well as for click-thrus on similar answers.

You configure click-thru tracking on all production instances for which you want to report on end-user click-thru behavior. Click-thru configuration is available on the **Click-thru** page of the Advanced Configuration Facility.

To configure click-thru tracking:

- select **Click-thru** from the Advanced Configuration Facility menu

The **Click-thru** page displays the Perform Click-thru Tracking field.

- select **On** in the **Perform Click-thru Tracking** field

Configuring Click-Thru Tracking for Managed Answers

You can configure click-thru tracking for links within the individual Dictionary rules that specify custom content managed answers. You configure click-thru tracking using a custom tag within the hypertext link specified in the custom content area of the managed answer rule.

```
<link href="URL">link text</link>
```

where:

<link	Specifies the beginning of the link tag
href	Is the HTML standard hypertext link reference
"URL"	Is the fully qualified URL for the answer source document, enclosed within double quotes
link text	Specifies the text to display as the hypertext link
</link>	Specifies the end of the link tag

The following custom text within a managed answer rule:

```
Answer Title<br>
Click the link to learn more:
<a href="http://www.somewhere.com/index.html">Click Here!</a>
```

To convert the link to be tracked by InQuira Analytics, specify the `<link>` tag:

```
Answer Title<br>
Click the link to learn more:
<link href="http://www.somewhere.com/index.html">Click Here!</link>
```

Updating Labels for the User Feedback Report

You can change the label text associated with the various user feedback levels used to rate answer quality in the User Interface. The labels displayed in the User Interface are configurable; however, they are independent of the labels that are displayed in the User Feedback Report. To maintain consistency, you must manually update both sets of labels.

See the *Intelligent Search User Interface Guide* for more information on editing the following default user feedback labels in the User Interface.

Level	Default Label
0	No Feedback
1	Not Even Close
2	Hardly
3	Sure
4	Usually
5	Absolutely

Chapter 3 Getting Started with InQuira Analytics

This chapter introduces the basics of utilizing InQuira Analytics reports, and guides you through the process of:

- Logging onto the InQuira Analytics application
- Navigating from the home page to any of the standard reports
- Drilling down to the analysis and details reports
- Logging out of InQuira Analytics

For information on InQuira Analytics report features see *Chapter 4, Utilizing InQuira Analytics Reports*.

Accessing InQuira Analytics Reports

After you have finished installing InQuira Analytics and configuring MicroStrategy you may access InQuira Analytics reports:

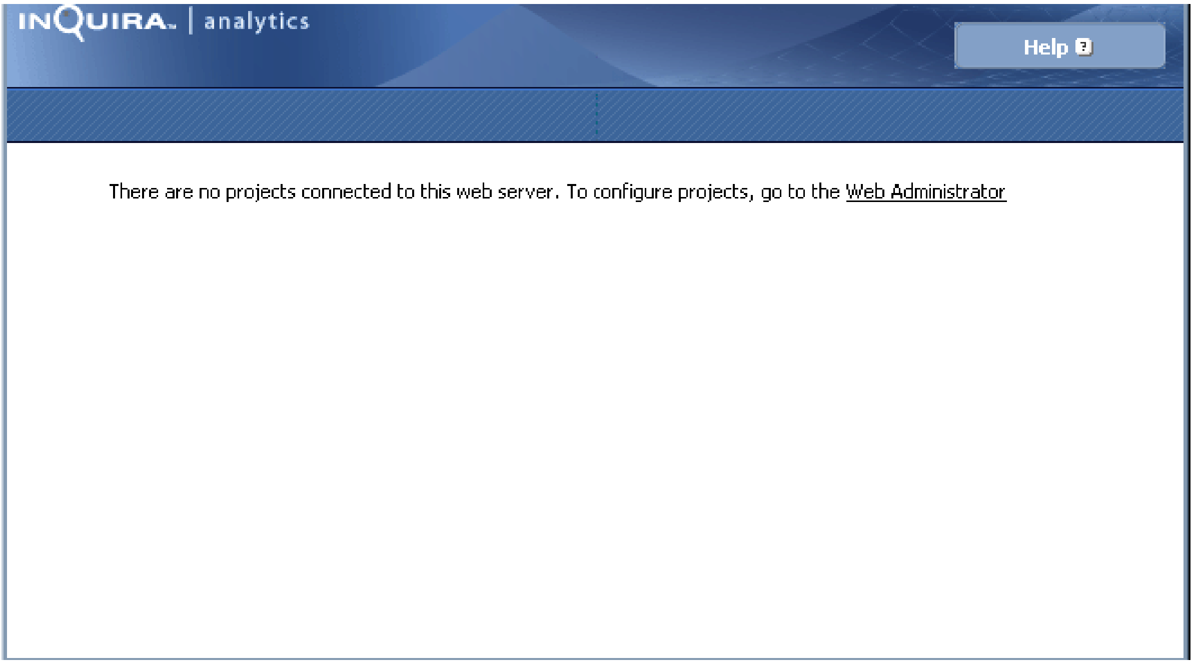
From the sever's Start menu:

Start->Programs->Microstrategy->Web

or direct a browser to:

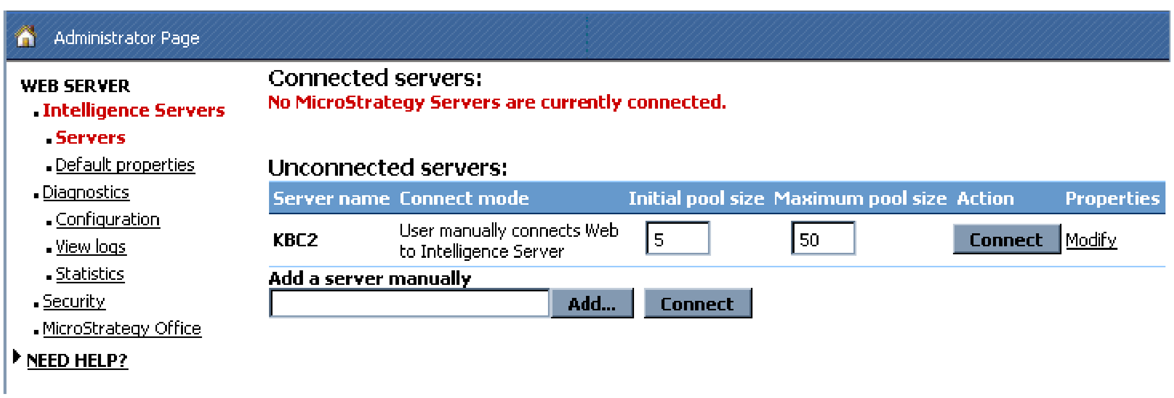
http://<reportservername>/Microstrategy/asp/Main.aspx

The following screen displays:



- Select the **Web Administrator** link.

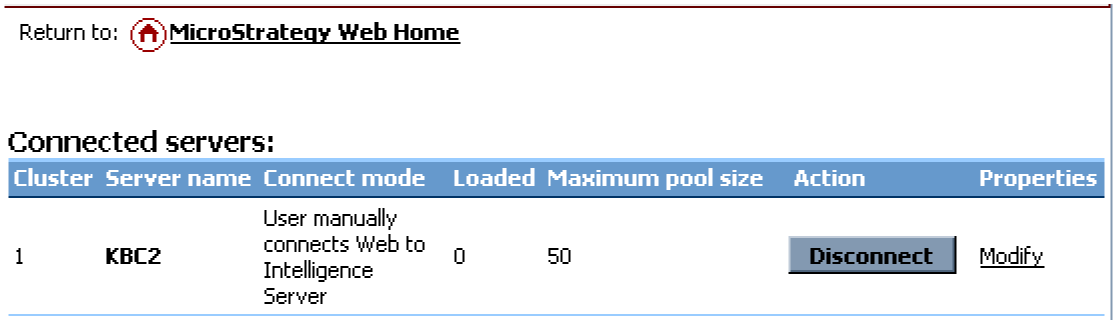
The following screen displays:



- Enter the name of server and select **Add.**
- Select **Save** in the page that displays.

The server name will now display upon entering the site.

- Select **Connect** next to the server name.



- Select **Return to: MicroStrategy Web Home**

The InQuira Analytics home page displays.

InQuira Analytics Home Page

The InQuira Analytics home page displays project folders for the installed InQuira business intelligence products:

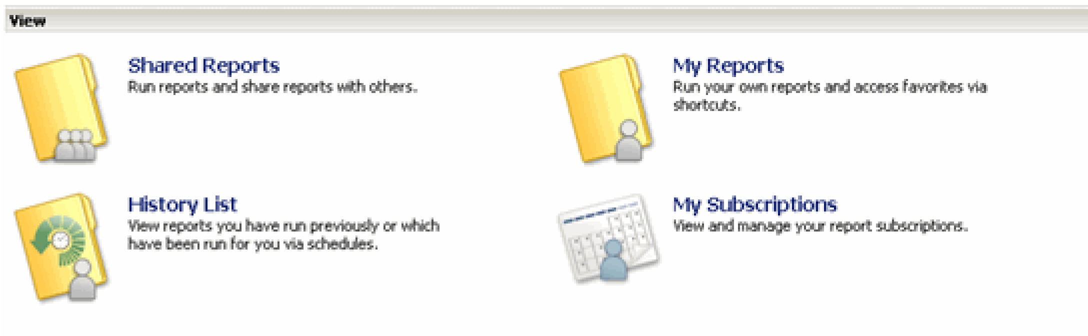
Project Folder	Description
InQuira Search Analytics	This folder contains the InQuira Analytics standard, analysis, and detail reports.
InQuira Information Manager Analytics	This folder contains the Information Manager Analytics content usage standard reports.
InQuira Information Manager Operational Reports	This folder contains the Information Manager Analytics content management standard reports.

- Select the Analytics Report Project folder to run reports from

- Enter your user ID and password

NOTE: Consult your InQuira Analytics administrator for correct user name and password information if necessary.

InQuira Analytics displays the main page for the Analytics project folder you selected:



To access InQuira Analytics reports:

- Select the **Shared Reports** folder:

InQuira Analytics displays the standard report folders as described in *The InQuira Analytics Shared Reports* on page 46.

Viewing InQuira Analytics Reports

The InQuira Analytics Shared Reports folders contain the default configurations of the standard reports designed for use with InQuira applications.

To view an InQuira Analytics report:

- Select the report category folder that you are interested in.
- Select the desired report.
- Specify the report creation parameters (see *Selecting Report Creation Parameters* on page 35).
- Select **Run Report**.

Selecting Report Creation Parameters

Each Analytics report has a slightly different set of associated report elements or parameters. The settings you choose on the Report Parameters page prior to running the report determines the context for the data within the report.

To select report elements:

- For long lists of elements, use the Search function to limit the list in the Available column
- Using the selectors, move the report element(s) to the **Selected** column.

NOTE: The report criteria that you select is carried forward as the reporting context for the Analysis and Detail reports that you drill down to from the resulting report.

- Continue selecting other report creation parameters.

For a complete list of report parameters available for each InQuira Analytics product refer to *Intelligent Search Analytics Report Creation Parameters* on page 35, *Information Manager Analytics Report Creation Parameters* on page 37, or *Operational Report Creation Parameters* on page 37.

Intelligent Search Analytics Report Creation Parameters

You generate the InQuira Analytics reports by specifying report creation parameters to restrict the data against which the report is run. For information on how to use the report parameters page, refer to Selecting Report Criteria.

The following parameters are available:

Parameter	Description
User Segment	Lets you look at data based on one or more groups of users
Language	Selects data only for specified languages

Query Source	Specifies the source (Web, for example) of the activities reported on. Only the following activity types have a query source: • Basic Search • Process Wizard Complete and Search • Escalation Attempt Child activities are the activities that follow the parent activities, the parent activity types include: • Basic Search • Process Wizard Complete and Search • Escalation Attempt • Facet Selection Search
Activity Type	Specifies the type of interaction with the application user interface to report on. The activity types are: • Basic Search • Facet Selection Search • Process Wizard Invocation • Process Wizard Stepping • Process Wizard Completion • Process Wizard Completion and Search • Click-thru • Rating Question • User Feedback • Escalation Completed • Escalation Deflected • Escalation Attempt • Escalation No Answer and Completed • Paging • Session Started
Cluster	Selects data based on specific question clusters
Concept	Restricts report data to specific concepts or products

Intent	Restricts data to selected intents
Top/Bottom	Restricts data by maximum or minimum values
Portlet	Restricts data by portlet

Information Manager Analytics Report Creation Parameters

You generate the Information Manager Analytics reports by specifying report creation parameters to define:

- The weeks that you want to include in the report
- Thresholds, such as the rating level for the Content Feedback and Forum Feedback reports, and the number of times accessed for the Content Usage reports

For information on how to use the report parameters page, refer to *Selecting Report Creation Parameters* on page 35 in the *InQuira Analytics User's Guide*.

The following parameters are available:

Parameter	Description
Reporting Weeks	Select the weeks for which you want to include data.
First Week	Select or enter a date in the first week for which you want to include data.
Last Week	Select or enter a date in the last week for which you want to include data.
Rating Threshold	Specify a value within the range of your application's rating system to create reporting categories. For example, for a rating system range of 1-10 you could specify a threshold of 5 to determine the number of records having an average rating above and below the median.
Access Count Threshold	Specify a value within the range of you application's rating system to create reporting categories.

Operational Report Creation Parameters

You generate the operational reports by specifying report creation parameters to define:

- The beginning and end dates that you want to include in the report
- Date ranges
- Time ranges to categorize the report data

See:

- *Specifying Content Aging Parameters* on page 239

- *Specifying Content Due to Expire Parameters* on page 242
- *Specifying Content in Process Parameters* on page 248
- *Specifying Published Content Parameters* on page 251

for detailed information on the required and optional parameters for each operational report.

Drilling Down to More Detailed Data

You can view more detailed information for a report by "drilling down" to view data for:

- Different time segments, as described in *Drilling Down to View Different Time Segments* on page 39
- Report details from a Detail or Analysis report, as described in *Drilling Down to View Analysis and Detail Reports* on page 40.

Drilling down:

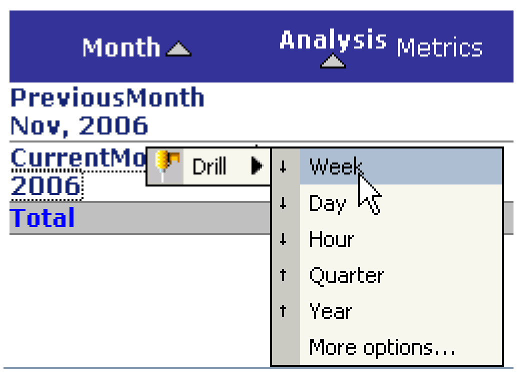
- Restricts the scope of the report display to the selected element
- Provides detailed information on the component elements

while retaining any filters or other contexts imposed by the originating report.

Drilling Down to View Different Time Segments

You can view data in different time segments by drilling down (or up) to select another time view.

- Right-click on the row in the Time column to display the drill-down menu



- Select an option.

The report now displays detailed data for the time increment selected.

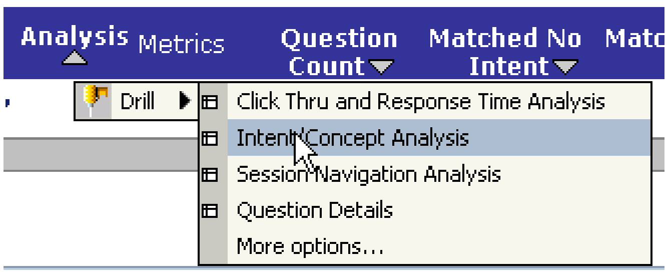
Drilling Down to View Analysis and Detail Reports

You can drill down to view Analysis and Detail reports from all of the standard reports, and other Analysis and Detail reports from most of the Analysis and Detail reports.

NOTE: When you drill down, Analysis and Detail reports carry forward the context of the originating report including the report criteria you selected when you ran the report, and any prompts or filters you applied afterwards.

To drill down:

- Right-click on the **Analysis** column to display the drill-down menu



Each report will display a variety of drill down analysis options.

Intelligent Search Analytics Analysis Reports

Intelligent Search Analytics Analysis reports provide session-level analysis of data that you drill down to from an Intelligent Search Analytics standard report.

NOTE: Analysis reports are available only by drilling down from a standard report. They are not available as stand-alone reports.

Analysis reports include:

- Click-thru and Response Time Analysis Report – which shows session response and click through statistics
- Intent/Concept Analysis Report – which shows how well intents and concepts are aligned with the questions users are asking
- Session Navigation Analysis Report – which shows how often users click a facet or a process wizard is invoked
- User Feedback Analysis Report – which shows user ratings and comments for the responses returned for a question

Intelligent Search Analytics Detail Reports

Detail Reports provide a very specific view of activity-level data that you drill down to from Analysis reports or from other Detail reports.

NOTE: Detail reports are available only by drilling down from a standard report, an analysis report, or from another detail report. They are not available as stand-alone reports.

Intelligent Search Analytics detail reports include:

- Intent Details Report – which shows how often activities helped deflect user questions
- Question Response Details Report – which shows how responses are used in the system
- Question Details Report – which shows the normalized questions for the current context
- Rating Details Report – which shows user ratings and comments for specific questions
- Concept Details Report – which shows the session details for a concept
- Words without Concepts Details Report – which shows details for a word not recognized by the system
- Intent Response Details Report – which shows how well responses are working on your site
- User Activity Details Report – which shows how people are using activities
- Process Wizard Details Report – which shows the process wizards that are being used most

Drilling to Information Manager Analytics Detail Reports

You can drill within Information Manager Analytics reports to display more detailed information. Available information typically includes data grouped by:

- Day, Month, Year, and Quarter
- Content channel
- Content owner
- Original author

In addition, you can drill down to view detailed information at the individual content record level, as described in *Drilling to Information Manager Analytics Content Record-level Details* on page 42.

To drill to detail reports:

- Right-click the row of the report grid for which you want to view details

Information Manager Analytics displays the drill menu:

- Select the drill option

Information Manager Analytics displays the detail report.

Drilling to Information Manager Analytics Content Record-level Details

You can drill down to view detailed information for each content record included in the report. Information Manager Analytics provides the following content record-level detail reports:

Detail Report	**Description**
Rated Content Details Report on page 206	This report displays detailed information for the content records that contribute to the Content Feedback report.
Accessed Content Details Report on page 210	This report displays detailed information for the content records that contribute to the Content Usage reports.
Most Popular Content Details Report on page 213	This report displays detailed information for the content records that contribute to the Most Popular Content report.
Published Content Details Report on page 217	This report displays detailed information for the content records that contribute to the Published Content report.

To drill to content record-level detail reports:

- Right-click in any row of the report grid

Information Manager Analytics displays the drill menu:

- Select the detail report option

Information Manager Analytics displays the content record-level detail report.

Drilling to Content Record-level Operational Details

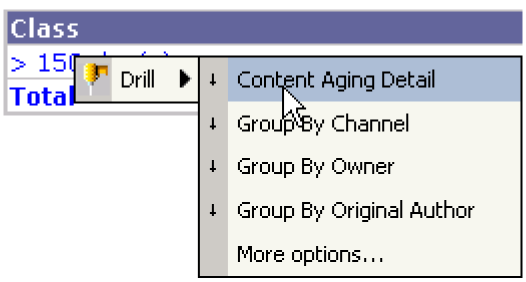
You can drill down to view detailed information for each content record included in the operational report. Information Manager Analytics provides the following content record-level detail reports:

Detail Report	Description
Content Aging Details	This report displays detailed information for the content records that contribute to the Content Aging report.
Content Due to Expire Details	This report displays detailed information for the content records that contribute to the Content Expiration reports.
Content in Process Details	This report displays detailed information for the content records that contribute to the Content in Process report.
Published Content Details	This report displays detailed information for the content records that contribute to the Published Content report.

To drill to content record-level detail reports:

- Right-click in the first column of any row of the report grid

Information Manager Analytics displays the drill menu:



- Select the detail report option

Information Manager Analytics displays the content record-level detail report.

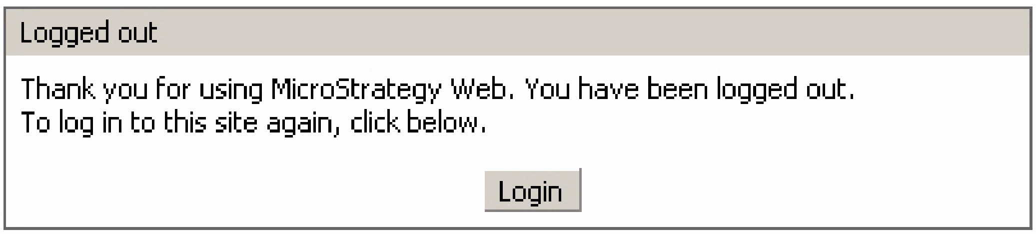
Logging Out of InQuira Analytics

You can end your InQuira Analytics session by logging out of the application. We recommend that you explicitly log out of your sessions rather than simply closing the browser window.

NOTE: InQuira Analytics terminates any sessions that have been idle for more than ten minutes.

- Select the Logout link in the upper right portion of the InQuira Analytics display:

The logout message displays:



The logout process is complete.

Chapter 4 Utilizing InQuira Analytics Reports

This section contains the following information:

The InQuira Analytics Shared Reports

The InQuira Analytics Shared Reports page displays the InQuira Analytics report category folders, as described in Report Types.

It also displays other elements of the user interface, including:

- Application tabs, as described in *Application Tabs* on page 46

- The navigation path links (also known as "breadcrumbs"):

- The LOGOUT link, as described in *Logging Out of InQuira Analytics* on page 44.

Application Tabs

The application tabs display at the top of the InQuira Analytics user interface:

Each tab provides access to a specific application function as described in the following table:

Application Tab	Description
Shared Reports	The Shared Reports tab is the default display that contains the InQuira Analytics built-in report categories.
My Reports	This tab provides a private folder for any edited or custom reports that you save.
Create Report	This tab displays the custom report creation tools as described in the *Intelligent Search Analytics Reference*.
Create Document	This tab displays the document creation tools as described in the *Intelligent Search Analytics Reference*.
My Subscriptions	This tab displays the reports to which you have subscribed as described in *Specifying Background Report Creation and Caching* on page 88.
History List	This tab displays the reports that you have added to the History List as described in *Saving Reports for Deferred Actions* on page 89.

Preferences	This tab accesses the display settings for the user interface. You can set individual user preferences, or, if you are an administrator, set default preferences for all users. You can apply your preferences to the current application, or to all applications residing on the server. See *Setting InQuira Analytics Preferences* on page 47 for more information on setting user preferences.

Setting InQuira Analytics Preferences

You can set preferences for InQuira Analytics display, print, export, and other facilities using the Preferences tab of the InQuira Analytics user interface:

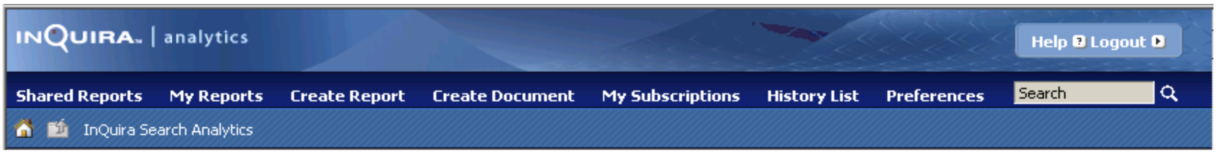
You can set preferences at the following levels:

Preference Level	Description
InQuira Analytics application (project) defaults	Project default preferences apply to all application users, but individual users with appropriate privileges can override the defaults. You must have administrator privileges to set project default preferences.
Individual user preferences	User preferences apply to all sessions that you log onto with your individual user ID

Setting Project Preferences

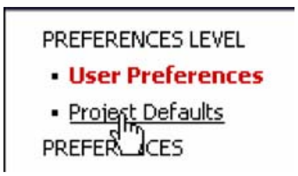
You can set project preferences, which set defaults for the entire InQuira Analytics application, using the **Project defaults** settings in the **Preference** tab.

To access project preferences:



- Select the **Preferences** option from the navigation options.

The **Preferences** page displays the General user preference settings.



- Select **Project Defaults** from the **Preferences Level** menu.

The **Preferences** page displays the General project default settings.

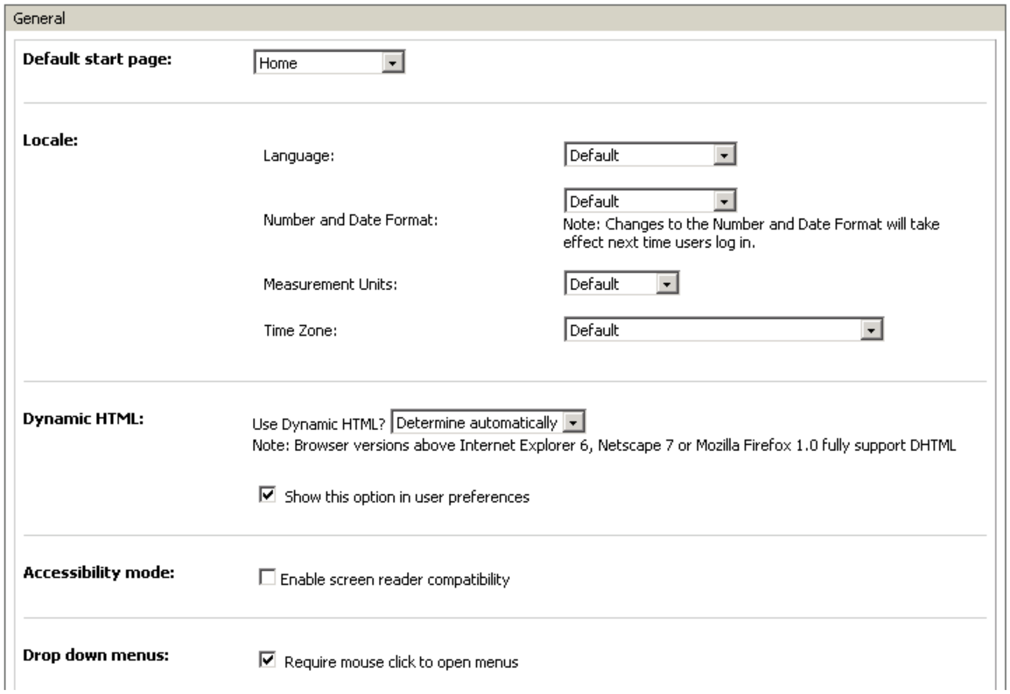
You can set project preferences for a wide variety of InQuira Analytics functions, including:

- General preferences, such as default start page, as described in *Setting General Project Preferences* on page 49
- Report folder display and browsing behavior as described in *Setting Project Folder Browsing Preferences* on page 51
- Grid and graph display preferences as described in *Setting Project Grid Display Preferences* on page 52 and *Setting Project Graph Display Preferences* on page 54
- History list preferences as described in *Setting Project History List Preferences* on page 55
- Export and PDF preferences as described in *Setting Project Export Preferences* on page 56 and *Setting Project PDF Print Preferences* on page 59
- Preferences for drilling to detailed data as described in *Setting Project Data Drilling Preferences* on page 61
- Security preferences as described in *Setting Project Security Preferences* on page 63

You can also specify the project password as described in *Changing the Project Password* on page 64.

Setting General Project Preferences

The **General** preferences page contains the following settings:

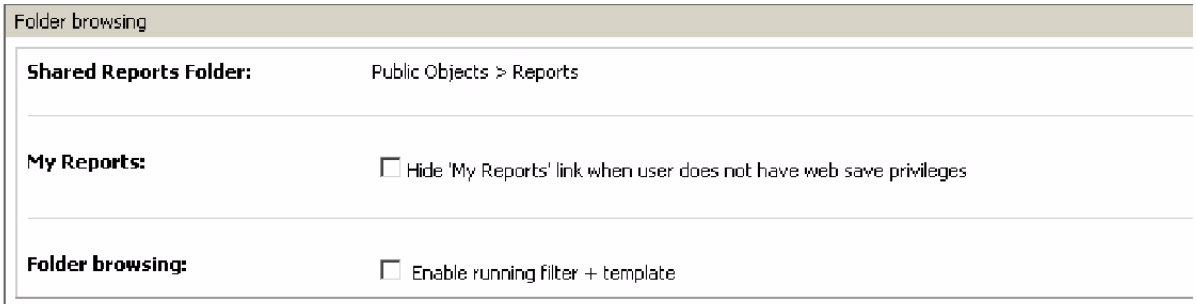


Preference	Description
Default start page	Use this field to select a default start page for the application.
Locale	This field sets the language, number and date format, and time zone of the Information Manager Analytics application; we recommend that you use the default settings.
Dynamic HTML	These settings enable DHTML to enable: • drag and drop functionality • right-click menu options • drop-down menus • automatic submission of selections on pull-down lists in a variety of places in the interface within browsers that support DHTML; we recommend that you use the default settings, which automatically enable support in compatible browsers.
Accessibility mode	Use this setting to enable screen reader compatibility if you use software that audibly reads what is on the page.

Drop down menus	Use this setting to determine whether to require a mouse click to open menu items or open them in response to a mouse-over. This setting applies only when DHTML is active.
Data display	Use this setting to delete extraneous white space from displays of warehouse element data.
Search	Use this field to set the maximum number of elements in a search string, and the maximum number of concurrent searches that the application can conduct.
Refresh report	Use this field to set the application to: • retrieve report data from cache • execute the report from the data warehouse when users select and refresh reports.
Incremental fetch	Use this field to specify the maximum number of attribute elements and report objects to include in a block of data; we recommend that you use the default settings.
Wait page	Use this field to set the time in seconds before page refresh.
Administrator contact	Use this field to specify contact information for an administrator.
Font style	Use these settings to specify fonts for the application; we recommend that you use the default settings. You specify fonts to apply to the interface and reports in a priority order. Once you select a font in the Available column, click the right arrow to move it to the Selected column. You can then select a font and click the up or down arrows to order them in the priority to use on reports. You can also set the Font size to the value you need.
Output Formats	Specify whether to print reports as PDF documents, and whether to re-use a single window or open multiple windows for multiple export and print actions.
OLAP Services Reports	Specify whether allow overwriting of existing reports with MicroStrategy 8 OLAP Service reports, and whether to issue a warning when the action occurs.
Cart-style selections	Specify whether to retain items in a list of available answers when selecting from cart-style prompts or filters.

Setting Project Folder Browsing Preferences

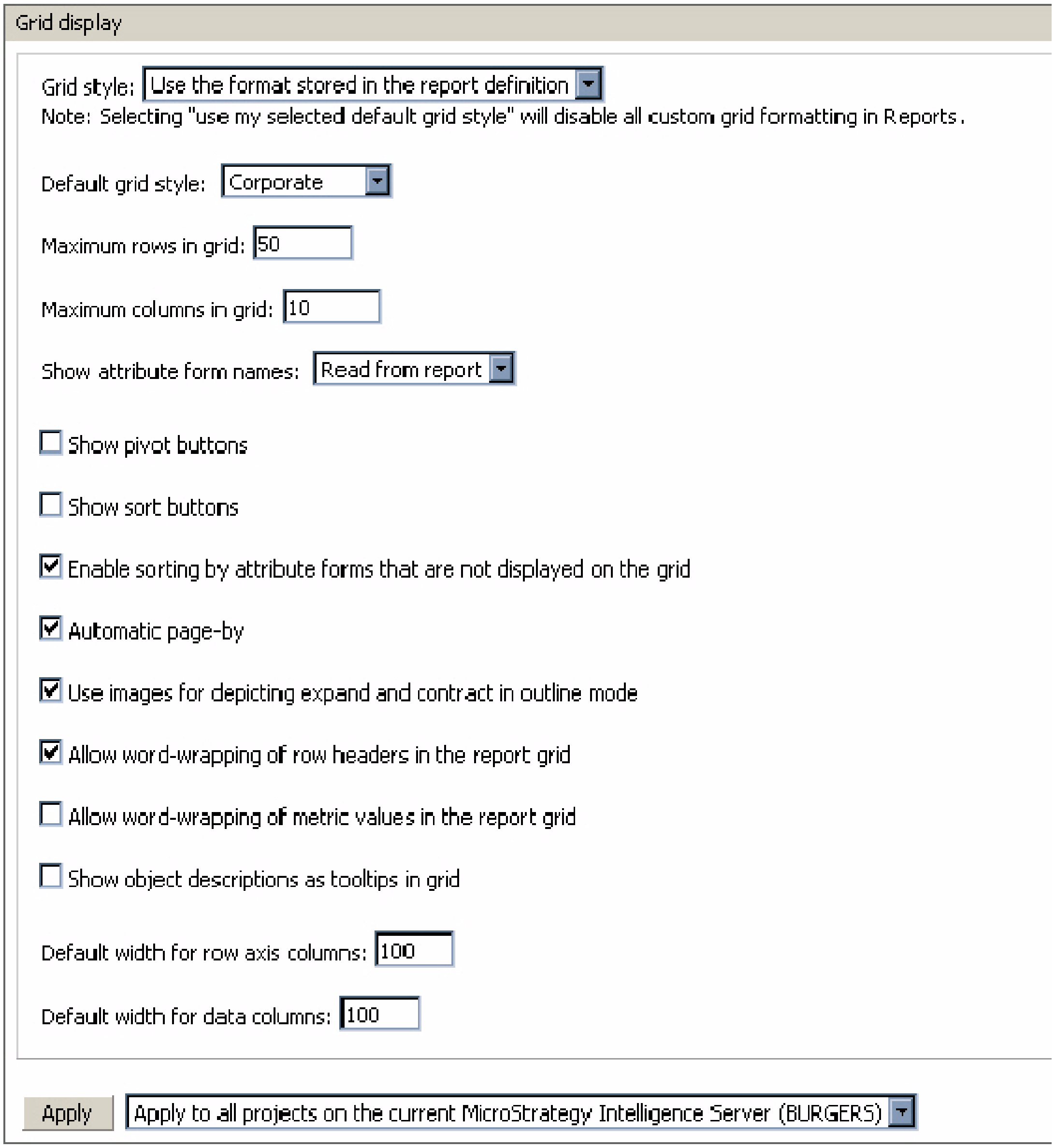
The **Folder browsing** preferences page contains the following settings:



Preference	Description
Shared Reports Folder	This field sets the location of the Shared Reports Folder; we recommend that you use the default settings.
My Reports	Use this setting to hide the My Reports link from users who do not have permission to save reports.
Folder Browsing	Specify whether to enable a persistent filter and template when navigating within the report folders.

Setting Project Grid Display Preferences

You can specify the following project default settings for grid displays:

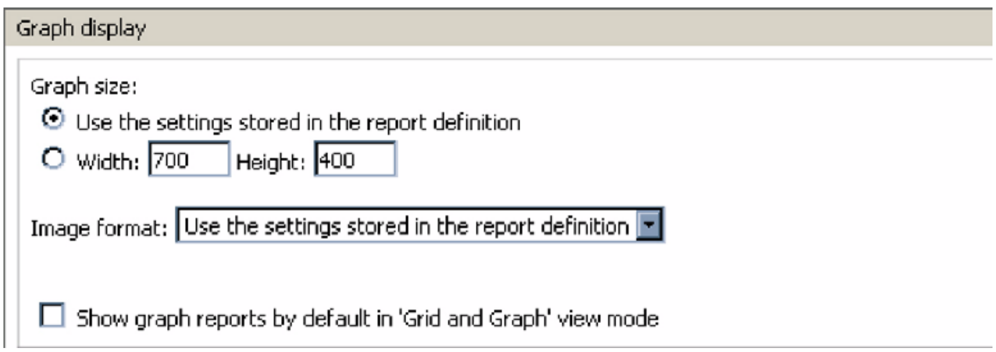


Preference	Description
Grid style	Use this setting to specify: • The grid style preference stored in the report definition • A selected default grid style If you choose to use a selected grid style, you cannot make formatting changes to any of the reports; we recommend that you use the default setting.
Default grid style	Use this setting to select a default grid style for all reports; we recommend that you use the default setting.
Maximum rows in grid	Use this setting to specify the maximum number of rows in a report. If your report has more rows than the value entered here, you can use the incremental fetch links to view more data.
Maximum columns in grid	Use this setting to specify the maximum number of rows in a report. If your report has more columns than the value entered here, you can use the incremental fetch links to view more data.
Show attribute form names	Use this setting to select whether attribute form names for attributes with multiple forms are displayed in reports.
Show pivot buttons	Specify to display the pivot buttons to change column positions in displays.
Show sort buttons	Specify to display the pivot buttons to change row positions in displays.
Enable sorting by attribute forms	Specify to allow sorting by report attributes that are not included in the display
Automatic page-by	Use this setting to determine whether a new page of information displays immediately when you select a choice in a page-by drop-down list (if DHTML is enabled). If this setting is disabled, you must click the apply icon to see the new information after making a selection.
Use images for depicting expand and contract in outline mode	Specify to include the expand and contract images in outline mode.

Allow word-wrapping of row headers in the report grid	Specify to allow word wrapping of row headers.
Allow word-wrapping of metric values in the report grid	Specify to allow word wrapping of metric values.
Show object descriptions as tooltips in grid	Specify to display object descriptions within text boxes when hovering the mouse over an object.
Default width for row axis columns	Specify the default row width.
Default width for data columns	Specify the default data column width.

Setting Project Graph Display Preferences

You can specify the following project default settings for graph displays:

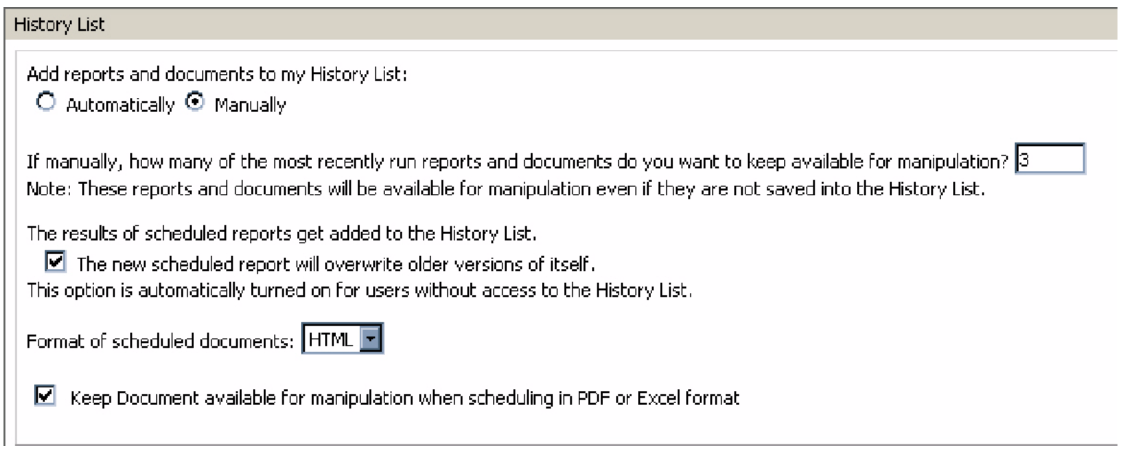


Preference	Description
Graph size	Use this setting to: • use the size settings stored in the report definition or • manually set the size (width and height) of report graphs

Image format	Use this setting to: • manually set the image format (jpeg or gif) of report graphs or • use the format settings stored in the report definition
Show graph reports	Use this setting to specify whether graph reports display by default when users select Grid and Graph view mode.

Setting Project History List Preferences

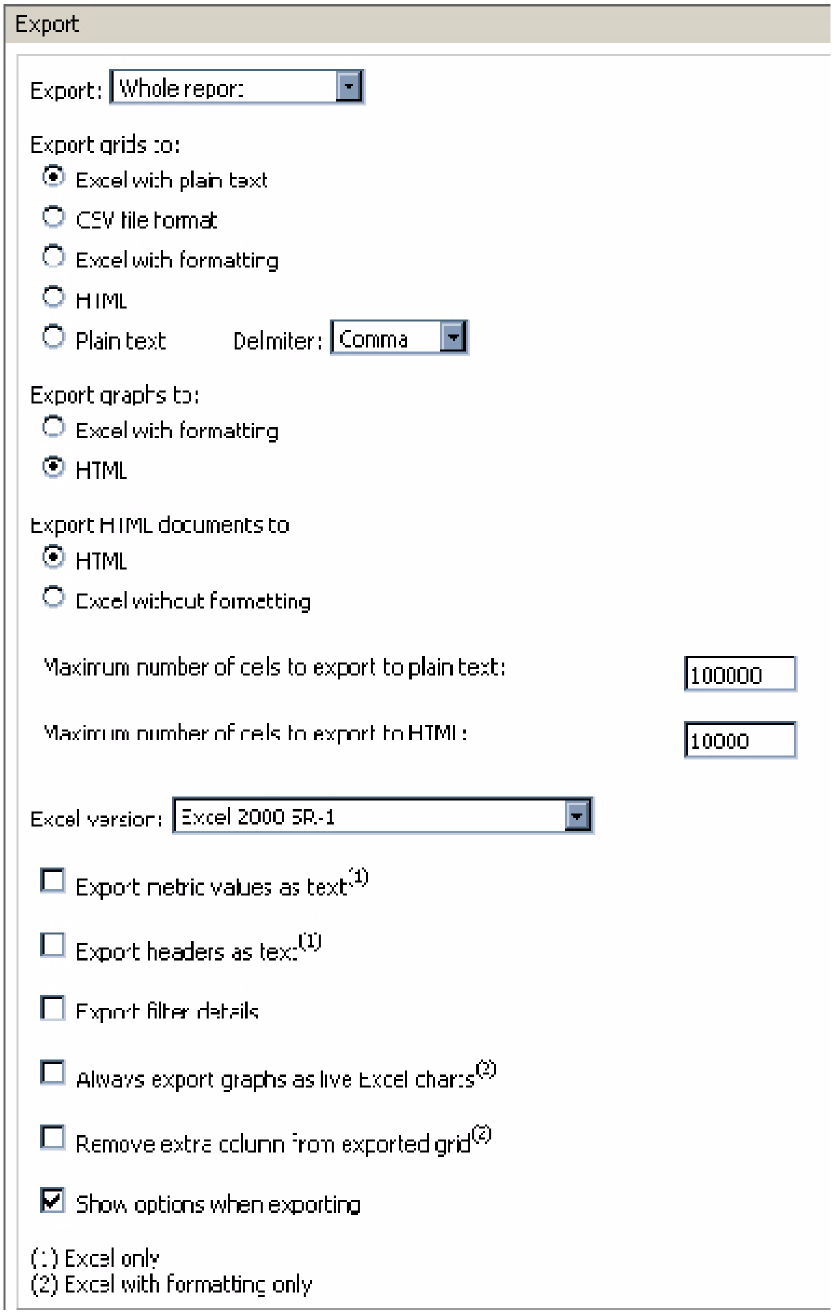
You can specify the following project default settings for History Lists:



Preference	Description
Add reports and documents to my History List	Use this setting to specify whether to automatically or manually add reports to the History List.
Keep recent reports and documents	Use this setting to set the number of reports that will be maintained in the History List.
Results of scheduled reports	Use this setting to specify whether new reports will overwrite older versions in the History List.
Keep Document available	Specify to retain the document when printing or exporting.

Setting Project Export Preferences

You can specify the following project default settings for exporting reports:

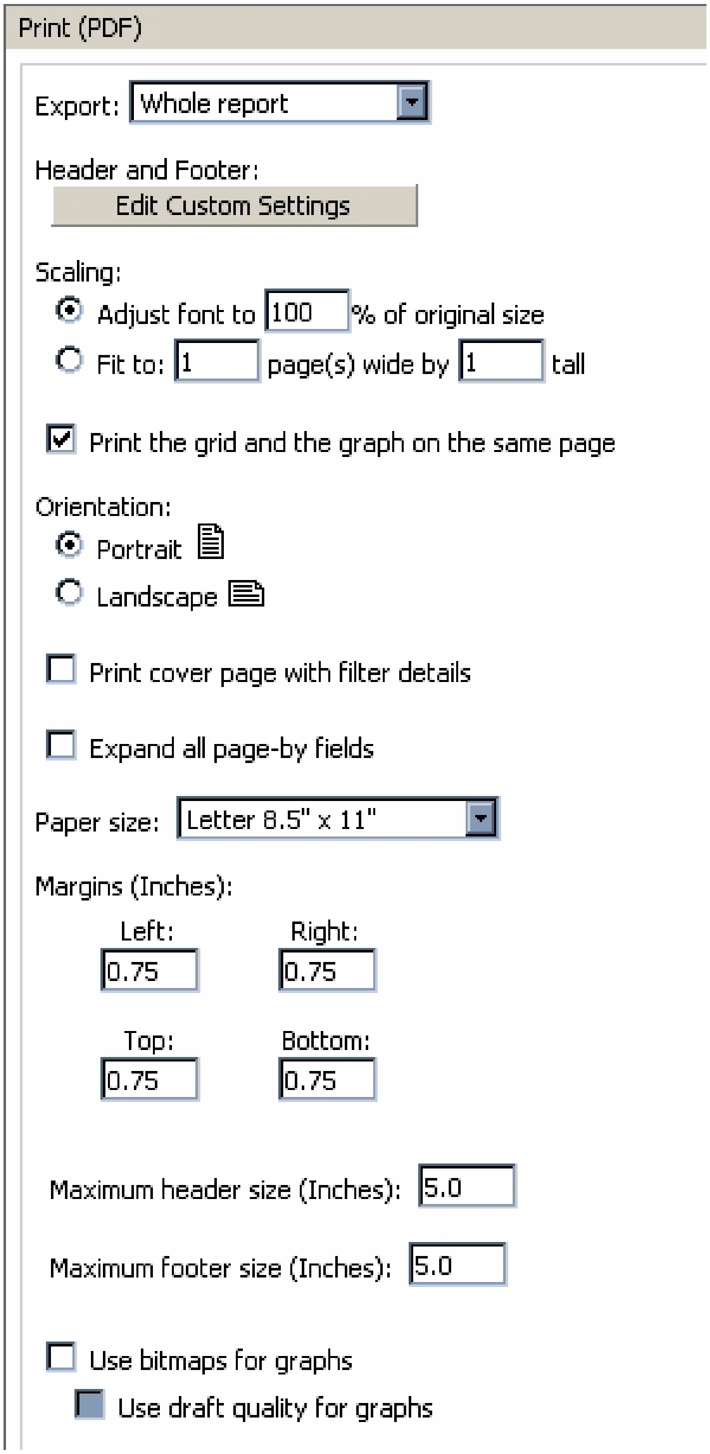


Preference	Description
Export: Whole report/ Portion displayed	Use this setting to export either the entire report, or only the portion of the report displayed in your browser.
Export grids tot	Use this setting to export grid data: • Excel as plain text • comma separated text file • Excel while maintain all report colors, fonts and structure • HTML • Plain text using the specified delimiter to separate each cell of the report
Export graphs to	Use this setting to export graph data to: • Excel as plain text • comma separated text file • Excel while maintaining all report colors, fonts and structure • HTML • Plain text using the specified delimiter to separate each cell of the report
Export HTML documents to	Use this setting to export HTML documents to: • HTML while maintaining format, color, and structure and features • Excel in plain text, giving users access to the raw data of the grid reports Graph reports within documents are not exported to Excel.
Maximum number of cells to export	Specify the maximum number of report cells to export for plain text and HTML.

Export metric values as text	Use this setting to specify that numeric values will be exported as text or as numbers. If you choose to export as numbers, Excel may automatically format the number. For example, $34.23614 may be rounded to $34.24 in Excel. If you choose to export metric values as text, Excel does not automatically format the numbers.
Excel version	Specify the version to use for exports to Excel.
Export metric values as text	Specify to convert metric values to text when exporting to Excel.
Export headers as text	Specify to convert header values to text when exporting to Excel.
Export filter details	Use this setting to export the filter details on any given report. If you choose to export them, they display right above the exported report.
Export graphs as live charts	Specify to export graphs as editable objects when exporting to Excel with formatting.
Remove extra column from exported grid	Specify to remove extra columns.
Show options when exporting	Use this setting to open the Export Options page each time you export a report. If you clear the check box, the options page does not display and the report exports with the settings you have saved in User Preferences.

Setting Project PDF Print Preferences

You can specify the following project default settings for printing reports as PDF documents:

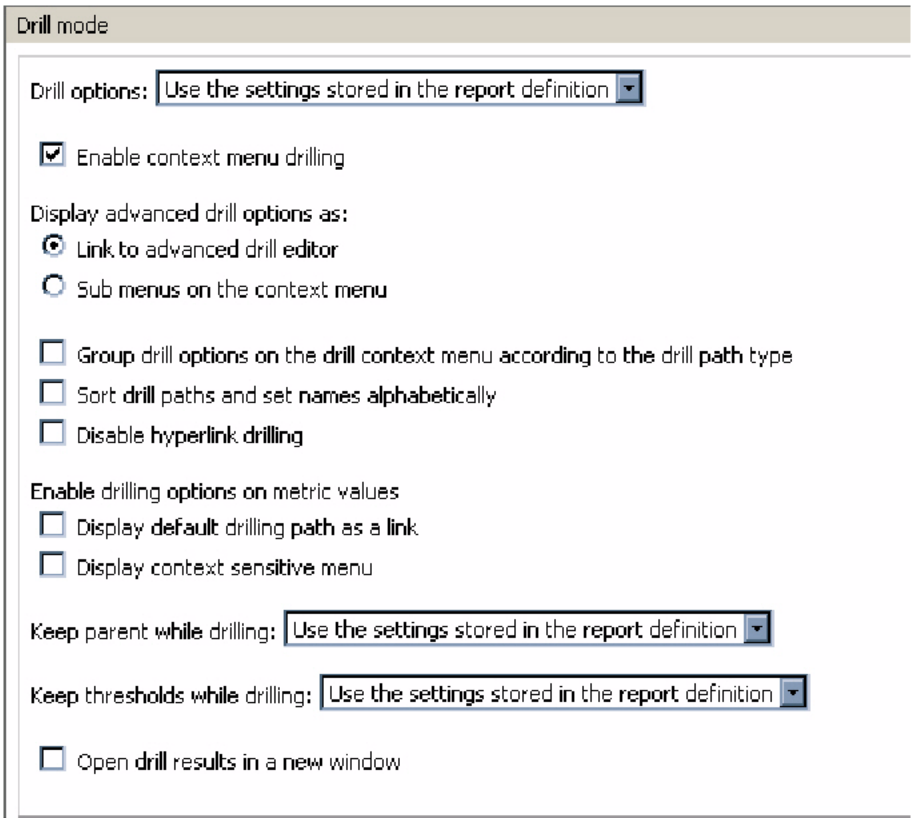


Preference	Description
Export	Use this setting to specify whether to export the entire report or the portion displayed.
Header and Footer	Use this setting to specify to use the settings specified in the report or to use custom settings on all reports when exporting to PDF. Use the **Edit Custom Settings** link to define custom headers and footers.
Scaling	Use this setting to specify whether the report's content size will be adjusted by default to: • A specified percentage of the original size • Specified page dimensions
Orientation	Use this setting to specify whether reports are exported to PDF in landscape (horizontal) or portrait (vertical) orientation.
Print cover page with filter details	Specify to print a separate cover page containing the filter settings used.
Expand page-by fields	Specify to expand all collapsed page-by fields in the document.
Paper size	Use this setting to specify the paper size on which to export a report.
Margins (inches)	Use this setting to specify the top, left, right, and bottom margins. For reports to print correctly, these margin settings must match those in the browser's File, Page Setup option. The default value for all margins is 0.75 inches.
Maximum header/ footer size (inches)	Use this setting to specify the size at which the report header and footer can be overwritten. If the header or footer is larger than its maximum size and the report must use the space to display its content, the header or footer is cut off by the report content. If the report does not use the space, the entire header or footer displays regardless of size. The default value for each is 5 inches.
Use bitmaps for graphs	Specify to print graphs using bitmaps.
Embedded fonts	Specify to use embedded fonts within the PDF.
Project Header and Footer	Specify project information to include in the document header and footer.

Show options when exporting to PDF	Use this setting to specify whether the PDF Options page will display each time a report is exported to PDF.

Setting Project Data Drilling Preferences

You can specify the following project default settings for drilling to more detailed data:

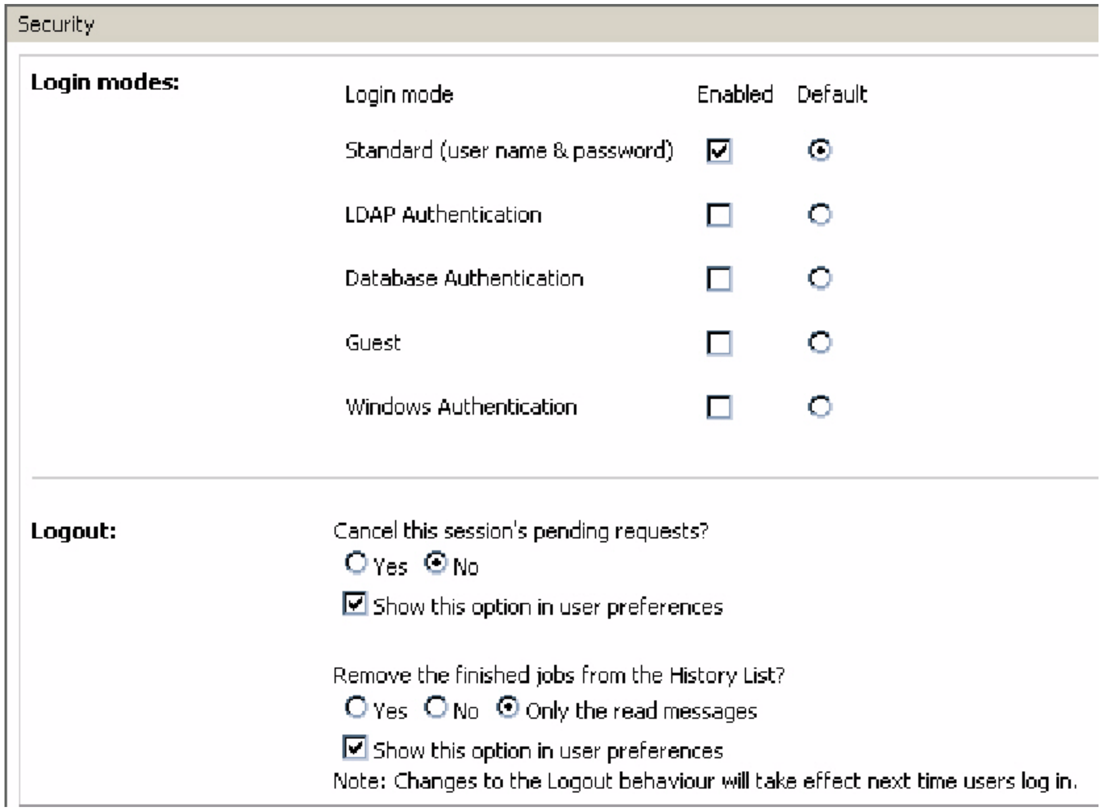


Preference	Description
Drill options	Specify to: • Use drilling options specified in the report definition • Disable all drilling • Allow drilling only with hyperlinks • Allow simple drill • Allow drill anywhere

Enable context menu drilling	Use this setting to enable drilling using the right-click drill menu.
Display advanced drill options	Specify to provide access to advanced options as: • Link to the advanced drill editor • Sub menus on the context menu
Group drill options on the drill context menu according to the drill path type	Specify to group drill options by path type.
Sort drill paths and set names alphabetically	Specify to use alphabetical sorting for lists of drill paths.
Disable hyperlink drilling	Specify to disable drilling by selecting a hyperlink.
Enable drilling options on metric values	Use this setting to enable users to drill on metric values using the right-click drill menu or hypertext links.
Keep parent while drilling	Use this setting to specify whether to retain the parent object in the report when drilling down to view its children. This setting overrides the default behavior defined in each report.
Keep thresholds while drilling	Use this setting to override the default behavior defined in each report to retain or not retain the report thresholds when performing a drill action.
Open drill results in new window	Specify to open a new window for each drill action.

Setting Project Security Preferences

You can specify the following default session security settings for InQuira Analytics:

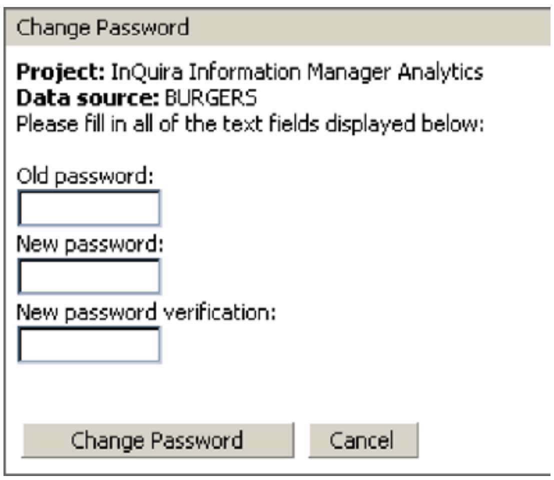


Preference	Description
Login Modes	Specify one of the following modes for user authentication: • Standard (user name and password) • LDAP Authentication • Database Authentication • Guest • Windows Authentication
Cancel this session's pending requests	Specify to cancel all pending jobs when a user logs out, and specify whether to make this option available in user preferences.

Remove the finished jobs from the History list	Specify whether to: • Remove document and report messages from the History List at logout • Remove only messages that have been read Specify whether to make this option available in user preferences.

Changing the Project Password

You can change the project password using the Change Password option of the Preferences menu:



Specify the existing password, the new password, and re-enter the new password to verify.

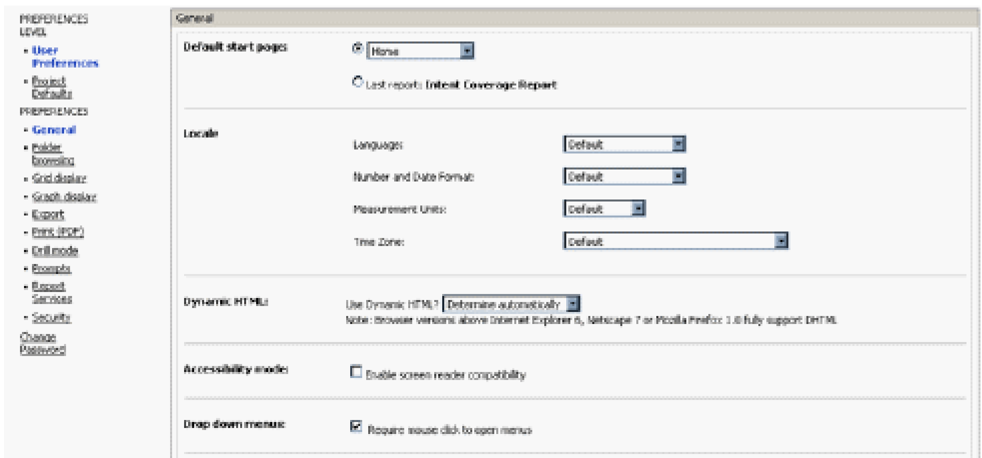
Setting User Preferences

You can set user preferences, which apply only to the user ID under which they are set, using the User Preferences settings from the Preference menu.

To access user preferences:

- Select the Preferences menu

The Preferences page displays the General user preference settings.

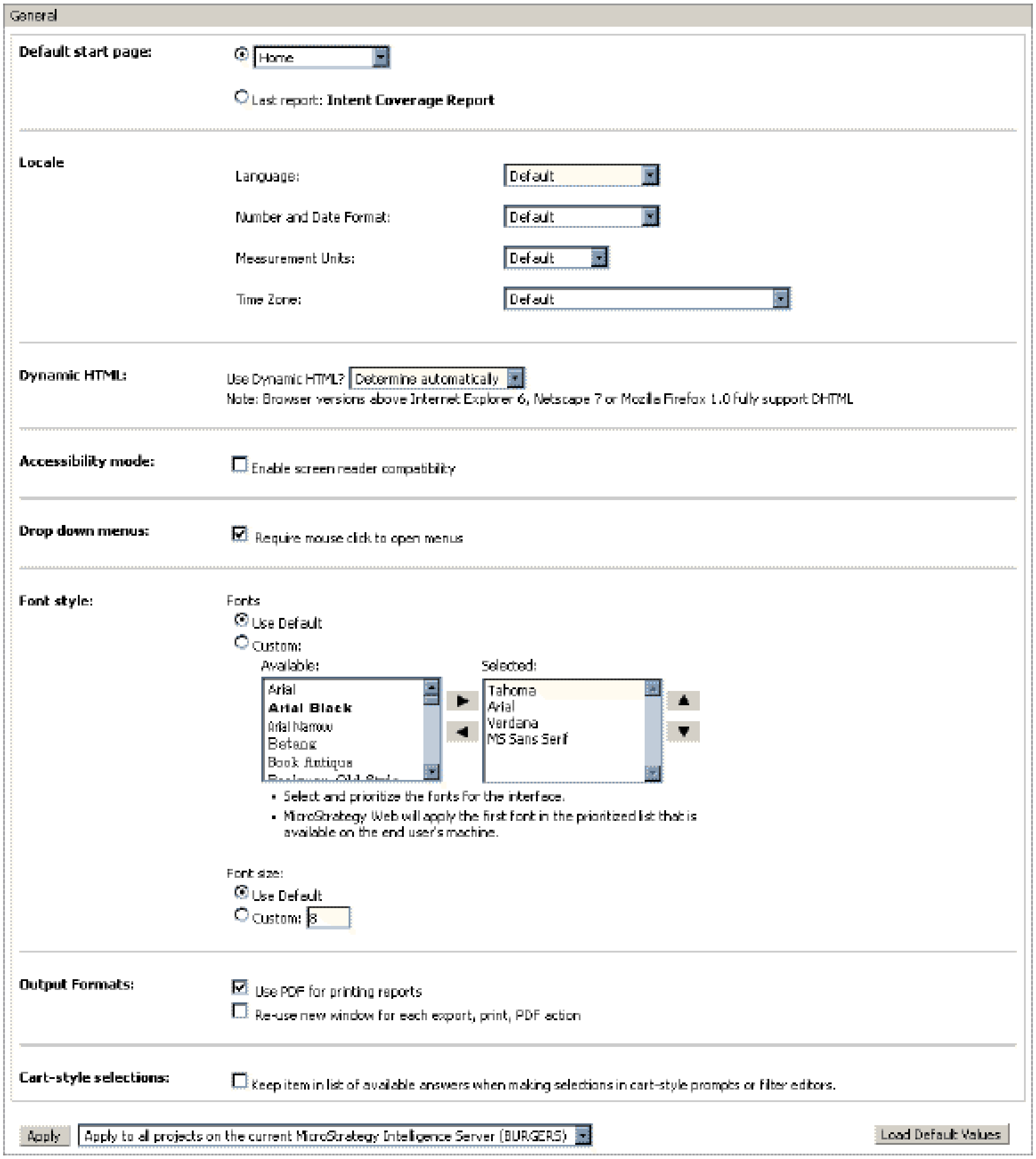


You can set user preferences for the following InQuira Analytics functions:

- General preferences, such as default start page, as described in *Setting General User Preferences* on page 66.
- Grid and graph display preferences as described in *Setting Project Grid Display Preferences* on page 52 and *Setting Project Graph Display Preferences* on page 54.
- Print, export, and PDF preferences as described in *Setting Print User Preferences* on page 68, *Setting Project Export Preferences* on page 56, and *Setting Project PDF Print Preferences* on page 59.
- Preferences for drilling to detailed data, as described in *Setting Project Data Drilling Preferences* on page 61.
- Logout preferences as described in *Setting User Security Preferences* on page 70.

Setting General User Preferences

The General preferences page contains the following settings:

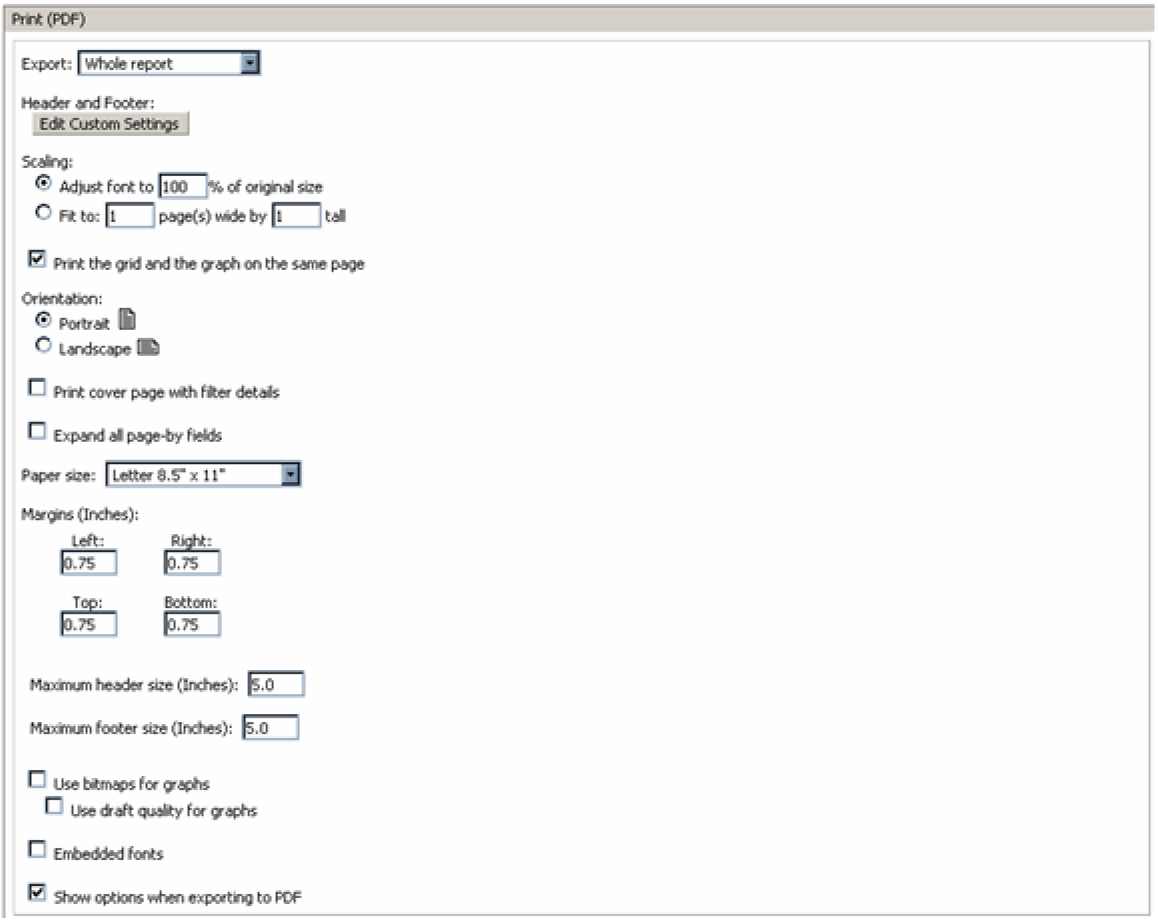


<table>
<tr><th>Preference</th><th>Description</th></tr>
<tr><td>Default start page</td><td>Use this field to select a default start page for the application.</td></tr>
<tr><td>Locale</td><td>This field sets the language, number and date format, and time zone of the InQuira Analytics application; we recommend that you use the default settings.</td></tr>
<tr><td>Dynamic HTML</td><td>These settings enables DHTML, which provides:
Drag and drop functionality
Right-click menu options
Drop-down menus
Automatic submission of selections on pull-down lists in a variety of places in the interface
within browsers that support DHTML. We recommend that you use the default settings, which automatically enable support in compatible browsers.</td></tr>
<tr><td>Accessibility mode</td><td>Use this setting to enable screen reader compatibility if you use software that audibly reads what is on the page.</td></tr>
<tr><td>Drop down menus</td><td>Use this setting to determine whether to require a mouse click to open menu items or open them in response to a mouse-over. This setting applies only when DHTML is active.</td></tr>
<tr><td>Incremental fetch</td><td>Use this field to specify the maximum number of attribute elements and report objects to include in a block of data; we recommend that you use the default settings.</td></tr>
<tr><td>Font style</td><td>Use these settings to specify fonts for the application; we recommend that you use the default settings.

You specify fonts to apply to the interface and reports in a priority order. Once you select a font in the Available column, click the right arrow to move it to the Selected column. You can then select a font and click the up or down arrows to order them in the priority to use on reports. You can also set the Font size to the value you need.</td></tr>
</table>

Setting Print User Preferences

You can specify the following project default settings for printing reports:



Preference	Setting
Orientation	Use this setting to select either portrait or landscape page orientation.
Paper size	Use this setting to select the paper size for printed reports.
Header and Footer	Use this setting to specify default headers and footers within report settings or to specify a customized header and footer on all reports. Use the **Edit Custom Settings** link to customize headers and footers.
Scaling	Use this setting to adjust the amount of the report's content (and thus, the size of the font) that prints on a page. Select either to: • Adjust the font as percent of original size • Fit to page for all columns, all rows, or both
Margins (inches)	Use this setting to set the top, left, right and bottom margins. IMPORTANT: These settings must match corresponding browser settings for reports to print correctly.
Maximum header/ footer size (inches)	Use this setting to set the size at which the report header and footer can be overwritten. If the header or footer is larger than its maximum size and the report must use the space to display its content, the header or footer is cut off by the report content. If the report does not use the space, the entire header or footer displays regardless of size.
Disable DHTML printing	Use this setting to turn off DHTML printing; HTML printing will be enabled.
Print cover page with filter details	Use this setting to print the filter details of the report on a separate page before the contents of the report.
Open new window when printing	Use this setting to select whether to have the print preview in a new browser window or in the current window.

Print the grid and the graph on the same page	Use this setting to specify that the grid and the graph will be printed on the same page when printing a report displayed in Grid and Graph mode. If you select the check box, the graph you are currently viewing will be placed on one page along with the corresponding grid. Additional sections of the report, if any, will be displayed on subsequent pages, always with the graph and its corresponding grid rows on the same page. If you clear the check box, the grid and graph will print on separate pages.
Expand all page-by fields when printing	Use this setting to print all combinations of items in the Page-by axis when printing a report that has one or more items in the Page-by axis. To print only the items currently displayed, clear this check box.
Show options when printing	Use this setting to specify to be prompted for print options every time you print.

Setting User Security Preferences

You can specify the following project default security settings for logging out of the application.

Preference	Description
Cancel this session's pending requests	Use this setting to specify to cancel all pending jobs associated with a user who is logging out, and whether or not to prompt the user with this choice.
Remove the finished jobs from the History list	Use this setting to remove document and report messages from the History List at logout. You can also be prompted for this option when you log out.

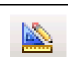
Changing InQuira Analytics Report Displays

While you are viewing a report, you can use the following controls in the user interface to change the display, including:

- The report criteria, as described in *Selecting Report Creation Parameters* on page 35
- The time frame covered by the report, as described in *Changing the Report Time Frame* on page 77
- The graph or grid view, as described in *Changing the Display View* on page 72
- The order of the grid data rows, as described in *Sorting Report Data* on page 84
- The order of grid columns, as described in *Moving Display Columns* on page 86
- The columns included in the display, as described in *Removing Columns from the Report Display* on page 87
- The level of detail as described in *Drilling Down to More Detailed Data* on page 39

Function Icons

The Function Icons display in the upper right portion of each report, and provide quick access to frequently-used functions:

Icon	Function	Description
	**Design Mode**	Invokes Design Mode, which enables you to customize reports.
	**Grid**	Changes display to Grid only.
	**Graph**	Changes display to Graph only.
	**Grid and Graph**	Changes display to Grid and Graph NOTE: The **Grid**, **Graph**, and **Grid and Graph** icons toggle depending on the current display format.
	**Print**	Invokes the print options page, or automatically prints the current report, depending on the specified application defaults and your personal preference settings.

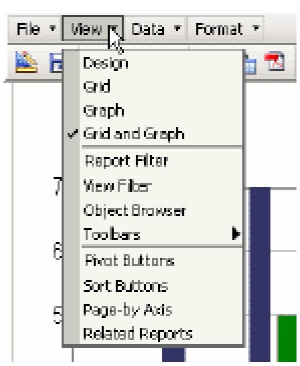
	Export	Invokes the export options page, or automatically prints the current report, depending on the specified application defaults and your personal preference settings.
	PDF	Invokes the export to PDF options page, or automatically prints the current report, depending on the specified application defaults and your personal preference settings. You must have Adobe Acrobat installed locally to export reports to PDF.
	Refresh	Refreshes the report display.
	Re-prompt	Returns you to the report criteria page so that you can select new report criteria with which to re-run the report.
	Save	Saves the current report.

Changing the Display View

Each standard report is configured to display as a graph, grid (table), or a graph and grid together. You can change the display using the **View** drop-down menu located below the report title.

To change the report display:

- Select the **View** drop-down menu



The **View** drop-down menu displays the available display options:

- **Grid**
- **Graph**

- **Grid and Graph**

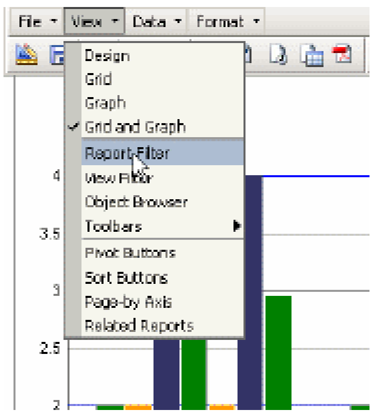
NOTE: A check mark indicates the current display option.

- Select the desired display option

Viewing Current Report Filters

To view current report filters:

- Select **Report Filter** from the **View** menu:



The report displays the currently defined report filters:

Filtering Intelligent Search Analytics Report Displays

You can filter Intelligent Search Analytics reports to display only data for a specific time period (such as 'week'), or for a specific system confidence level. To filter a report select the filter options from the PAGE-BY area above the data display:

You can apply the following filters:

Filter Option	Description
Year	Restricts report data to the specified year.
Quarter	Restricts report data to the specified quarter for the selected year.
Month	Restricts report data to the specified month for the selected quarter.
Week	Restricts report data to the specified week for the selected month.
Day	Restricts report data to the specified day for the selected week.
Hour	Restricts report data to the specified hour for the selected day.
Confidence Level	Restricts report data to a specified system confidence level.
Response Type	Restricts report data to the specified response type.
Activity Type	Restricts report data to the specified activity type.
Session	Restricts report data to the specified session.

Filtering Information Manager Analytics Report Displays

You can filter Information Manager Analytics reports to display only data pertaining to a selected data set. You filter a report by selecting the desired filter option in the PAGE-BY area above the data display:

- Select the desired option to filter the report data by:

Filter Option	Description
Repository	Select any repository from the list of defined repositories for your Information Manager application.
View	Select any view from the list of defined views, or select TOTAL to display data for all views. TOTAL is the default.
Category	Select any category from the list of defined categories, or select TOTAL to display data for all categories. TOTAL is the default.
User Group	Select any user group from the list of defined user groups, or select TOTAL to display data for all user groups. TOTAL is the default.
Team	Select any work team from the list of defined teams, or select TOTAL to display data for all work teams. TOTAL is the default.
Channel	Select any channel from the list of defined content channels, or select TOTAL to display data for all channels. TOTAL is the default.
Locale	Select any locale from the list of defined locales (languages), or select TOTAL to display data for all locales. TOTAL is the default.
Week	Select any week from the list of weeks available in the specified reporting period (beginning and ending dates). TOTAL is the default.
Discussion Board	Select any discussion board from the list of available discussion boards, or select TOTAL to display data for all discussion boards. TOTAL is the default.
Forum	Select any forum from the list of currently available forums, or select TOTAL to display data for all forums. TOTAL is the default.

IMPORTANT: The display filter options are ordered, and the filter for each option determines the available options for subsequent filters. If you set an option to TOTAL, the TOTAL option will be the only option available for the lower order filters (displayed to the right).

For example, if you select the option TOTAL for the Channel filter, Information Manager Analytics automatically sets the Locale and Week filters to TOTAL.

Filtering Operational Report Displays

You can filter operational reports to display only data pertaining to a selected:

- Information Manager repository
- Channel
- content age, expiration, and days in process
- new or modified state
- Time Range

You filter a report by selecting the desired filter option in the PAGE-BY area above the data display:

- Select the desired option to filter the report data by:

Filter Option	Description
Repository	Select any repository from the list of defined repositories for your Information Manager application.
Channel	Select any channel from the list of defined content channels, or select TOTAL to display data for all channels. TOTAL is the default.
Locale	Select any locale from the list of defined locales (languages), or select TOTAL to display data for all locales. TOTAL is the default.
Week	Select any week from the list of weeks available in the specified reporting period (beginning and ending dates as described in *Information Manager Analytics Report Creation Parameters* on page 37 TOTAL is the default.

IMPORTANT: The display filter options are ordered, and the filter for each option determines the available options for subsequent filters. If you set an option to TOTAL, the TOTAL option will be the only option available for the lower order filters (displayed to the right).

For example, if you select the option TOTAL for the Channel filter, Information Manager Analytics automatically sets the Locale and Week filters to TOTAL.

Changing the Report Time Frame

The InQuira Analytics standard reports are individually configured to display data from a specific time frame.

You can change the time frame of a report by:

- Changing the value of a currently defined time interval.

  For example, you can change the report to display data from the previous month instead of the current month, as described in *Changing the Value of the Current Time Interval* on page 78.

- Changing the time interval.

  For example, you can change the report to display data from the current quarter instead of the current month, as described in *Changing the Time Interval* on page 81.

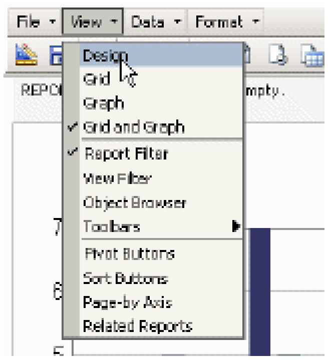
Report time frames are set within report filters in the report's default configuration, which you can view using the **Report Filters** option of the **View** menu, as described in *Viewing Current Report Filters* on page 73.

Changing the Value of the Current Time Interval

You can change report time frames by editing the value of the currently defined time interval.

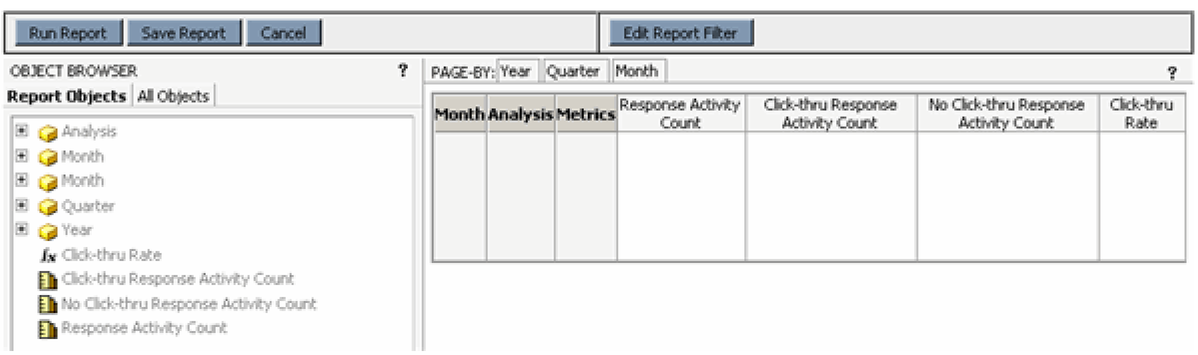
To change the value of the current time interval:

- Select **Design Mode** from the **View** menu:



or from the Function icons:

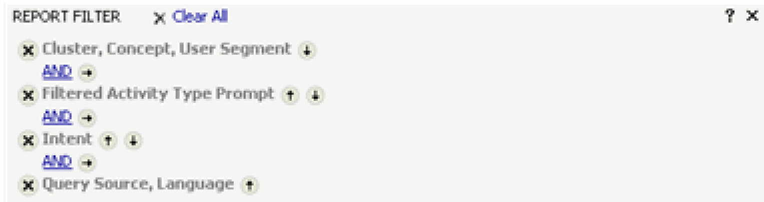
The report displays in design mode, which displays the objects and attributes defined for the current report:



To edit the filter on the report, for example, to display data from the previous year:

- Select **Edit Report Filter** on the design mode page:

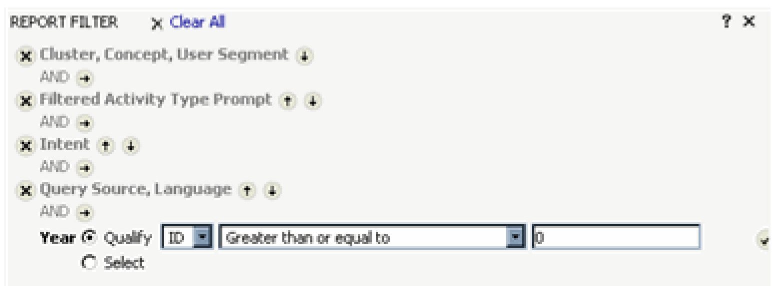
The design mode page displays the current report filter:



To change the value of the time interval to the previous year:

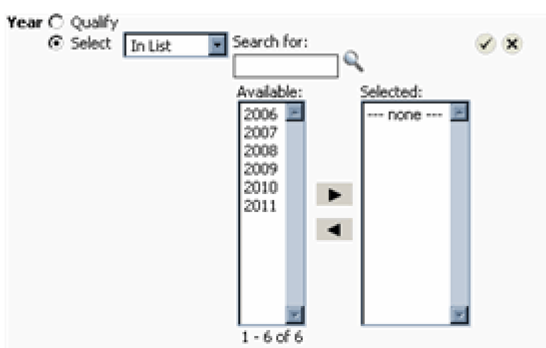
- Right-click on **Year** in the Object Browser.

- Click on **Add to Filter**

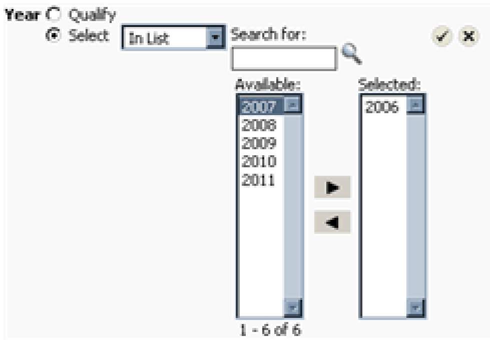


The Report Filter displays the **Year** value selection fields.

- Select the **Select** option to display the available values for the **Year** interval:



- Select the desired value using the selection arrows



- Use the checkmark  icon to complete your selection

The Year filter now displays the edited report filter value.

- Select **Execute Report** to create the report using data only from the previous year.

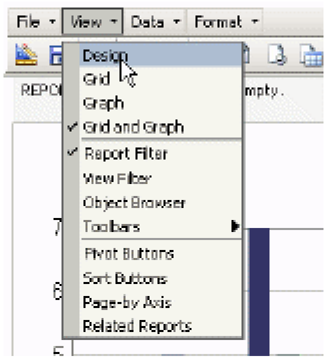
You can save the report to the **My Reports** folder, as described in Saving New and Modified Reports in the InQuira Analytics Reference Guide, where it will be available to you in future sessions.

Changing the Time Interval

You can change report time frames by re-defining the time interval. For example, you can configure a report to display data from the current quarter instead of the current year.

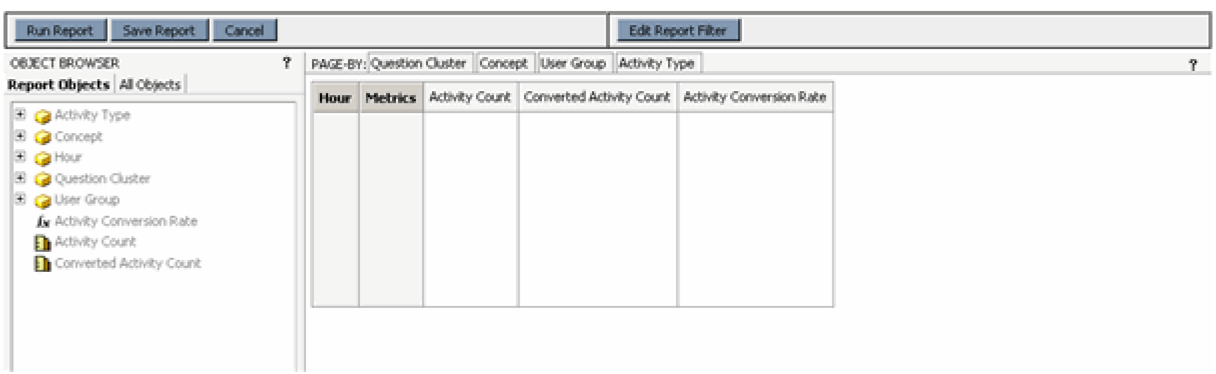
To change the value of the current time interval:

- Select **Design Mode** from the **View** menu:



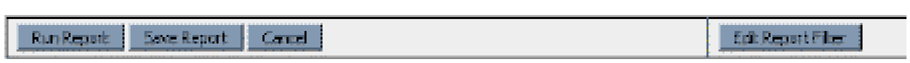
or from the Function icons:

The Activity Usage report displays in design mode, which displays the objects and attributes defined for the current report:

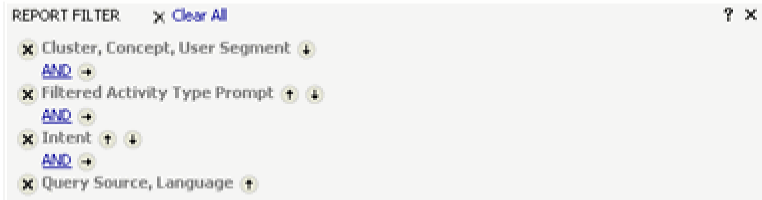


To edit the filter on the report to display data from the previous week:

- Select **Edit Report Filter** on the design mode page:



The design mode page displays the current report filter:



The current report filter sets the time interval for data collection. The current filter specifies the **Time Year** and the **Month**.

To change the time interval to the current quarter:

- Delete the current **Month** interval by selecting the **X** icon to the left of the filter

- Locate the desired interval in the **Object Browser** to the left of the report filter display

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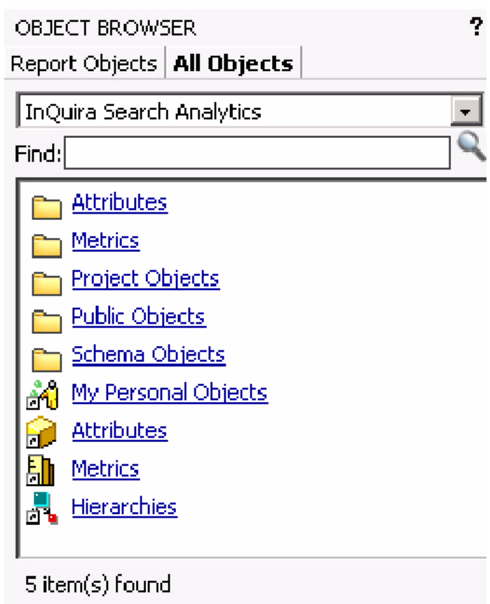
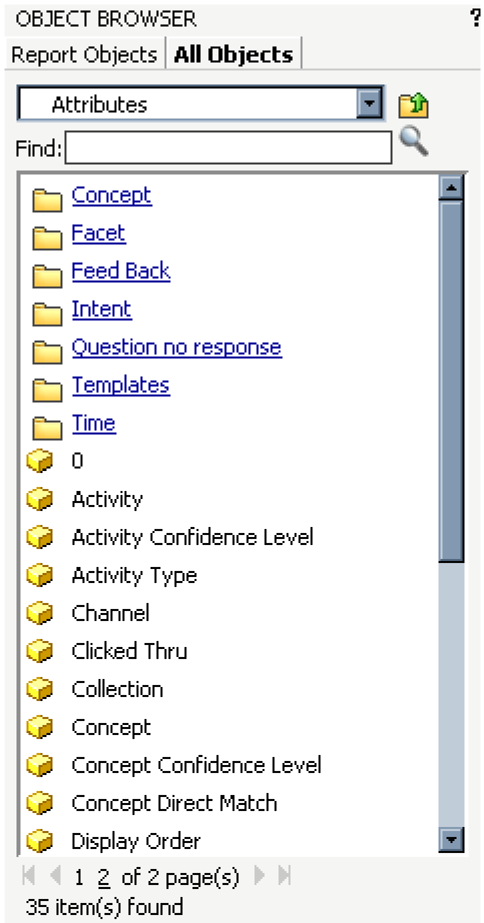
NOTE: The **Object Browser** displays the objects that are currently used in the report definition. You can display all the available objects defined in the project by selecting **All objects**.

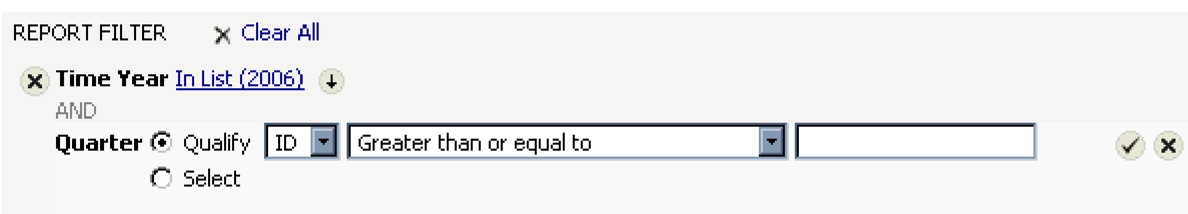


- Select the **Attributes** folder



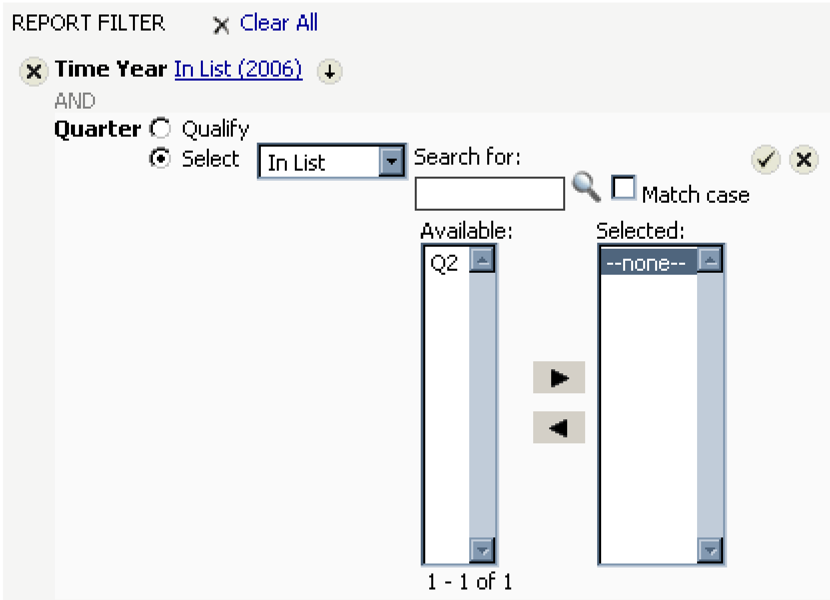
- Select **Time** from the attribute list
- Select **Quarter** from the list of time attributes

The design mode page displays new **Quarter** report filter value selection fields



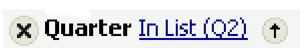
- Select the **Select** option to display the available values for the **Quarter** interval

- Select the desired value using the selection arrows



- Use the checkmark  icon to complete your selection

  The design mode page displays the new **Quarter** report filter.



- Select **Execute Report** to create the report using data only from the second quarter

You can save the report to the **My Reports** folder, where it will be available to you in future sessions.

Sorting Report Data

Grids within InQuira Analytics reports are organized, or sorted, by one element.

The Popular Concepts report displays concepts, sorted by the number of questions they were displayed in.

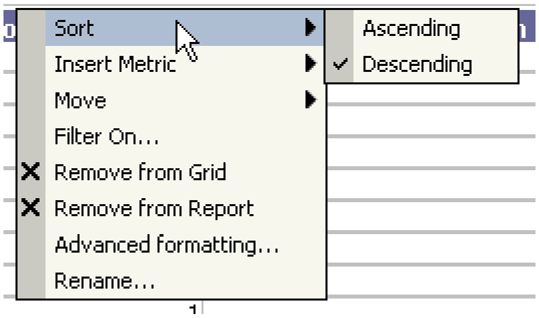
When analyzing report data that is presented in a table, you may want to reorganize the report by sorting the data by a different metric.

NOTE: You can sort data within a column from lowest value to highest (ascending) or from highest value to lowest (descending).

To sort a report column:

- Select the column by right-clicking the column label

The drop-down menu displays.



- Select **Sort**.

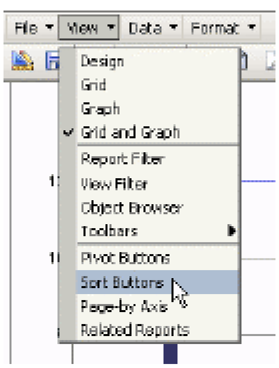
NOTE: You can also use the **Sort Buttons** option on the **View** menu to add sorting controls to each column in the grid.

Adding Sort Buttons to Grid Columns

You can add sort buttons to the grid columns in a report using the **Sort Buttons** option on the **View** drop-down menu.

To add sort buttons:

- Select the **View** drop-down menu



- Select the **Sort Buttons** option

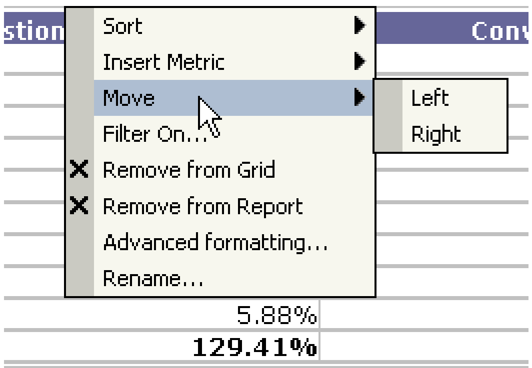
  The sort buttons display on the grid column headings:

The direction of the button indicates the order in which the data is being sorted.

Moving Display Columns

You can move columns within the report display to emphasize or clarify some aspect of the report data.

- Right-click on the column label of the column you would like to move to display the drop-down menu



- Select **Move** to move the column one position in the selected direction.
- Repeat the process to continue moving columns over.

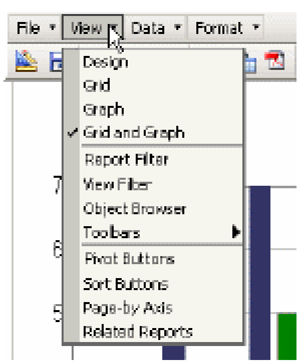
NOTE: You can also use the Pivot Buttons option on the View menu to add positioning controls to each column in the grid as described in *Adding Pivot Buttons to Display Columns* on page 86.

Adding Pivot Buttons to Display Columns

You can add sort buttons to the grid columns in a report using the **Pivot Buttons** option on the **View** drop-down menu.

To add sort buttons:

- Select the **View** drop-down menu



- Select the **Pivot Buttons** option

The pivot buttons display on the grid column headings:

The arrow buttons indicate the directions available for each column to move. Use the delete button [X] to delete the column from the report, as described in *Removing Columns from the Report Display* on page 87.

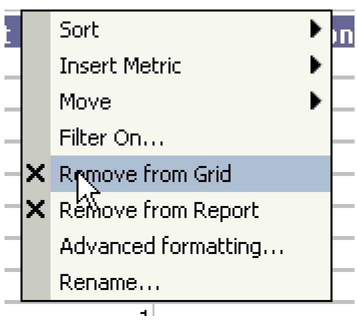
Removing Columns from the Report Display

You can remove columns from report displays using the drop-down menu from the column label.

NOTE: InQuira Analytics will restore columns that you remove when you re-create the report, or when you return to the report from another InQuira Analytics display.

To remove a report column:

- Select the column by right-clicking the column label.



- Select **Remove from Grid.**

Specifying Background Report Creation and Caching

You can specify to have InQuira Analytics create selected reports in the background, and store the data in cache memory by subscribing to reports. Subscriptions are an efficient way to generate frequently-used reports that are time-consuming, since you do not need to log onto the application and wait for InQuira Analytics to process the report data.

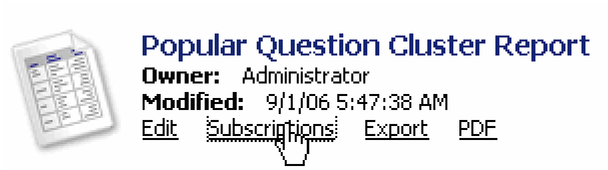
You subscribe to reports by:

- Selecting the **Subscribe** option from the **Reports Group** menu for the desired report
- Specifying a schedule

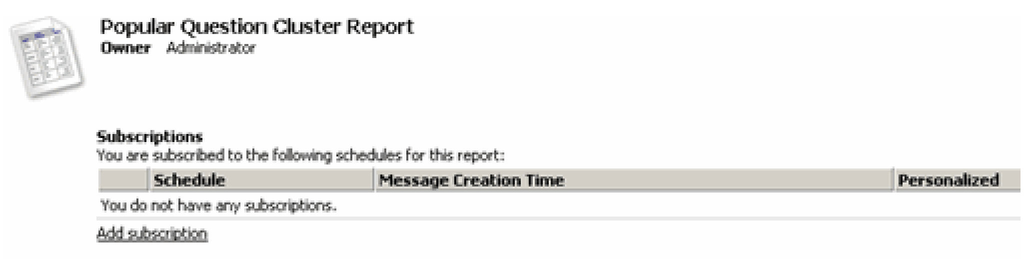
NOTE: You can view the list of reports that you have subscribed to by selecting the **My Subscriptions** tab located at the top of the InQuira Analytics display.

To subscribe to a report:

- Navigate to the report of interest, and select **Subscriptions**



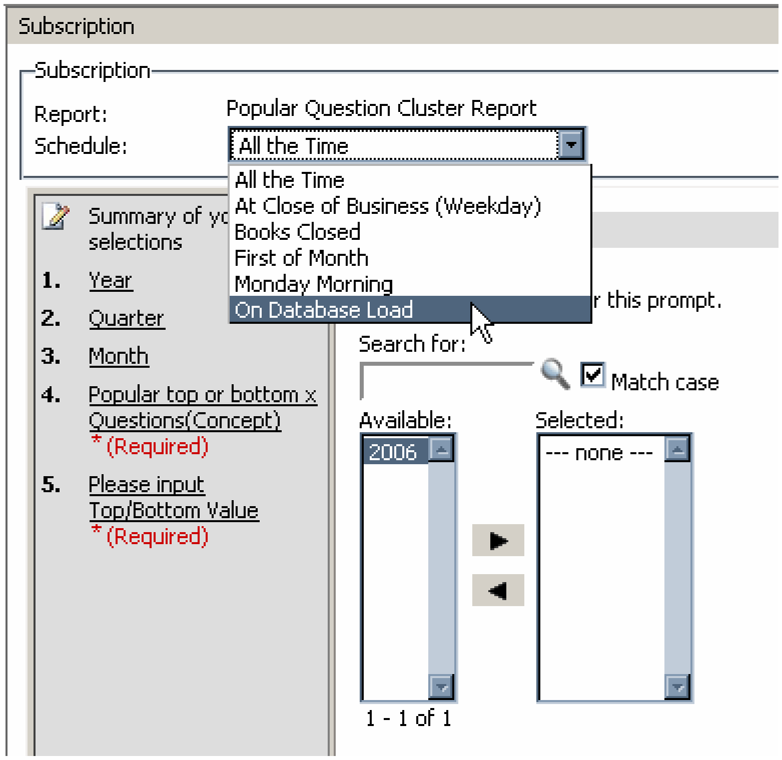
The current subscriptions for the selected report are displayed.



To add a subscription to a report:

- Select **Add subscription**

The **Subscriptions** form displays:



- Select **On Database Load** as the **Schedule** option to create and store the report whenever new data is loaded into the reporting database
- Select any other options specific to the report you want to run

Saving Reports for Deferred Actions

You can save a report in its current state using the History List, so that you can perform some later action on it. The History List is convenient in cases where you are:

- Viewing and editing multiple reports that you want to print or export later
- Waiting for InQuira Analytics to create a selected report

NOTE: InQuira Analytics maintains the History List only for the length of your session. If you log out, or if InQuira Analytics terminates your session for another reason (time out, etc.), the History List will be deleted.

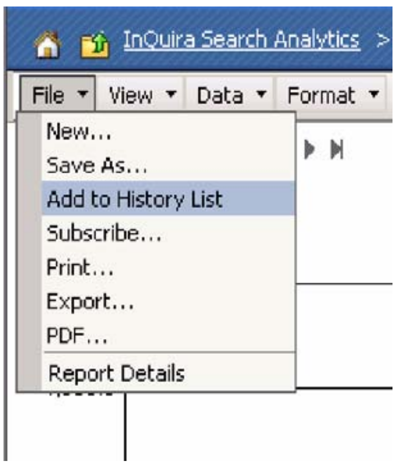
Adding a Viewed Report to Your History List

To add a report that you have viewed or edited to your History List:

- Select the **File** drop-down menu

The **File** menu displays.

- Select **Add to History List** from the **File** menu



The confirmation message displays:

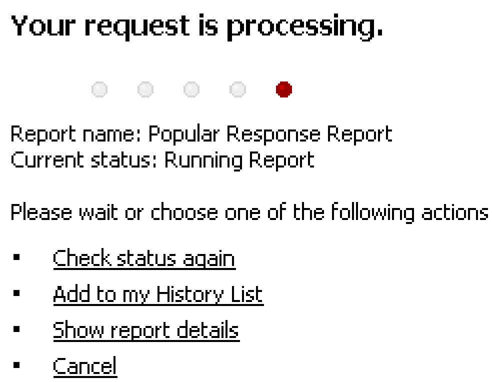
Your report/document has been added to the History List

NOTE: You can view the **History List** to review the items you have added and perform additional actions, such as exporting and printing to PDF, using the **History List** tab.

Adding a Report to Your History List During Creation

InQuira Analytics may require significant processing time to create some reports containing large quantities of data. You can effectively move the report creation process to the background and continue with other InQuira Analytics tasks by adding the report to your History List during processing.

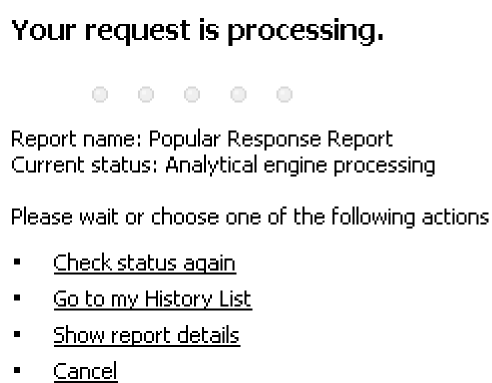
InQuira Analytics displays the following message during prolonged report creation:



To add the report to your History List:

- Select the **Add to my History List** option

  InQuira Analytics updates the message:



- Select the **Go to my History List** option

InQuira Analytics displays the History List, showing the report creation in process:

You can select the **Shared Reports** tab from the History List page to resume InQuira Analytics tasks while the report is being created.

NOTE: You can view the **History List** to review the items you have added and perform additional actions, such as exporting and printing to PDF.

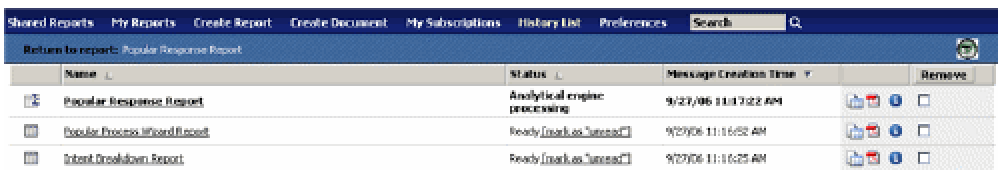
Viewing Saved Reports and Performing Deferred Actions

You can view the list of reports that you saved, and perform deferred actions, such as exporting and viewing details, by displaying the History List page.

To display the History List page:

- Select the **History List** tab at the top of the InQuira Analytics display

The **History List** page displays:



The **History List** displays the reports that you have added during the current session, and provides options to:

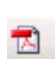
- Export selected reports, as described in *Exporting Reports* on page 94.
- Export selected reports to portable document format (PDF) for printing and distribution, as described in *Exporting Reports to PDF Format* on page 92.
- View details about the report and the settings used to create it

Exporting Reports to PDF Format

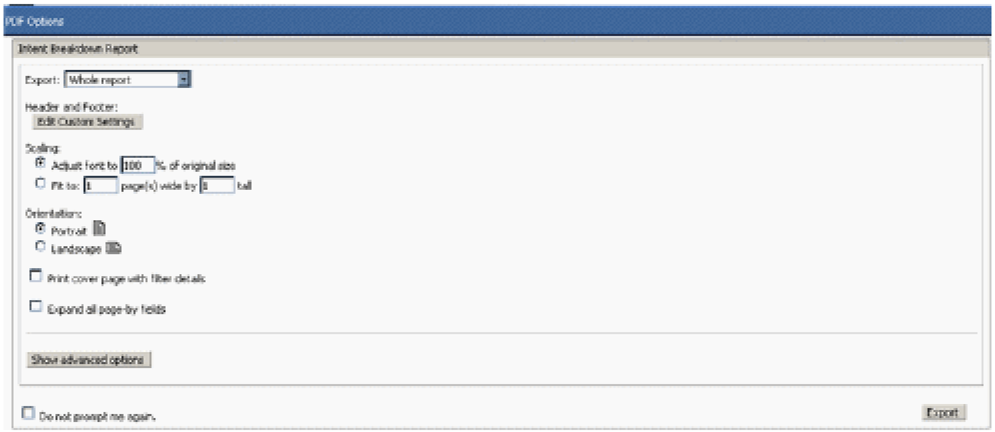
You can export a report to save the data in PDF file format. You can export to PDF from:

- The current report page
- The History List

To export a report to PDF:

- Select the PDF option from:
  - The function icons  on the current report or History List
  - The Report menu of the current report

The export options page displays:



- Specify the desired formatting options for the PDF file, or use the default values specified in your project or user preferences
- Select **Export**.

Option	Description
Export	Use this setting to specify whether to export the entire report or the portion displayed.
Header and Footer	Use this setting to specify to use the settings specified in the report or to use custom settings on all reports when exporting to PDF. Use the Edit Custom Settings link to define custom headers and footers.
Scaling	Use this setting to specify whether the report's content size will be adjusted by default. The choices are listed in the two following rows:
Adjust font to __% of original size	Use this setting to manually set the percent to shrink.
Fit to __page wide by __tall	Use this setting to specify the page dimensions to which the contents will be fit.
Orientation	Use this setting to specify whether reports are exported to PDF in landscape (horizontal) or portrait (vertical) orientation.
Print cover page with filter details	Use this setting to print the current report filter information on a separate cover page.
Expand all page-by fields	Use this setting to print all combinations of items in the Page-by axis when printing a report that has one or more items in the Page-by axis. To print only the items currently displayed, clear this check box.

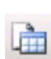
Advanced Options	Description
Paper size	Use this setting to specify the paper size on which to export a report.
Margins (inches)	Use this setting to specify the top, left, right, and bottom margins. For reports to print correctly, these margin settings must match those in the browser's File, Page Setup option. The default value for all margins is 0.75 inches.
Maximum header/ footer size (inches)	Use this setting to specify the size at which the report header and footer can be overwritten. If the header or footer is larger than its maximum size and the report must use the space to display its content, the header or footer is cut off by the report content. If the report does not use the space, the entire header or footer displays regardless of size. The default value for each is 5 inches.
Use bitmaps for graphs	Use this setting to embed bitmaps rather than vector graphics in the PDF.
Embed fonts	Use this setting to include font bit maps and metrics in the PDF. Use this option if there are fonts in the report that may not be available on the printers used to output the report.

Exporting Reports

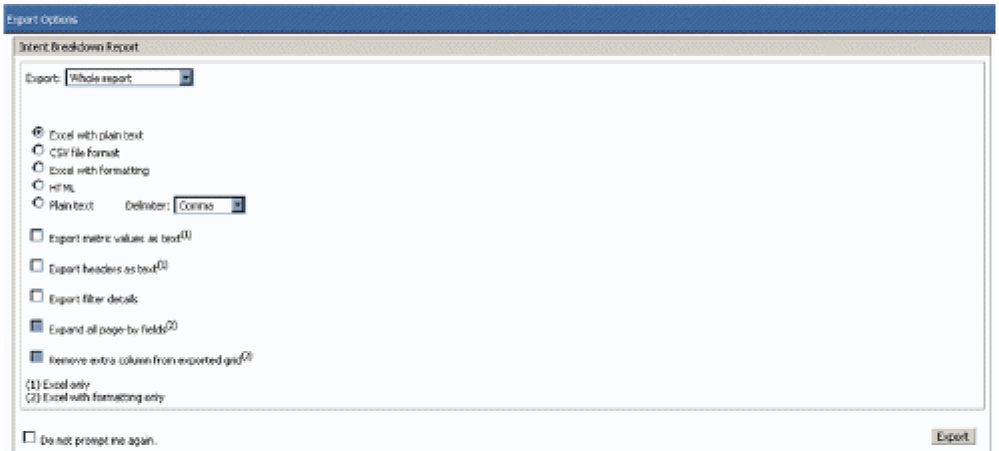
You can export a report to save the data in a file format other than PDFs. You can export reports from:

- The current report page
- The History List

To export a report:

- Select the Export option from:
    - The function icon  on the current report or History List
    - The Report menu of the current report

The export options page displays:



- Specify the desired formatting options for the exported report, or use the default values specified in your project or user preferences
- Select **Export**.

Option	Description
Export:	Use this option to export the entire report or only the portion of the report that is currently displayed.
Excel with formatting	Use this option to export the report to Microsoft Excel (Version 2000 SR-1 or later). You must have a supported version of Microsoft Excel installed on the local system. The export process will open Excel with the exported file in a separate browser window. Save the file to complete the export process.
HTML	Use this option to export the report to an HTML file. The export process will open the HTML file in a separate browser window. Save the file to complete the export process.
Export filter details	Use this field to include the report filter information within the exported report.

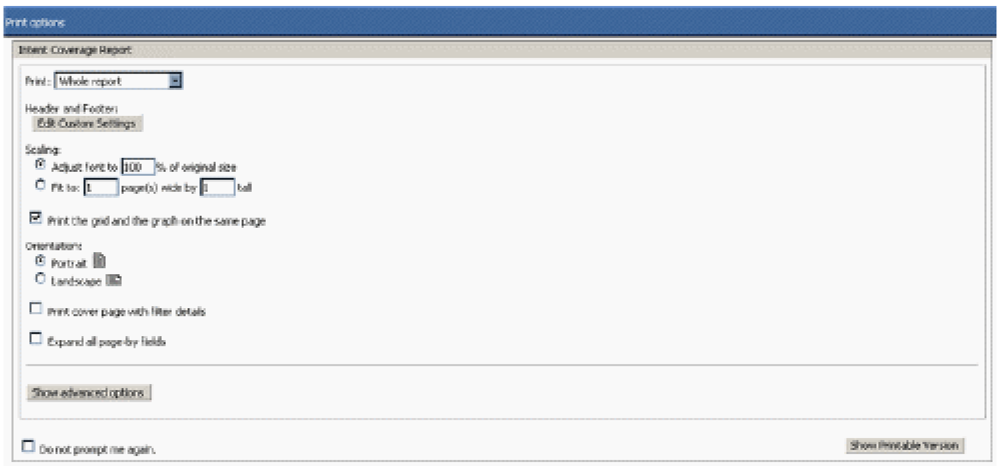
Printing Reports

You can print reports from the current report page.

To print a report:

- Select the Print option from:
  - The function icon  on the current report
  - The Report menu of the current report

The print options page displays:



- Specify the desired printing options, or use the default values specified in your project or user preferences.
- Select **Show Printable Version**.

The Printable Version will display.

- Select the Print Icon  to begin printing.

Option	Description
Header and Footer	Use this setting to specify default headers and footers within report settings or to specify a customized header and footer on all reports. Use the **Edit Custom Settings** link to customize headers and footers.

Print the grid and the graph on the same page	Use this setting to specify that the grid and the graph will be printed on the same page when printing a report displayed in Grid and Graph mode. If you select the check box, the graph you are currently viewing will be placed on one page along with the corresponding grid. Additional sections of the report, if any, will be displayed on subsequent pages, always with the graph and its corresponding grid rows on the same page. If you clear the check box, the grid and graph will print on separate pages.
Scaling	Use this setting to adjust the amount of the report's content (and thus, the size of the font) that prints on a page. Select either to: • adjust the font as percent of original size • fit to page for all columns, all rows, or both
Print cover page with filter details	Use this setting to print the filter details of the report on a separate page before the contents of the report.
Expand all page-by fields	Use this setting to print all combinations of items in the Page-by axis when printing a report that has one or more items in the Page-by axis. To print only the items currently displayed, clear this check box.
Advanced Option	**Description**
Paper size	Use this setting to specify the paper size on which to export a report.
Margins (inches)	Use this setting to specify the top, left, right, and bottom margins. For reports to print correctly, these margin settings must match those in the browser's File, Page Setup option. The default value for all margins is 0.75 inches.
Maximum header/ footer size (inches)	Use this setting to specify the size at which the report header and footer can be overwritten. If the header or footer is larger than its maximum size and the report must use the space to display its content, the header or footer is cut off by the report content. If the report does not use the space, the entire header or footer displays regardless of size. The default value for each is 5 inches.
Use bitmaps for graphs	Use this setting to embed bitmaps rather than vector graphics in the PDF.

Embed fonts	Use this setting to include font bit maps and metrics in the PDF. Use this option if there are fonts in the report that may not be available on the printers used to output the report.
Orientation	Use this setting to select either portrait or landscape page orientation.
Paper size	Use this setting to select the paper size for printed reports.
Margins (inches)	Use this setting to set the top, left, right and bottom margins. IMPORTANT: These settings must match corresponding browser settings for reports to print correctly.
Maximum header/ footer size (inches)	Use this setting to set the size at which the report header and footer can be overwritten. If the header or footer is larger than its maximum size and the report must use the space to display its content, the header or footer is cut off by the report content. If the report does not use the space, the entire header or footer displays regardless of size.

Deleting Existing Data from the Report Cache

The report caches are dedicated storage that InQuira Analytics uses to maintain quick access to the report data. You must delete any cached report data. To delete data from the reporting cache storage:

- Execute the following command:

```
<InQuira Analytics installation dir>\analytics\common\Data Loading\InvalidateCaches.bat
```

This program invalidates the caches: new reports will be generated from the current InQuira Analytics database.

Chapter 5 InQuira Intelligent Search Analytics Reports

InQuira Analytics reports provide information about which questions a user asks, the responses to the questions, the responses on which the user clicks, how the user rates the responses, as well as the system performance, system usage (how many sessions for specific period), etc. InQuira Analytics has three types of reports:

- *InQuira Analytics Standard Reports*, which provide a default high-level view of system data
- *InQuira Analytics Analysis Reports*, which provide a more detailed session-level view that you drill down to from a Standard report
- *InQuira Analytics Detail Reports*, which provide a very specific activity-level view that you drill down to from Standard reports, Analysis reports, or from other Detail reports

You can filter reports by selecting report creation parameters prior to running the report, as described in *Intelligent Search Analytics Report Creation Parameters* on page 35. Once the report is displayed you can apply report Page-by filters, as described in *Filtering Intelligent Search Analytics Report Displays* on page 74. You can also drill down from a report to view different time segments, as described in *Drilling Down to View Different Time Segments* on page 39, or view Analysis and Detail reports, as described in *Drilling Down to View Analysis and Detail Reports* on page 40.

InQuira Analytics Standard Reports

Standard reports are the out-of-the-box reports provided with the application. The InQuira Analytics reports include several subcategories:

- *Question Analysis Reports*, which provide information about the questions users are asking, and how well your site is able to respond to them

- *User Experience Analysis Reports*, which provide information about how users are using and responding to your site, including click-thru rates and user ratings for application responses
- *User Interest Analysis Reports*, which provide information about which elements of your site are most or least frequently used
- *Session Analysis Reports*, which provide information about session and activity levels and their associated click-thru rates
- *Performance Analysis Reports*, which provide information about system response times for user activities
- *Dashboard Reports*, which provide quick high-level indicators and metrics for what is occurring on your site

These subcategories appear as folders in the application's user interface.

Individual report descriptions include details about the report's fields, and drill-down paths to Analysis and Detail sub-reports.

Question Analysis Reports

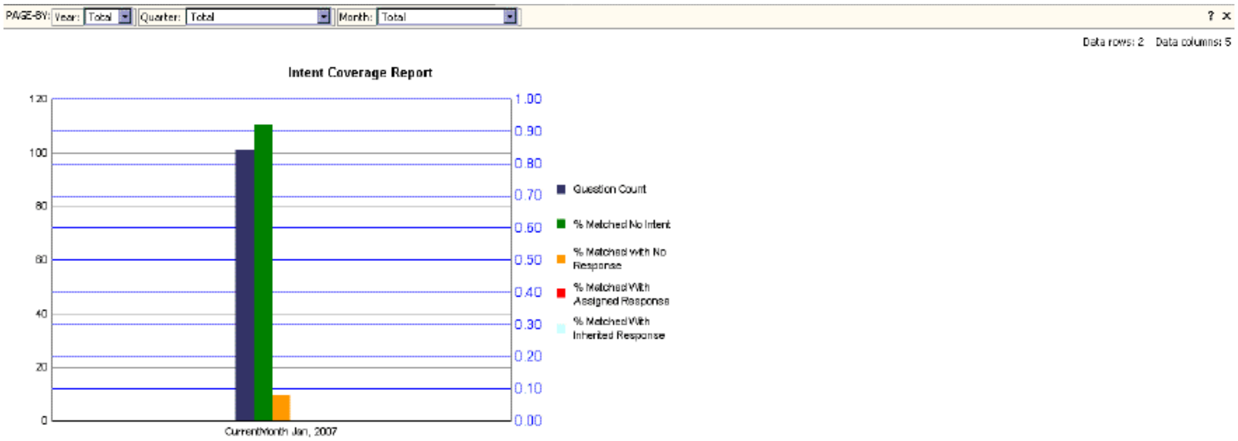
Question Analysis reports provide information about the questions users are asking, and how well your site is able to respond to those questions.

Question Analysis reports include:

- *Intent Coverage Report*, which shows how well intents and intent responses are aligned with user questions
- *Queries without Responses Report*, which shows activities where no response was returned
- *Question Usage Report*, which shows the number of questions that are being asked and the corresponding click-thru rate
- *Words without Concepts Report*, which shows words appearing in user questions that are unknown to the system

Intent Coverage Report

The **Intent Coverage Report** shows you how well intents are working for a reporting period.



Month	Analysis Metrics	Question Count	% Matched No Intent	% Matched with No Response	% Matched With Assigned Response	% Matched With Inherited Response
CurrentMonth Jan, 2007		101	92.08%	7.92%	0.00%	0.00%
Total		101	92.08%	7.92%	0.00%	0.00%

The answers are sorted by time period. The default view displays:

- **Question Count** – the number of questions
- **Matched No Intent** – the percentage of questions that fail to match any system-defined intent
- **Matched with No Response** – the percentage of questions that match a system-defined intent but do not have any assigned intent response
- **Matched With Assigned Response** – the percentage of questions that match a system-defined intent and have an assigned intent response
- **Matched With Inherited Response** – the percentage of questions that match a system defined intent but do not have any assigned response where a parent intent's response was used

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

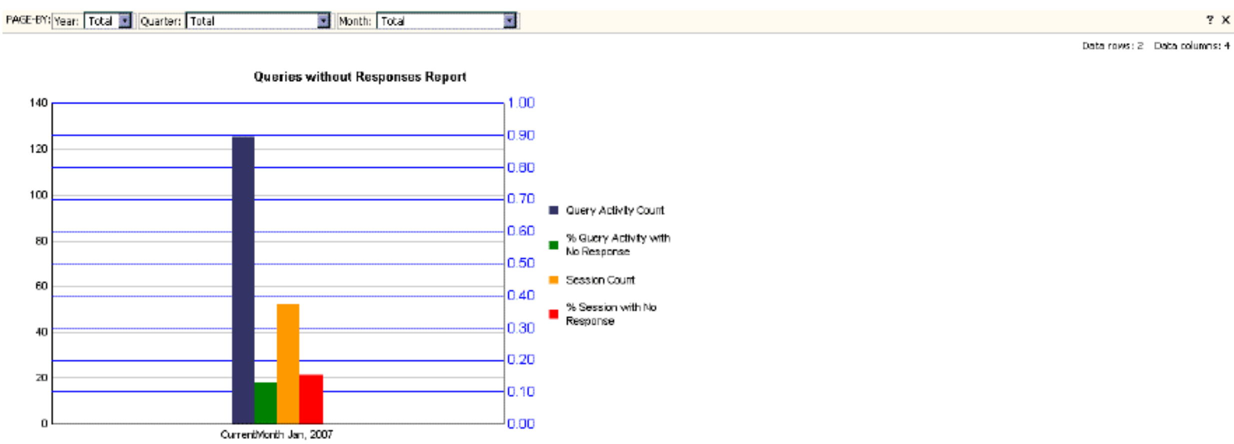
You can filter the report data by Year, Quarter, and Month (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis and Detail reports:

- *Click-thru and Response Time Analysis Report* on page 146
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154
- *Question Matched No Intent Details Report* on page 156
- *Question Matched No Intent Response Details Report* on page 157

Queries without Responses Report

The **Queries without Responses Report** shows you sessions and activities for which no response is returned.



Month	Analysis	Metrics	Query Activity Count	% Query Activity with No Response	Session Count	% Session with No Response
CurrentMonth Jan, 2007			125	12.80%	52	15.38%
Total			**125**	**12.80%**	**52**	**15.38%**

The results are sorted by time period. The default view displays:

- **Query Activity Count** – The total number of query activities for the time period. Query activities are the activities with types of: Basic Search, Facet Selection Search, Process Wizard Completion and Search, Escalation Attempt, Escalation no answer and compiled.
- **% Query Activity with No Response** – The percentage of query activities for which there was no response
- **Session Count** – The number of sessions for the time period.

- **% Session with No Response –** The percentage of sessions for which there was no response for the time period.

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Activity Type
- Cluster
- Concept

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

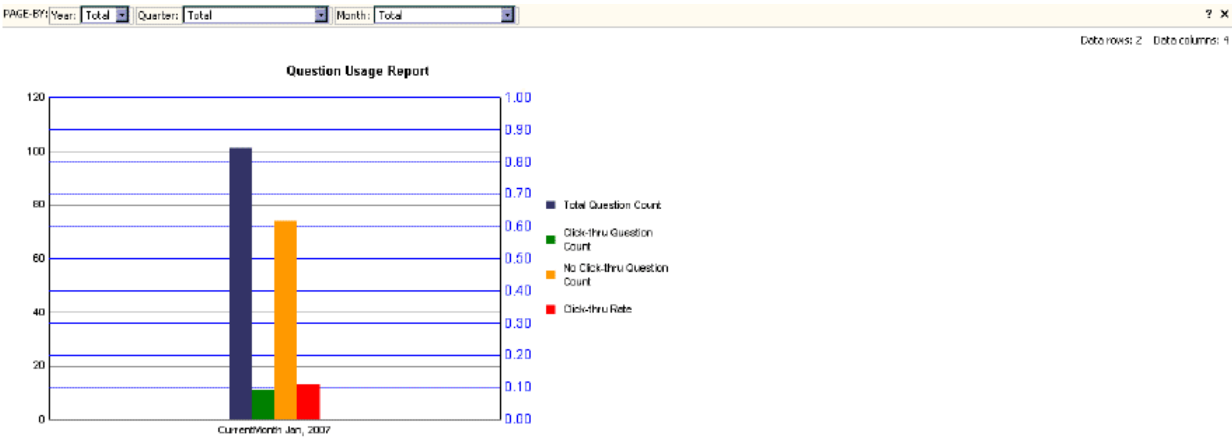
You can filter the report data by Year, Quarter, and Month (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis and Detail reports:

- *Click-thru and Response Time Analysis Report* on page 146
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Question Usage Report

The **Question Usage Report** shows the number of questions that are being asked and the corresponding click-thru rate.



Month	Analysis Metrics	Total Question Count	Click-thru Question Count	No Click-thru Question Count	Click-thru Rate
CurrentMonth Jan, 2007		101	11	74	10.89%
Total		**101**	**11**	**74**	**10.89%**

The results are sorted by time period. The default view displays:

- **Total Question Count –** the number of questions for the time period
- **Click-thru Question Count –** the number of questions for the time period where at least one click-thru occurred
- **No Click-thru Question Count –** the number of questions for the time period where no click-thrus occurred
- **Click-thru Rate –** the percentage of questions for the time period where at least one click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept
- Intent
- Question Click-thru or Not

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

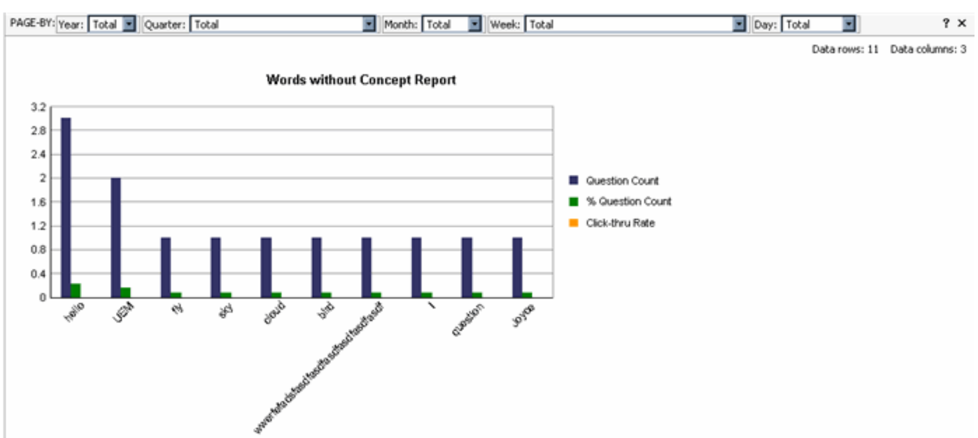
You can filter the report data by Year, Quarter, and Month (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis and Detail reports:

- *Click-thru and Response Time Analysis Report* on page 146
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Words without Concepts Report

The **Words without Concepts Report** lists words appearing in user questions that have no associated concepts and are not recognized by the system.



Words without Concept	Metrics	Question Count	% Question Count	Click-thru Rate
hello		3	23.08%	0.00%
UEM		2	15.38%	0.00%
fly		1	7.69%	0.00%
sky		1	7.69%	0.00%
cloud		1	7.69%	0.00%
bird		1	7.69%	0.00%
wwerfefadsfasdfasdfasdfasdfasdfasdf		1	7.69%	0.00%
I		1	7.69%	0.00%
question		1	7.69%	0.00%
Joyce		1	7.69%	0.00%
Total		**13**	**100.00%**	**0.00%**

The results are sorted by **Question Count** in descending order. The default view displays:

- **Question Count –** the number of questions that included the unrecognized word
- **% Question Count –** the percentage of questions that included the unrecognized word
- **Click-thru Rate –** the percentage of questions that included the unrecognized word and at least one click-thru occurred

NOTE: You can exclude irrelevant words from the Words without Concepts report by adding words as conditions to the report's filter. See the section on Excluding Words from the Words without Concepts Report for more information.

You can filter the report data by Year, Quarter, Month, Week, and Day (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis and Detail reports:

- *Click-thru and Response Time Analysis Report* on page 146
- *Question Response Details Report* on page 153
- *Words without Concepts Details Report* on page 160
- *Question Details Report* on page 154

User Experience Analysis Reports

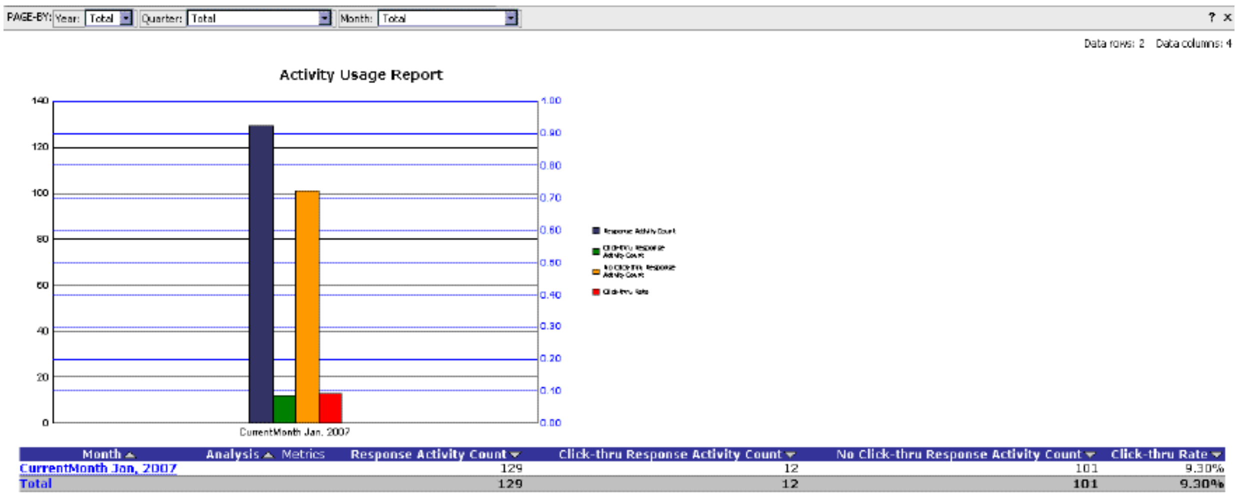
User Experience Analysis reports provide information about how users are using and responding to your site, including click-thru rates and how users rated the application's responses to questions.

User Experience Analysis reports include:

- *Activity Usage Report*, which shows the number of user activities and the corresponding click-thru rate
- *Process Wizards Usage Report*, which shows how customers are using process wizards, including which are the most frequently used
- *User Feedback Report*, which shows how customers rated the answers provided by the site
- *Facet Usage Report*, which shows how many times users select specific facets
- *Response Usage Report*, which shows how many times users click through on answers

Activity Usage Report

The **Activity Usage Report** shows the number of user activities and the corresponding click-thru rate.



The results are sorted by time period (Month by default). The default view displays:

- **Response Activity Count –** the total number of response activities for the time period
- **Click-thru Response Activity Count –** the number of activities where at least a single click-thru occurred
- **No Click-thru Response Activity Count –** the number of activities where no click-thru occurred
- **Click-thru Rate –** the percentage of activities where at least a single click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Activity Type
- Cluster
- Concept
- Intent
- Question Click-thru or Not

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

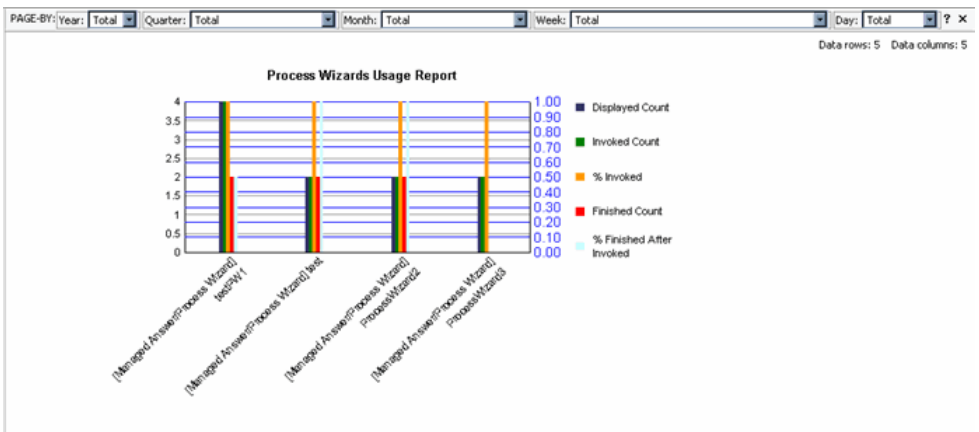
You can filter the report data by Year, Quarter, and Month (see *Filtering Intelligent Search Analytics Report Displays* for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis reports:

- *Click-thru and Response Time Analysis Report* on page 146
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Process Wizards Usage Report

The **Process Wizards Usage Report** shows how customers are interacting with process wizards.



Process Wizard	Displayed Count	Invoked Count	% Invoked	Finished Count	% Finished After Invoked
[Managed Answer/Process Wizard] testPW1	4	4	100.00%	2	50.00%
[Managed Answer/Process Wizard] test	2	2	100.00%	2	100.00%
[Managed Answer/Process Wizard] ProcessWizard2	2	2	100.00%	2	100.00%
[Managed Answer/Process Wizard] ProcessWizard3	2	2	100.00%	0	0.00%
Total	10	10	100.00%	6	60.00%

The results are sorted by process wizard name. The default view displays:

- **Displayed Count** – the number of times this process wizard was displayed as a response
- **Invoked Count** – the number of times this process wizard was invoked after it was displayed as a response
- **% Invoked** – the percentage of times this process wizard was invoked after it was displayed as a response
- **Finished Count** – the number of times a process wizard finished after it was invoked
- **% Finished After Invoked** – the percentage of times a process wizard finished after it was invoked

Use the following report creation parameters to tailor the report:

- Process Wizard Displayed Top or Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, Week, and Day (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a process wizard row to display the following Analysis and Detail reports:

- *Process Wizard Details Report* on page 162
- *Session Navigation Analysis Report* on page 149
- *Click-thru and Response Time Analysis Report* on page 146
- *Intent/Concept Analysis Report* on page 148

User Feedback Report

The **User Feedback Report** provides information about how customers rated the answers provided by the application.

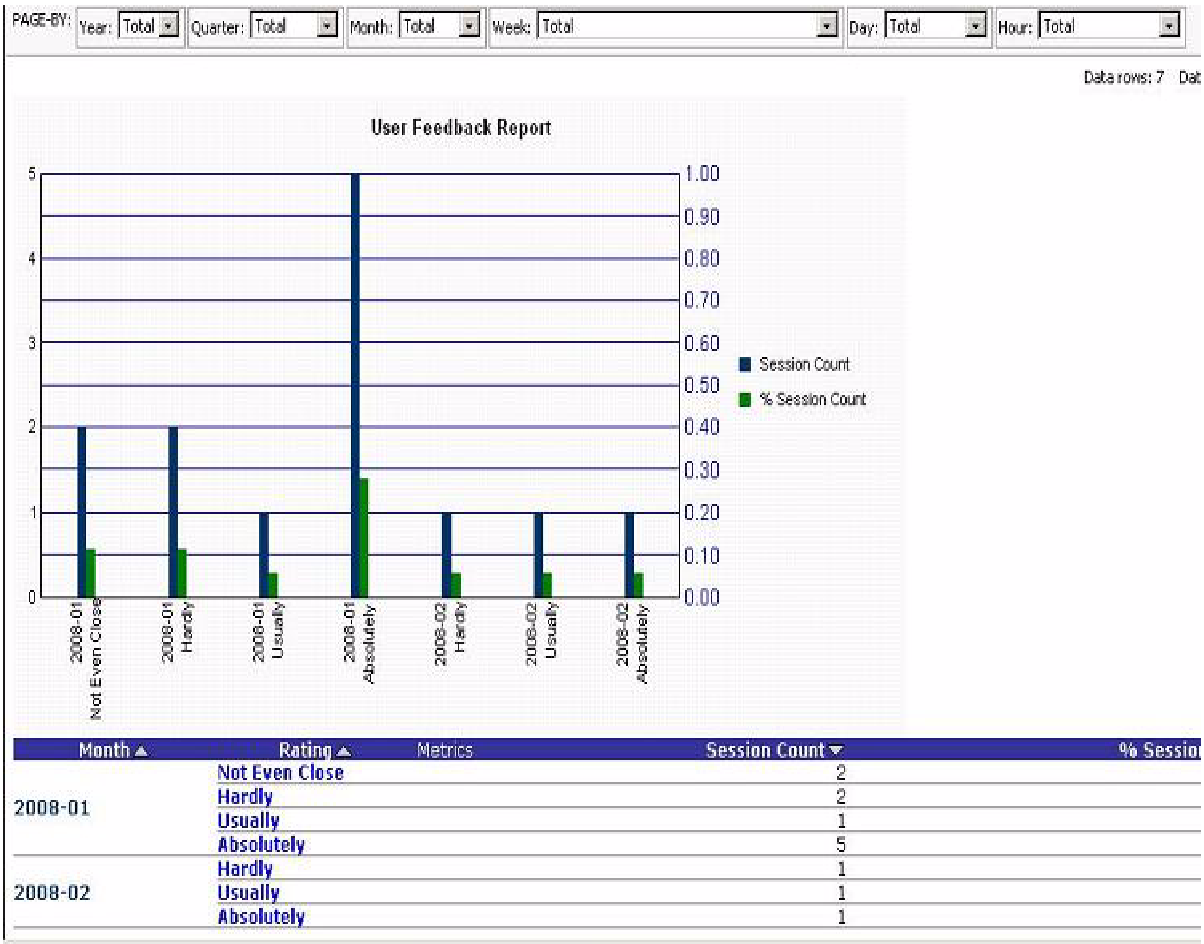
The Web interface can elicit user feedback about how well the application is answering questions. Refer to Implementing User Feedback Collection in the *Intelligent Search Application Developers' Guide* for more information on implementing the user feedback feature.

The user feedback feature prompts users to rate answers by selecting from the following rating levels:

Rating Level	Default Label
5	Absolutely!
4	Usually
3	Sure
2	Hardly
1	Not even close!

NOTE: The labels for the rating levels are configurable; InQuira Analytics displays the rating levels as they are configured in your application, which may differ from the defaults listed above. Refer to the section on Updating Labels for the User Feedback Report for information on how to configure rating levels.

The results are sorted by time period. The default view displays:



Month	Rating	Session Count
2008-01	Not Even Close	2
	Hardly	2
	Usually	1
	Absolutely	5
2008-02	Hardly	1
	Usually	1
	Absolutely	1

- **Session Count** – the number of sessions for the rating level
- **% Session Count** – the percentage of sessions with the rating level

Use the following report creation parameters to tailor the report:

- User Segment
- Language

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

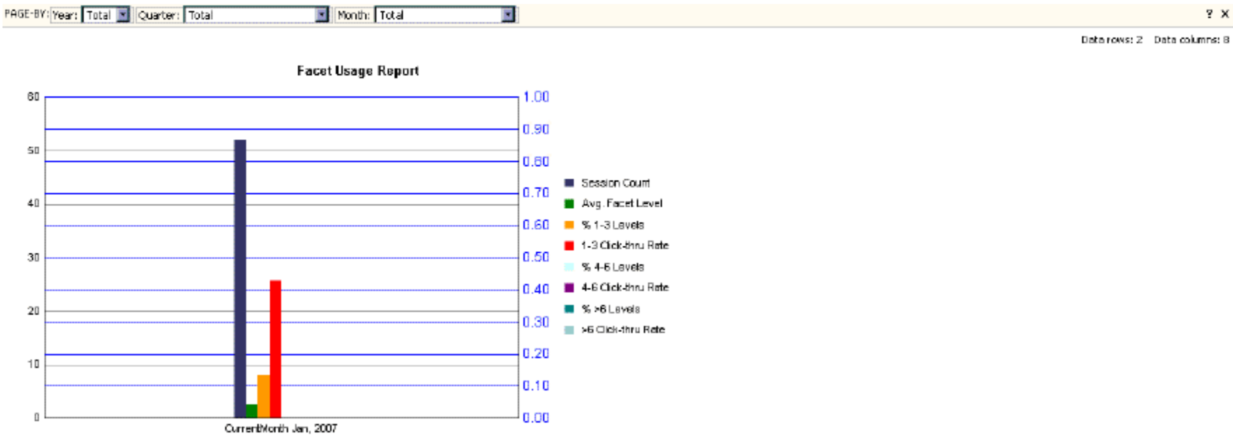
You can filter the report data by Year, Quarter, Month, Week, Day, and Hour (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down within a row to display the following Analysis reports:

- Rating Details Analysis Report- lists any comments associated with feedback scores.
- *User Feedback Analysis Report* on page 150
- *Click-thru and Response Time Analysis Report* on page 146
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149

Facet Usage Report

The **Facet Usage Report** shows how many times users select specific facets.



Month	Analysis Metrics	Session Count	Avg. Facet Level	% 1-3 Levels	1-3 Click-thru Rate	% 4-6 Levels	4-6 Click-thru Rate	% >6 Levels	>6 Click-thru Rate
CurrentMonth Jan, 2007		52	2.46	13.46%	42.86%	0.00%		0.00%	
Total		52	2.46	13.46%	42.86%	0.00%		0.00%	

The results are sorted by time period. The default view displays:

- **Session Count** – the number of sessions
- **Avg. Facet Level** – the average facet level selected based on sessions where at least one facet is selected
- **% 1-3 Levels** – the percentage of sessions where users selected facets with an average level between 1 and 3
- **1-3 Click-thru Rate** – the percentage of sessions where the selected facet level was between 1 and 3 and where at least one click-thru occurred
- **% 4-6 Levels** – the percentage of sessions where users selected facets where the average level is between 4 and 6
- **4-6 Click-thru Rate** – the percentage of sessions where the selected facet level was between 4 and 6 and where at least one click-thru occurred
- **% >6 Levels** – the percentage of sessions where users selected facets with an average level of greater than 6
- **>6 Click-thru Rate** – the percentage of sessions where the selected facet level was greater than 6 and where at least one click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source

- Cluster
- Concept

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

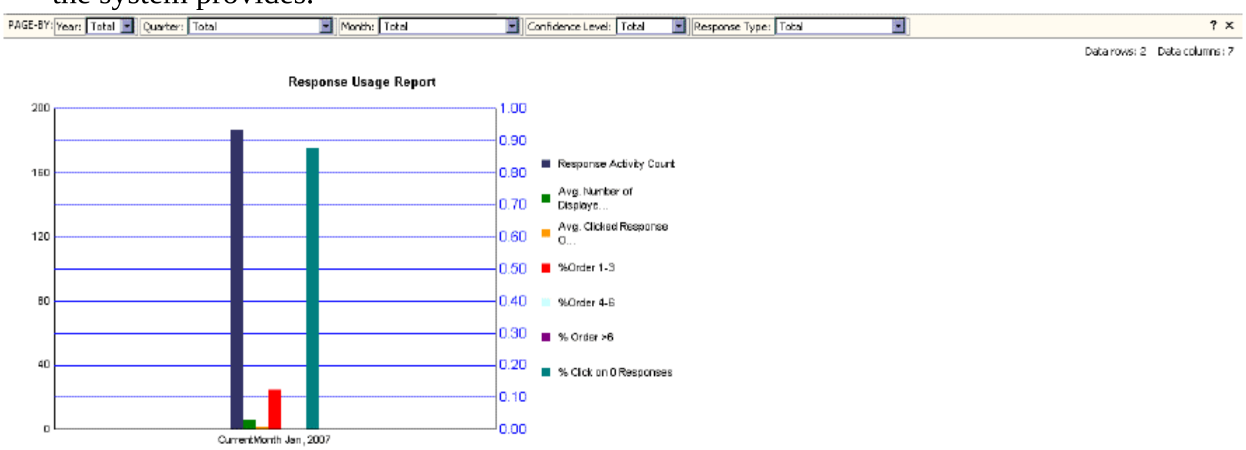
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149

Response Usage Report

The **Response Usage Report** describes how many times users click through on responses the system provides.



Month	Analysis Metrics	Response Activity Count	Avg. Number of Displayed Responses	Avg. Clicked Response Order	%Order 1-3	%Order 4-6	% Order >6	% Click on 0 Responses
CurrentMonth Jan, 2007		187	5.55	1.50	12.30%	0.00%	0.00%	87.70%
Total		**187**	**5.55**	**1.50**	**12.30%**	**0.00%**	**0.00%**	**87.70%**

The results are sorted by time period. The default view displays:

- **Response Activity Count –** the number of user response activities
- **Avg. Number of Displayed Responses –** the average number of responses displayed to the user
- **Avg. Clicked Response Order –** the average position in the response queue of the clicked response

- **%Order 1-3 –** the percentage of activities where the average position of the clicked response was between first and third
- **%Order 4-6 –** the percentage of activities where the average position of the clicked response was between fourth and sixth
- **% Order > 6 –** the percentage of activities where the average position of the clicked response was greater than sixth
- **% Click on 0 Responses –** the percentage of activities where the user did not click on any displayed response

---

NOTE: A single activity can include multiple clicks on responses which in turn may result in the sum of the **%Order** columns exceeding 100%.

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Activity Type
- Cluster
- Concept
- Intent
- Portlet

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

User Interest Analysis Reports

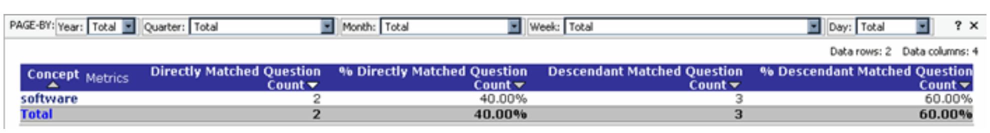
User Interest reports provide information about which elements of your site that are the most or least frequently used.

User Interest reports include:

- *Concept Breakdown Report*, which shows how well concepts match user questions, and the click-thru rate for concepts
- *Intent Breakdown Report*, which shows how well intents match user questions, and the click-thru rate for intents
- *Popular Question Clusters Report*, which shows the question clusters and the associated questions and sessions that have the most or least activity associated with them
- *Popular Responses Report*, which shows responses that have the most or least activity associated with them
- *Facet Breakdown Report*, which shows how often users click facets
- *Popular Concepts Report*, which shows concepts ranked by the number of questions associated with them
- *Popular Questions Report*, which shows a ranked list of the most frequently asked questions

Concept Breakdown Report

The **Concept Breakdown Report** shows the distribution of user questions that match system concepts.


PAGE-BY: Year: Total Quarter: Total Month: Total Week: Total Day: Total

Data rows: 2 Data columns: 4

Concept / Metrics	Directly Matched Question Count	% Directly Matched Question Count	Descendant Matched Question Count	% Descendant Matched Question Count
software	2	40.00%	3	60.00%
Total	2	40.00%	3	60.00%

The default view displays:

- **Directly Matched Question Count** – the number of questions that directly match this concept
- **% Directly Matched Question Count** – the percentage of questions that directly match this concept
- **Descendant Matched Question Count** – the number of questions that match the children of this concept
- **% Descendant Matched Question Count** – the percentage of questions that match the children of this concept

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Question Count Matched Concept Top or Bottom
- Enter the Top/Bottom Number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

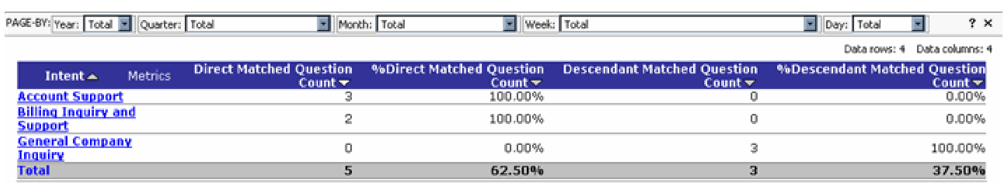
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a concept row to display:

- A lower level concept
- *Concept Details Report* on page 159
- *Question Details Report* on page 154
- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149

Intent Breakdown Report

The **Intent Breakdown Report** shows the distribution of user questions that match system intents.



PAGE-BY: Year: Total Quarter: Total Month: Total Week: Total Day: Total

Data rows: 4 Data columns: 4

Intent	Metrics	Direct Matched Question Count	%Direct Matched Question Count	Descendant Matched Question Count	%Descendant Matched Question Count
Account Support		3	100.00%	0	0.00%
Billing Inquiry and Support		2	100.00%	0	0.00%
General Company Inquiry		0	0.00%	3	100.00%
Total		5	62.50%	3	37.50%

The results are sorted by **Intents** in descending order. The default view displays:

- **Direct Matched Question Count** – the number of questions that directly match this intent
- **% Direct Matched Question Count –** the percentage of questions that match this intent

- **Descendant Matched Question Count –** the number of questions that match the children of this intent
- **% Descendant Matched Question Count –** the percentage of questions that match the children of this intent

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept
- Intent Breakdown Question Count Top/Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on an intent row to display:

- A lower level intent
- *Intent Details Report* on page 154
- *Question Response Details Report* on page 153
- *User Feedback Analysis Report* on page 150
- *Session Navigation Analysis Report* on page 149

Popular Question Clusters Report

The **Popular Question Clusters Report** shows a list of question clusters (groups of frequently occurring questions that express the same idea or intent) with the number of questions and sessions associated with them.

PAGE-BY: Year: Total Quarter: Total Month: Total Week: Total Day: Total ? ×

Data rows: 4 Data columns: 4

Cluster	Metrics Question Count	% Question Count	Session Count	% Session Count
Fly Software	2	50.00%	1	33.33%
Aim	1	25.00%	1	33.33%
Computer	1	25.00%	1	33.33%
Total	**4**	**100.00%**	**3**	**100.00%**

The results are sorted by question cluster name. The default view displays:

- **Question Count** – the number of questions in this cluster
- **% Question Count** – the percentage of questions belonging to this cluster against the total questions
- **Session Count** – the number of sessions containing this cluster
- **% Session Count** – the percentage of sessions with at least one question belonging to this cluster (note that a question can belong to more than one cluster)

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Concept
- Intent
- Cluster Question Count Top or Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

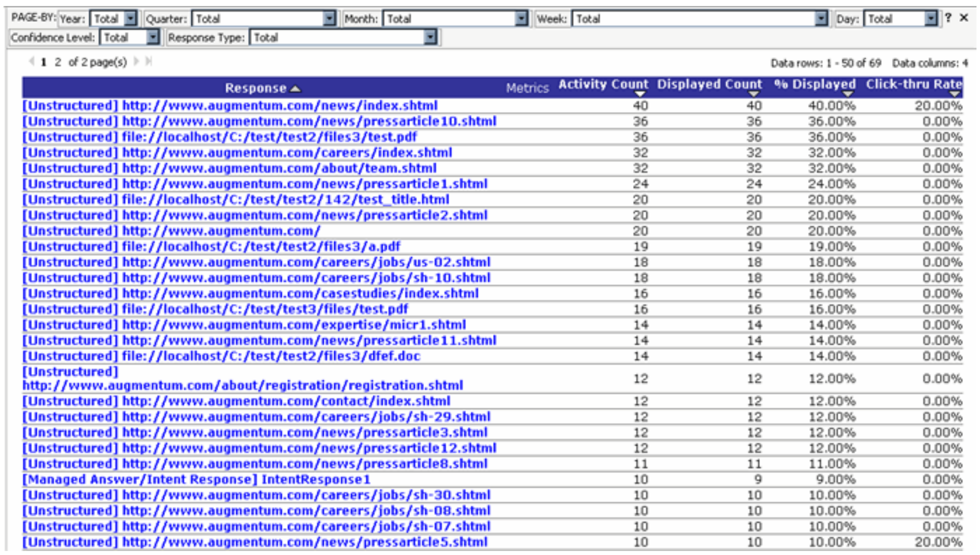
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a question cluster row to display the following Analysis and Detail reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Response Details Report* on page 153
- *Concept Details Report* on page 159
- *Question Details Report* on page 154 on page

Popular Responses Report

The **Popular Responses Report** shows how responses are used in the system.



Response	Activity Count	Displayed Count	% Displayed	Click-thru Rate
[Unstructured] http://www.augmentum.com/news/index.shtml	40	40	40.00%	20.00%
[Unstructured] http://www.augmentum.com/news/pressarticle10.shtml	36	36	36.00%	0.00%
[Unstructured] file://localhost/C:/test/test2/files3/test.pdf	36	36	36.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/index.shtml	32	32	32.00%	0.00%
[Unstructured] http://www.augmentum.com/about/team.shtml	32	32	32.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle1.shtml	24	24	24.00%	0.00%
[Unstructured] file://localhost/C:/test/test2/142/test_title.html	20	20	20.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle2.shtml	20	20	20.00%	0.00%
[Unstructured] http://www.augmentum.com/	20	20	20.00%	0.00%
[Unstructured] file://localhost/C:/test/test2/files3/a.pdf	19	19	19.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/jobs/us-02.shtml	18	18	18.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/jobs/sh-10.shtml	18	18	18.00%	0.00%
[Unstructured] http://www.augmentum.com/casestudies/index.shtml	16	16	16.00%	0.00%
[Unstructured] file://localhost/C:/test/test3/files/test.pdf	16	16	16.00%	0.00%
[Unstructured] http://www.augmentum.com/expertise/micr1.shtml	14	14	14.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle11.shtml	14	14	14.00%	0.00%
[Unstructured] file://localhost/C:/test/test2/files3/dfef.doc	14	14	14.00%	0.00%
[Unstructured] http://www.augmentum.com/about/registration/registration.shtml	12	12	12.00%	0.00%
[Unstructured] http://www.augmentum.com/contact/index.shtml	12	12	12.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/jobs/sh-29.shtml	12	12	12.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle3.shtml	12	12	12.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle12.shtml	12	12	12.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle8.shtml	11	11	11.00%	0.00%
[Managed Answer/Intent Response] IntentResponse1	10	9	9.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/jobs/sh-30.shtml	10	10	10.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/jobs/sh-08.shtml	10	10	10.00%	0.00%
[Unstructured] http://www.augmentum.com/careers/jobs/sh-07.shtml	10	10	10.00%	0.00%
[Unstructured] http://www.augmentum.com/news/pressarticle5.shtml	10	10	10.00%	20.00%

The results are sorted by **Activity Count**. The default view displays:

- **Activity Count –** the number of activities for this response
- **Displayed Count –** the number of times this response was displayed
- **% Displayed –** the percentage, based on the total activities, that this response was displayed for the time period
- **Click-thru Rate –** the percentage of activities for which this response was clicked at least once

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Activity Type
- Cluster
- Concept
- Intent
- Portlet
- Popular Response Activity Count Top or Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

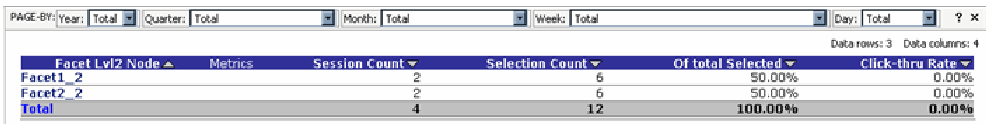
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down within a response to display the following Analysis and Detail reports:

- *Question Response Details Report* on page 153
- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Facet Breakdown Report

The **Facet Breakdown Report** shows how often users click facets and the corresponding click-thru rate.


PAGE-BY: Year: Total Quarter: Total Month: Total Week: Total Day: Total

Data rows: 3 Data columns: 4

Facet Lvl2 Node	Metrics	Session Count	Selection Count	Of total Selected	Click-thru Rate
Facet1_2		2	6	50.00%	0.00%
Facet2_2		2	6	50.00%	0.00%
Total		4	12	100.00%	0.00%

The results are sorted by **Session Count** in descending order. The default view displays:

- **Session Count** – the number of sessions during which this facet was selected
- **Selection Count –** the number of times this facet was selected
- **% Of Total Selected –** the percentage that the selection count represents based on the total selection count
- **Click-thru Rate** – the percentage where the facet was selected and at least one click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Session Count Top or Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a facet row to display:

- A lower level facet
- *User Feedback Analysis Report* on page 150
- *Session Navigation Analysis Report* on page 149

Popular Concepts Report

The **Popular Concepts Report** shows concepts ranked by the number of questions associated with them.

PAGE-BY: Year: Total Quarter: Total Month: Total Week: Total Day: Total
Confidence Level: Total

Data rows: 29 Data columns: 2

Concept	Metrics	Question Count	% Question Count
software		5	9.43%
testing		4	7.55%
Yahoo		2	3.77%
topic		2	3.77%
Robinson3		2	3.77%
Robinson2		2	3.77%
Robinson1		2	3.77%
Robinson		2	3.77%
scratch		2	3.77%
tag		2	3.77%
picture		2	3.77%
original^fresh		2	3.77%
buy		2	3.77%
no		2	3.77%
password		2	3.77%
inquira		2	3.77%
account		2	3.77%
best		2	3.77%
malfunctioning^bad		2	3.77%
Pope		2	3.77%
PowerPoint		1	1.89%
IM		1	1.89%
operating_system		1	1.89%
AIM		1	1.89%
Windows		1	1.89%
Windows_Me		1	1.89%
computer		1	1.89%
Appleby		1	1.89%
Total		**53**	**100.00%**

The results are sorted by **Question Count**. The default view displays:

- **Question Count –** the number of questions that match the concept
- **% Question Count –** the percentage of questions that match the concept

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept Question Count Top or Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down within a concept to display the following Analysis and Detail reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Concept Details Report* on page 159
- *Question Response Details Report* on page 153
- *Question Details Report* on page 154 on page

Popular Questions Report

The **Popular Questions Report** shows a ranked list of normalized questions asked by users.

PAGE-BY: Year: Total Quarter: Total Month: Total ? ×
Week: Total Day: Total Activity Conf Level: Total

Data rows: 35 Data columns: 3

Normalized Question	Metrics Question Count	% Question Count	Click-thru Rate
Team	6	8.57%	0.00%
Test	4	5.71%	100.00%
joyce	4	5.71%	100.00%
fly software	2	2.86%	0.00%
yahoo	2	2.86%	100.00%
some issue	2	2.86%	100.00%
robinson	2	2.86%	100.00%
mark	2	2.86%	100.00%
kelvin	2	2.86%	100.00%
Fly	2	2.86%	0.00%
Sky	2	2.86%	0.00%
Bird	2	2.86%	0.00%
Pic	2	2.86%	0.00%
Novel	2	2.86%	0.00%
Book	2	2.86%	0.00%
I want to buy something	2	2.86%	0.00%
I have no question	2	2.86%	0.00%
Wwweeeerererwe	2	2.86%	0.00%
How can I get password?	2	2.86%	100.00%
Wefadfijakdsjfkasdjfkadsf	2	2.86%	0.00%
How old are you	2	2.86%	100.00%
inquira	2	2.86%	0.00%
what can I get my account?	2	2.86%	100.00%
plane is good	2	2.86%	0.00%
boat is bad	2	2.86%	0.00%
Asdfaewfsdf	2	2.86%	0.00%
aetadaea dfief	2	2.86%	0.00%
popeal[[df	2	2.86%	0.00%
hello	1	1.43%	0.00%
powerpoint	1	1.43%	0.00%
aim	1	1.43%	0.00%
windows_me	1	1.43%	0.00%
sky computer	1	1.43%	0.00%
cloud appleby	1	1.43%	0.00%
Total	70	100.00%	34.29%

The results are sorted by **Question Count** based on a normalized question. The default view displays:

- **Question Count –** the number of questions that match the normalized question
- **% Question Count –** the percentage of questions that match the normalized question
- **Click-thru Rate –** the percentage of questions that match the normalized question and at least one click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept
- N Question count Top or Bottom
- Enter the Top/Bottom number

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a normalized question to display the following Analysis and Detail reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Concept Details Report* on page 159
- *Question Response Details Report* on page 153

Performance Analysis Reports

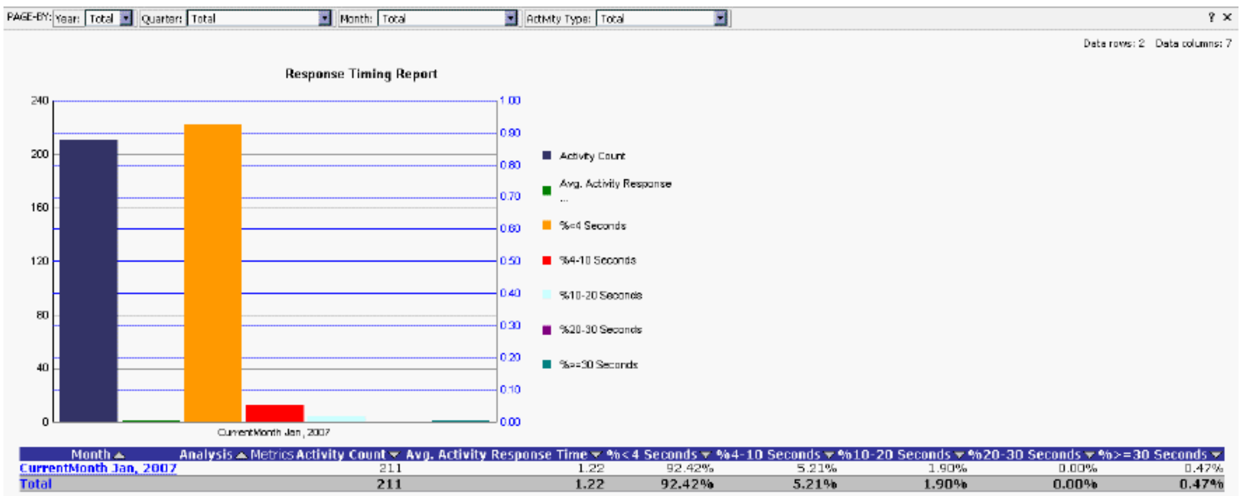
Performance Analysis reports provide information about your system's response times for user activities.

Performance Analysis reports include:

- *Response Timing Report* on page 125, which shows response times for user activities

Response Timing Report

The **Response Timing Report** shows the response time for user activities.



The results are sorted by time period. The default view displays:

- **Activity Count –** the total number of activities for the time period
- **Avg. Activity Response Time –** the average time for the system to respond to activities
- **%<4 Seconds –** the percentage of activities where the average response time was less than 4 seconds
- **% 4-10 Seconds –** the percentage of activities where the average response time was 4 or more seconds and less than 10 seconds
- **%10-20 Seconds –** the percentage of activities where the average response time was 10 or more seconds and less than 20 seconds
- **%20-30 Seconds –** the percentage of activities where the average response time was 20 or more seconds and less than 30 seconds
- **%>=30 Seconds –** the percentage of activities where the average response time was 30 seconds or more

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Activity Type
- Cluster
- Concept

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis and Detail reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Session Analysis Reports

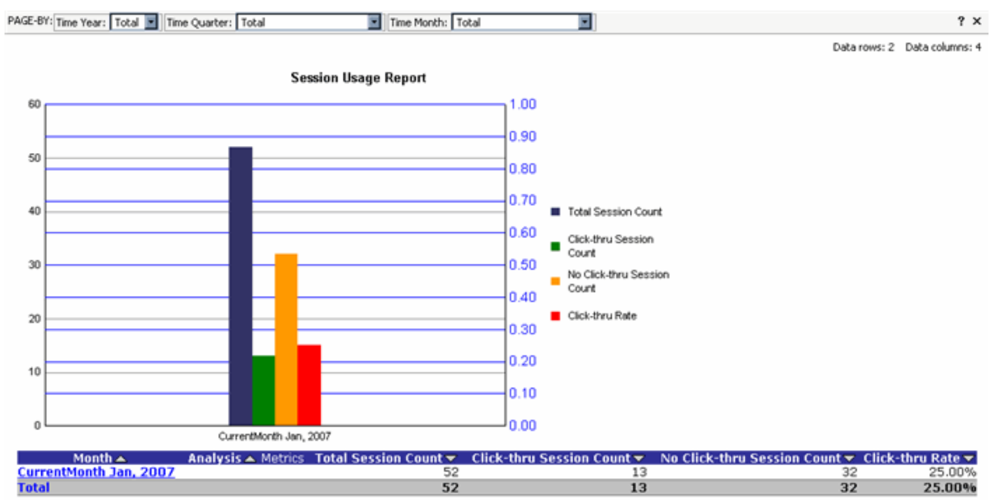
Session Analysis reports provide information about the session and activity levels and the associated click-thru rate.

Session Analysis reports include:

- *Session Activity Count Report*, which shows activity count averages and click-thru rates
- *Session Usage Report*, which shows the number of sessions and the corresponding click-thru rate

Session Usage Report

The **Session Usage Report** shows the number of sessions and the corresponding click-thru rate.



The results are sorted by time period. The default view displays:

- **Total Session Count –** the number of sessions for the time period
- **Click-thru Session Count –** the number of sessions for the time period where at least one click-thru occurred
- **No Click-thru Session Count –** the number of sessions for the time period where no click-thrus occurred
- **Click-thru Rate –** the percentage of sessions for the time period where at least one click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept
- Intent

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

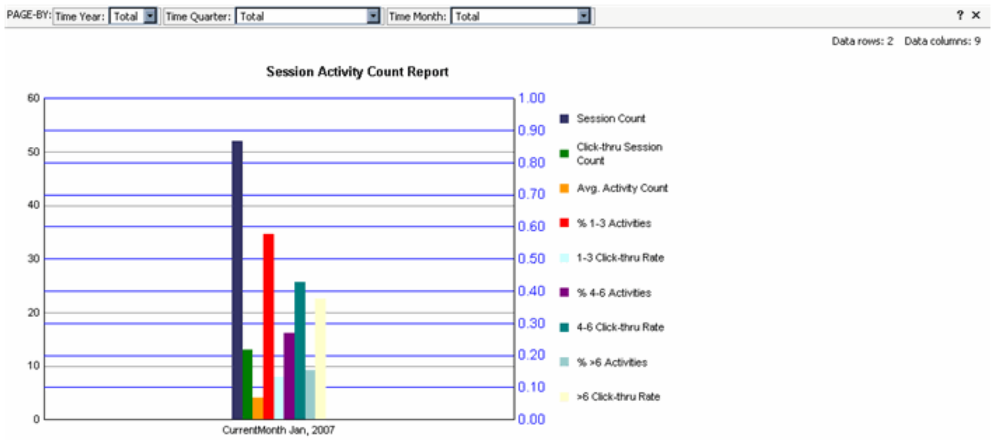
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down within a row in the **Analysis** column to display the following Analysis and Detail reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Session Activity Count Report

The **Session Activity Count Report** shows the activity count averages and click-thru rate for a reporting period.



Month	Analysis Metrics	Session Count	Click-thru Session Count	Avg. Activity Count	% 1-3 Activities	1-3 Click-thru Rate	% 4-6 Activities	4-6 Click-thru Rate	% >6 Activities	>6 Click-thru Rate
CurrentMonth Jan, 2007		52	13	4	57.69%	13.33%	26.92%	42.86%	15.38%	37.50%
Total		52	13	4	57.69%	13.33%	26.92%	42.86%	15.38%	37.50%

The answers are sorted by time period. The default view displays:

- **Session Count** – the number of sessions for the time period
- **Click-thru Session Count** – the percentage of sessions for which at least one click-thru occurred
- **Avg. Activity Count** – the average number of activities per session
- **% 1-3 Activities** – the percentage of sessions with 1 – 3 activities
- **% 1-3 Activities Click-thru Rate** – the percentage of sessions with 1 – 3 activities for which at least one click-thru occurred
- **% 4-6 Activities** – the percentage of sessions that have 4 – 6 activities
- **% 4-6 Activities Click-thru Rate** – the percentage of sessions that have 4 – 6 activities for which at least one click-thru occurred
- **% >6 Activities** – the percentage of sessions with more than 6 activities
- **% >6 Activities Click-thru Rate** – the percentage of sessions with more than 6 activities for which at least one click-thru occurred

Use the following report creation parameters to tailor the report:

- User Segment
- Language
- Query Source
- Cluster
- Concept
- Intent

See *Intelligent Search Analytics Report Creation Parameters* on page 35 for more information on using report creation parameters.

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down from a row in the **Analysis** column to display the following Analysis and Detail reports:

- *User Feedback Analysis Report* on page 150
- *Intent/Concept Analysis Report* on page 148
- *Session Navigation Analysis Report* on page 149
- *Question Details Report* on page 154

Dashboard Reports

Dashboard reports provide quick high-level indicators and metrics for what is occurring on your site.

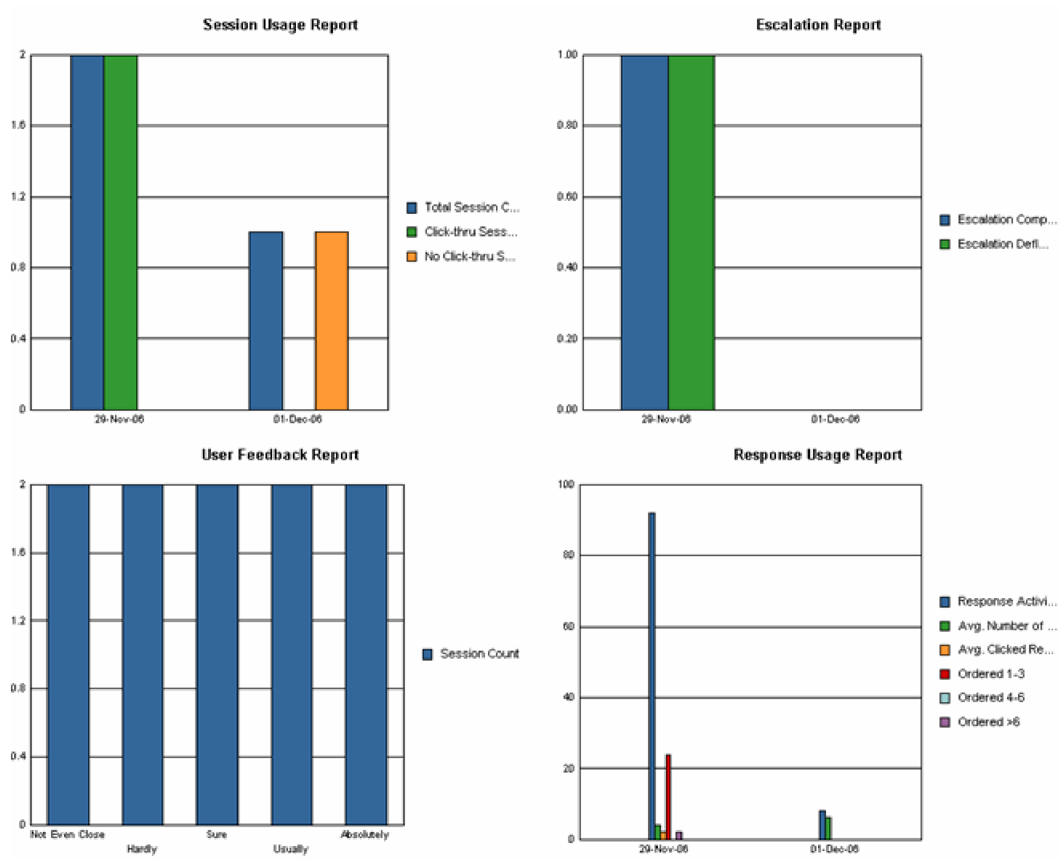
The Dashboard reports include:

- *Daily Dashboard Reports* on page 131
- *Weekly Dashboard Reports* on page 136
- *Monthly Dashboard Reports* on page 141

Daily Dashboard Reports

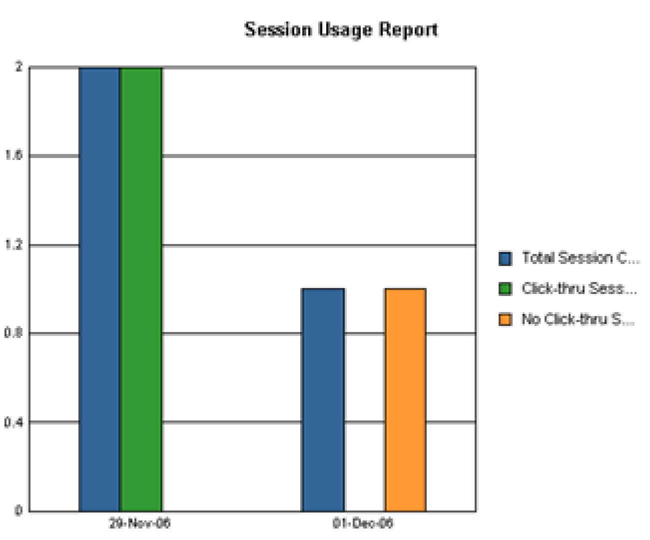
The **Daily Dashboard Report** shows data for the last two weeks and includes graphs for four standard reports:

- *Session Usage Report* on page 132
- *Escalation Report* on page 133
- *User Feedback Report* on page 134
- *Response Usage Report* on page 135



Session Usage Report

The **Daily Dashboard Session Usage Report** shows the number of sessions and the number of sessions where a click-thru occurred for each day of the last two weeks.

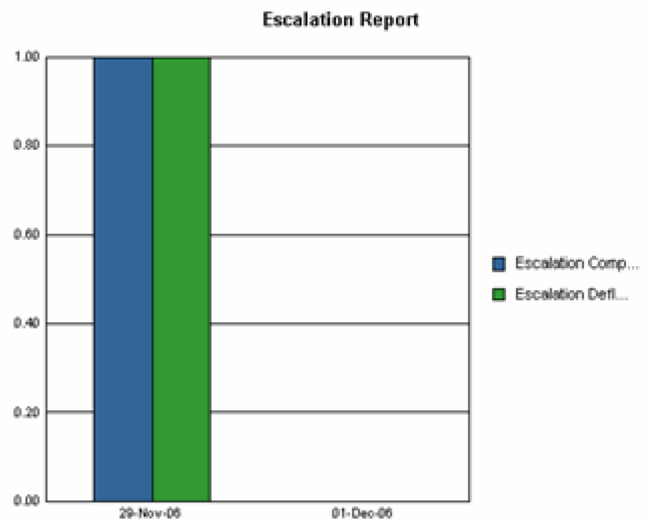


For each day, the report shows the following metrics:

- **Session Count –** the number of sessions
- **Click-thru Session Count –** the number of sessions where a click-thru occurred
- **No Click-thru Session Count –** the number of sessions where no click-thru occurred

Escalation Report

The **Daily Dashboard Escalation Report** shows the rate of sessions that complete an escalation or are deflected for each day of the last two weeks.

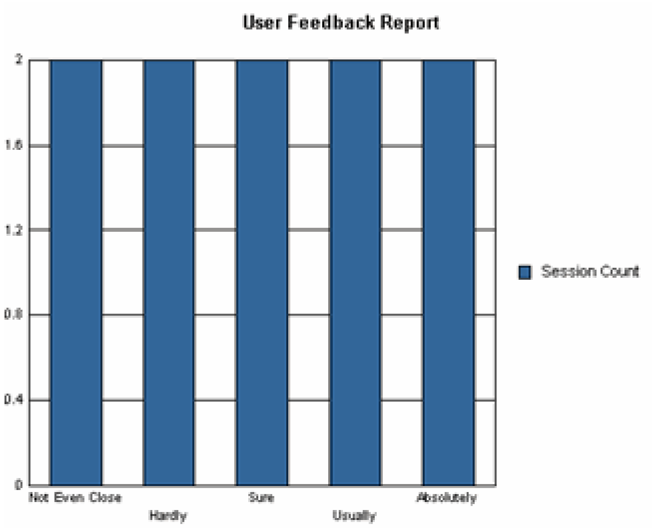


For each day, the report shows the following metrics:

- **Escalations Completed Rate –** the percentage of escalations that were completed
- **Escalations Deflected Rate –** the percentage of escalations that were deflected

User Feedback Report

The **Daily Dashboard User Feedback Report** shows the sessions count for each user feedback rating for the last two weeks.

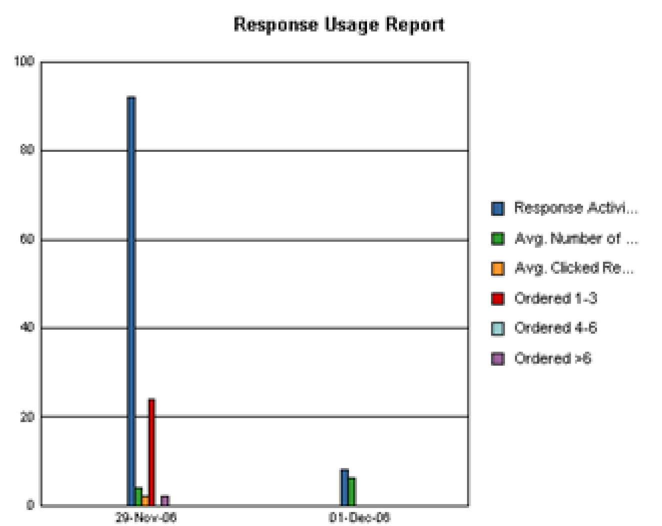


For each rating, the report shows the following metric for the last two weeks:

- **Session Count –** the number of sessions where a user provided the rating

Response Usage Report

The **Daily Dashboard Response Usage Report** shows the distribution of activities with their corresponding average clicked response order for the last two weeks.



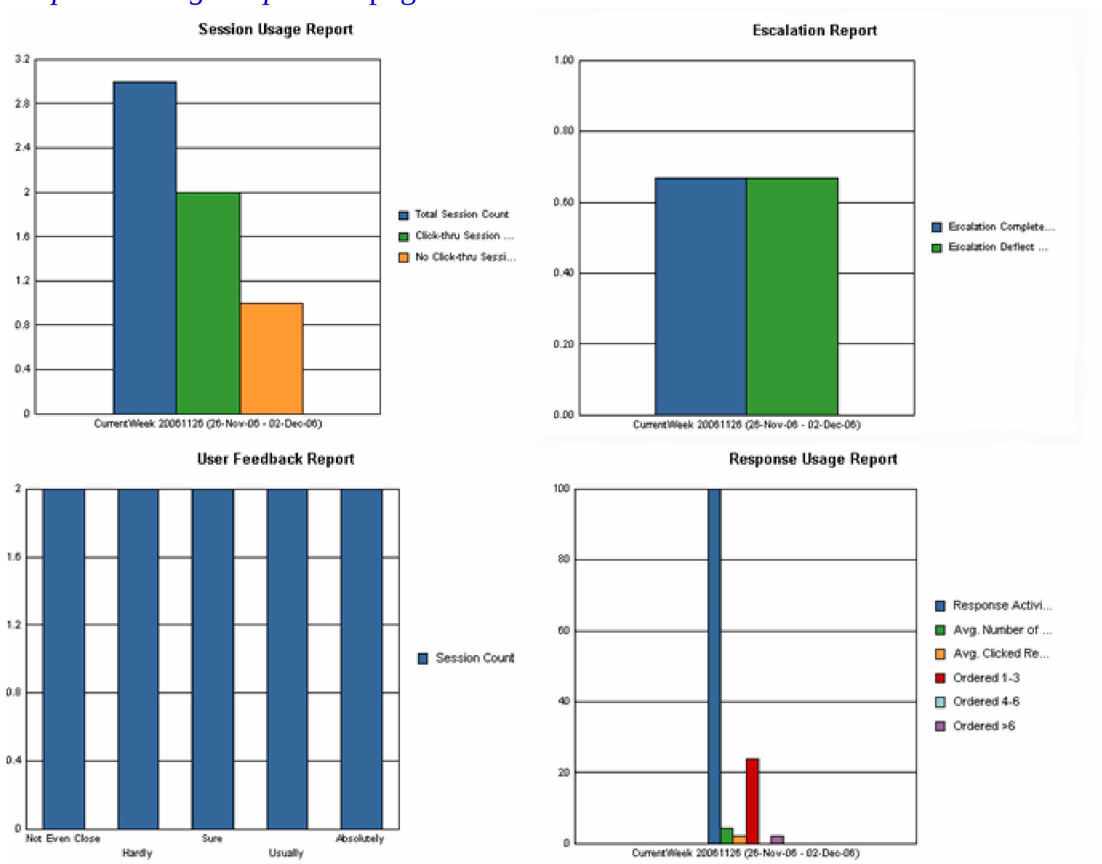
For each rating, the report shows the following metric for the last two weeks:

- **Response Activity Count –** the number of response activities
- **Avg. Number of Displayed Responses –** the average number of displayed responses for each response activity
- **Avg. Clicked Response Order –** the average response clicked order for all response activities
- **Ordered 1-3 –** the number of activities where the average response clicked was between 1 and 3
- **Ordered 4-6 –** the number of activities where the average response clicked was between 4 and 6
- **Ordered >6 –** the number of activities where the average response clicked was greater than 6

Weekly Dashboard Reports

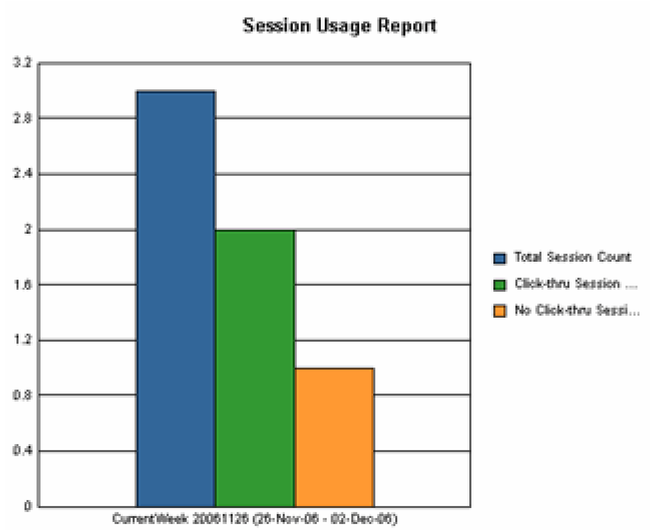
The **Weekly Dashboard Report** shows data for the last two months and includes graphs for four standard reports:

- *Session Usage Report* on page 132
- *Escalation Report* on page 133
- *User Feedback Report* on page 134
- *Response Usage Report* on page 135



Session Usage Report

The **Weekly Dashboard Session Usage Report** shows the number of sessions and the number of sessions where a click-thru occurred for each week of the last two months.

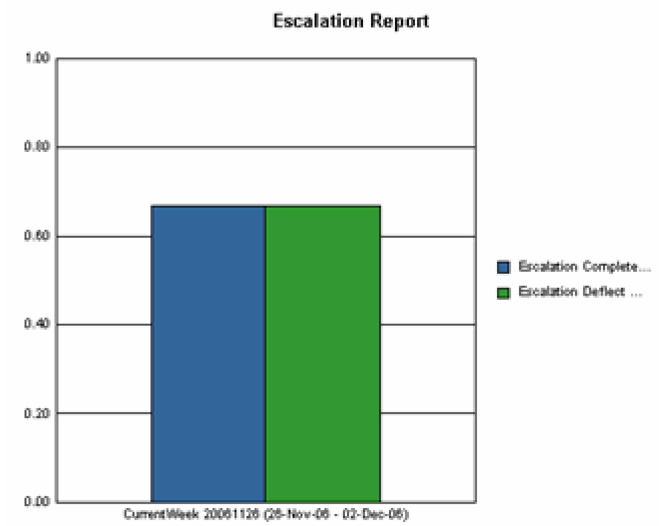


For each week, the report shows the following metrics:

- **Session Count –** the number of sessions
- **Click-thru Session Count –** the number of sessions where a click-thru occurred
- **No Click-thru Session Count –** the number of sessions where no click-thru occurred

Escalation Report

The **Weekly Dashboard Escalation Report** shows the rate of sessions that complete an escalation or are deflected for each week of the last two months.

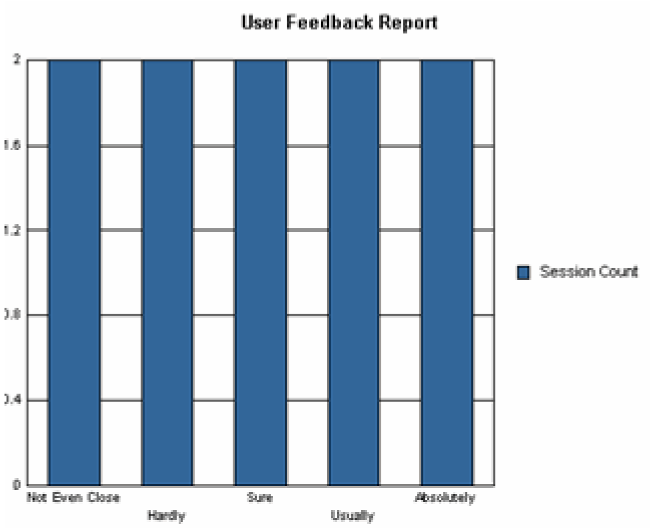


For each week, the report shows the following metrics:

- **Escalations Completed Rate –** the percentage of escalations that were completed
- **Escalations Deflected Rate –** the percentage of escalations that were deflected

User Feedback Report

The **Weekly Dashboard User Feedback Report** shows the sessions count for each user feedback rating for the last two months.

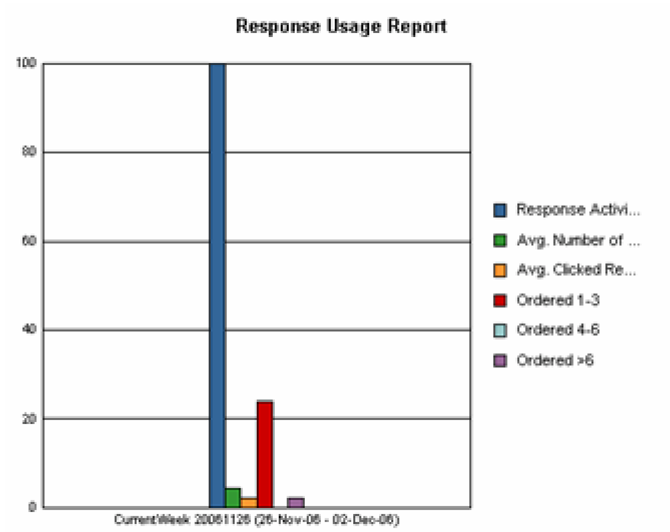


For each rating, the report shows the following metric:

- **Session Count –** the number of sessions where a user provided the rating

Response Usage Report

The **Weekly Dashboard Response Usage Report** shows the distribution of activities with their corresponding average clicked response order for the last two months.



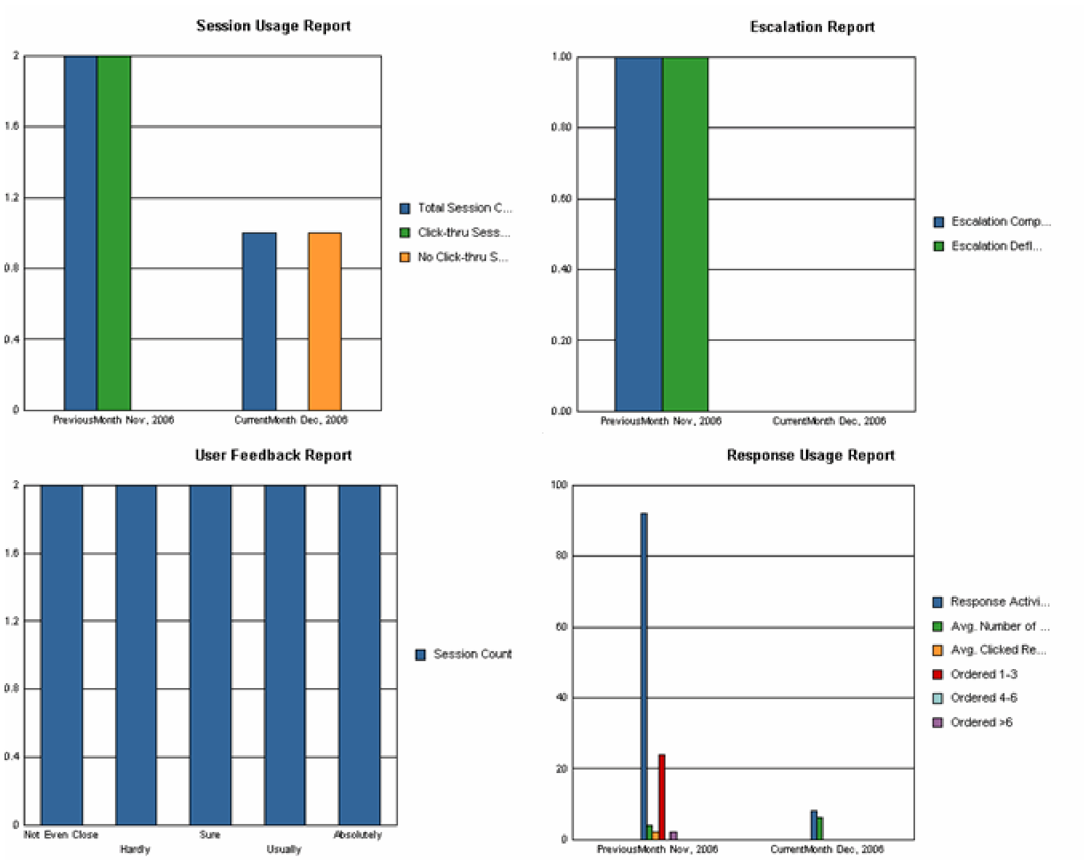
For each rating, the report shows the following metric:

- **Response Activity Count –** the number of response activities
- **Avg. Number of Displayed Responses –** the average number of displayed responses for each response activity
- **Avg. Clicked Response Order –** the average response clicked order for all response activities
- **Ordered 1-3 –** the number of activities where the average response clicked was between 1 and 3
- **Ordered 4-6 –** the number of activities where the average response clicked was between 4 and 6
- **Ordered >6 –** the number of activities where the average response clicked was greater than 6

Monthly Dashboard Reports

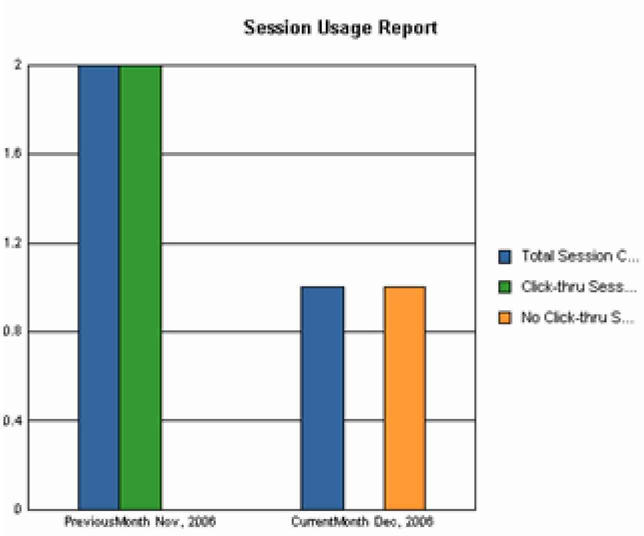
The **Monthly Dashboard Report** shows data for the last two quarters and includes graphs for four standard reports:

- *Session Usage Report* on page 127
- *Escalation Report* on page 133
- *User Feedback Report* on page 134
- *Response Usage Report* on page 135



Session Usage Report

The **Monthly Dashboard Session Usage Report** shows the number of sessions and the number of sessions where a click-thru occurred for the last two quarters.

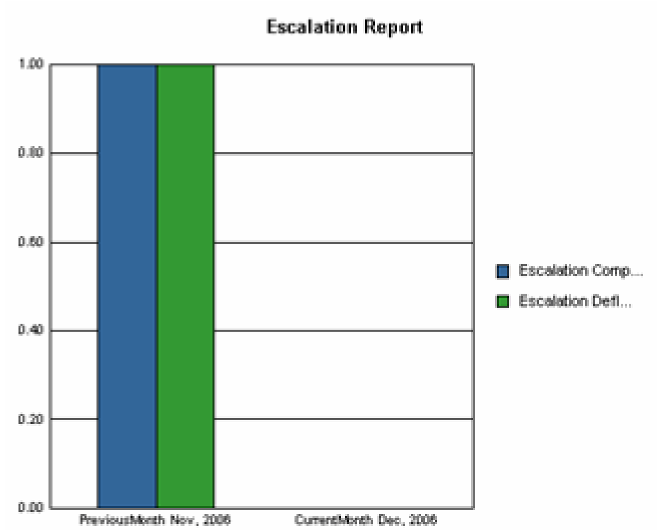


For each month, the report shows the following metrics:

- **Session Count** – the number of sessions
- **Click-thru Session Count** – the number of sessions where a click-thru occurred
- **No Click-thru Session Count –** the number of sessions where no click-thru occurred

Escalation Report

The **Monthly Dashboard Escalation Report** shows the rate of sessions that complete an escalation or are deflected for the last two quarters.

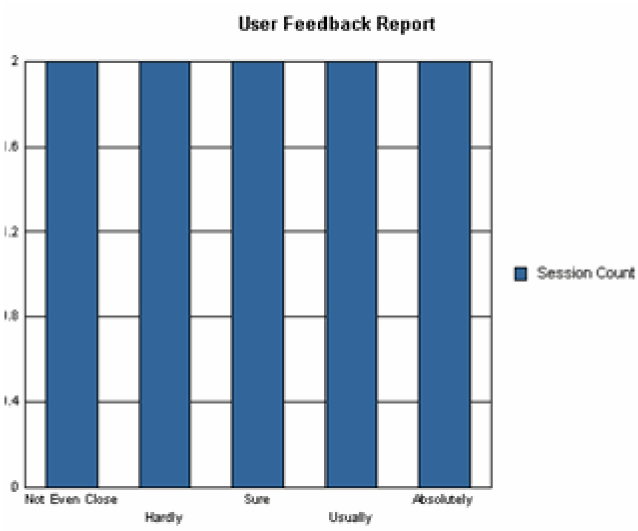


For each month, the report shows the following metrics:

- **Escalations Completed Rate –** the percentage of escalations that were completed
- **Escalations Deflected Rate –** the percentage of escalations that were deflected

User Feedback Report

The **Monthly Dashboard User Feedback Report** shows the sessions count for each user feedback rating for the last two quarters.

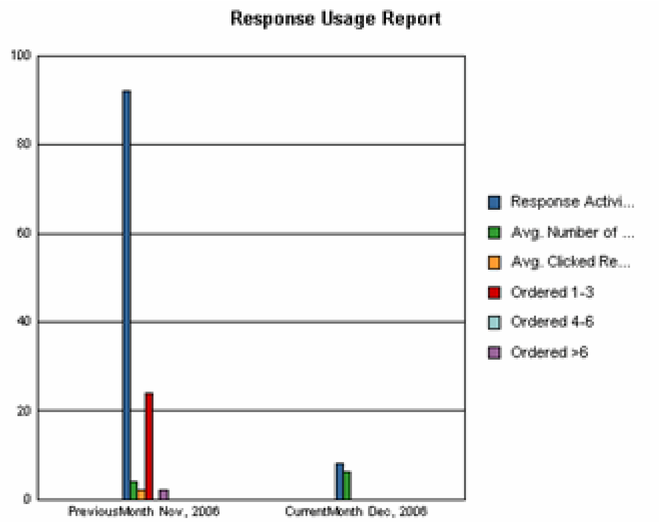


For each rating, the report shows the following metric:

- **Session Count –** the number of sessions where a user provided the rating

Response Usage Report

The **Monthly Dashboard Response Usage Report** shows the distribution of activities with their corresponding average clicked response order for the last two quarters.



For each rating, the report shows the following metric:

- **Response Activity Count –** the number of response activities
- **Avg. Number of Displayed Responses –** the average number of displayed responses for each response activity
- **Avg. Clicked Response Order –** the average response clicked order for all response activities
- **Ordered 1-3 –** the number of activities where the average response clicked was between 1 and 3
- **Ordered 4-6 –** the number of activities where the average response clicked was between 4 and 6
- **Ordered >6 –** the number of activities where the average response clicked was greater than 6

InQuira Analytics Analysis Reports

Analysis reports provide session-level analysis of data from standard reports.

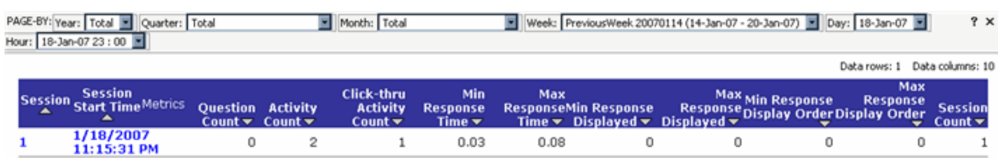
NOTE: Analysis reports are available only by drilling down from a standard report. They are not available as stand-alone reports.

Analysis reports include:

- *Click-thru and Response Time Analysis Report* on page 146 – which shows session response and click through statistics
- *Intent/Concept Analysis Report* on page 148 – which shows how well intents and concepts are working for your site
- *Session Navigation Analysis Report* on page 149 – which shows how often users click facets or a process wizard is invoked
- *User Feedback Analysis Report* on page 150 – which shows user evaluations of the responses returned for a question

Click-thru and Response Time Analysis Report

The **Click-thru and Response Time Analysis Report** shows session response and click-thru statistics.


PAGE-BY: Year: Total Quarter: Total Month: Total Week: PreviousWeek 20070114 (14-Jan-07 - 20-Jan-07) Day: 18-Jan-07
Hour: 18-Jan-07 23 : 00

Data rows: 1 Data columns: 10

Session	Session Start Time	Question Count	Activity Count	Click-thru Activity Count	Min Response Time	Max Response Time	Min Response Displayed	Max Response Displayed	Min Response Display Order	Max Response Display Order	Session Count
1	1/18/2007 11:15:31 PM	0	2	1	0.03	0.08	0	0	0	0	1

The results are sorted by **Session** name. The default view displays:

- **Question Count** – the number of questions for the session
- **Activity Count** – the number of activities for the session
- **Click-thru Activity Count** – the number of activities for the session where a click-thru occurred
- **Min Response Time** – the minimum time for the system to respond to activities
- **Max Response Time** – the maximum time for the system to respond to activities
- **Max Response Displayed** – the maximum number of responses displayed for the session

- **Min Response Displayed –** the minimum number of responses displayed for the session
- **Max Response Display Order –** the maximum position of responses displayed
- **Min Response Display Order –** the minimum position of responses displayed
- **Session Count –** the number of sessions reported on (always 1)

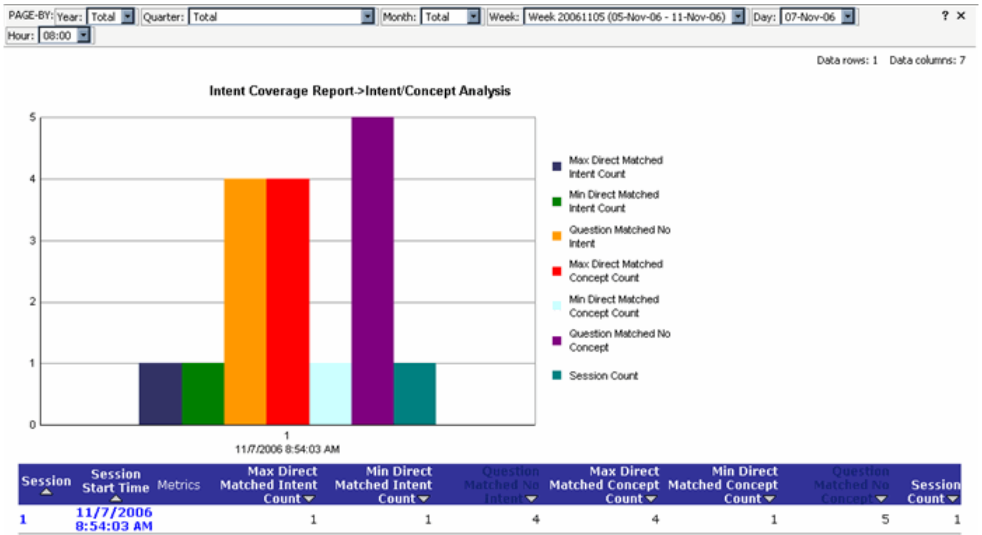
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on in the session row to display:

- *Question Response Details Report* on page 153
- *Intent Details Report* on page 154
- *Intent Response Details Report* on page 161
- *Rating Details Report* on page 158
- *Concept Details Report* on page 159
- *User Activity Details Report* on page 162

Intent/Concept Analysis Report

The **Intent/Concept Analysis** Report shows how well intents and concepts are working for your site.



The results are sorted by **Session** name. The default view displays:

- **Max Direct Matched Intent Count** – the maximum number of intents that match a question for the session
- **Min Direct Matched Intent Count** – the minimum number of intents that match a question for the session
- **Question Matched No Intent** – the number of questions that do not match any intent
- **Max Direct Matched Concept Count** – the maximum number of concepts that match a question for the session
- **Min Direct Matched Concept Count** – the minimum number of concepts that match a question for the session
- **Question Matched No Concept Count** – the number of questions that do not match any concept
- **Session Count** – the number of sessions covered by the report

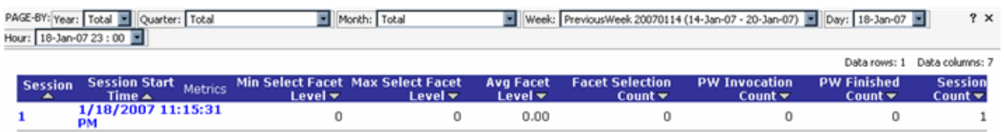
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Intent Details Report* on page 154
- *Intent Response Details Report* on page 161
- *Question Response Details Report* on page 153
- *Concept Details Report* on page 159
- *User Activity Details Report* on page 162
- *Rating Details Report* on page 158

Session Navigation Analysis Report

The **Session Navigation Analysis Report** shows how often users click facets or a process wizard is invoked.



The results are sorted by **Session** name. The default view displays:

- **Min Select Facet Level** – the minimum facet level that the user selected
- **Max Select Facet Level –** the maximum facet level that the user selected
- **Avg Facet Level** – the average selected facet level for sessions where at least one facet is selected
- **Facet Selection Count** – the number of facets that users directly selected
- **PW Invocation Count** – the number of times a process wizard is invoked after it is displayed as response
- **PW Finished Count** – the number of times a process wizard runs to completion after it is displayed as a response
- **Session Count** – the number of sessions covered by the report

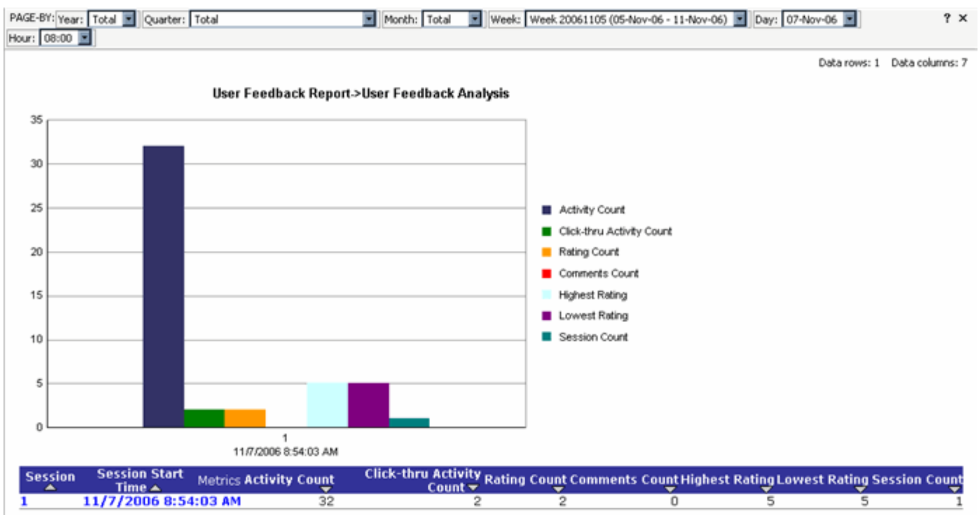
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *User Activity Details Report* on page 162
- *Question Response Details Report* on page 153
- *Concept Details Report* on page 159
- *Intent Details Report* on page 154
- *Intent Response Details Report* on page 161
- *Rating Details Report* on page 158

User Feedback Analysis Report

The **User Feedback Analysis Report** shows user evaluations of the responses returned for a question.



The results are sorted by **Session** name. The default view displays:

- **Activity Count** – the number of activities for the session
- **Click-thru Activity Count** – the number of activities for which at least one click-thru occurred
- **Rating Count –** the number of rating responses for the session
- **Comments Count** – the number of feedback responses for the session
- **Highest Rating** – the highest rating for this session
- **Lowest Rating** – the lowest rating for this session
- **Session Count** - the number of sessions covered by the report

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *User Activity Details Report* on page 162
- *Question Response Details Report* on page 153
- *Rating Details Report* on page 158
- *Session Navigation Analysis Report* on page 149
- *User Feedback Analysis Report* on page 150
- *Concept Details Report* on page 159
- *Intent/Concept Analysis Report* on page 148

InQuira Analytics Detail Reports

Detail reports provide activity-level detail for data from standard reports. They carry forward the context of the originating report including the report criteria.

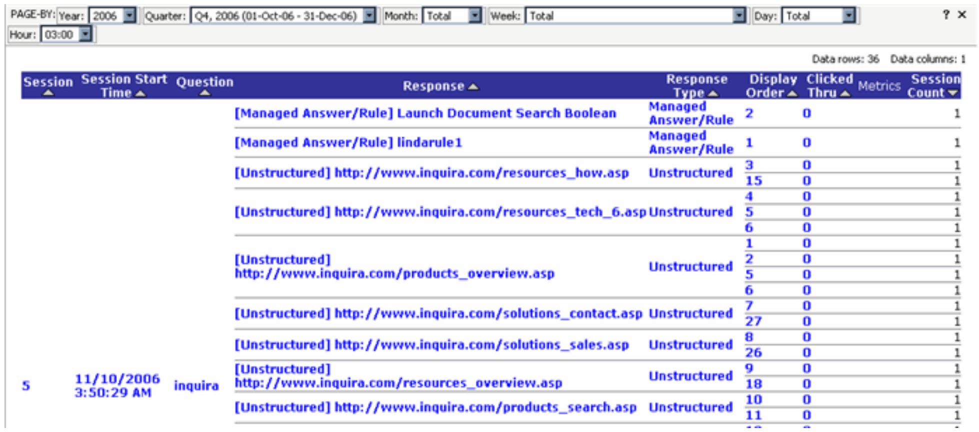
NOTE: Detail reports are available only by drilling down from a standard report, an analysis report, or from another detail report. They are not available as stand-alone reports.

Detail reports include:

- *Intent Details Report* on page 154 – which shows how well intents matched user questions
- *Question Response Details Report* on page 153 – which shows how responses are used in the system
- *Question Details Report* on page 154 – which shows the specific questions for the current reporting context
- *No Response Question Details Report* on page 155 – which shows the specific questions for which there was no system response for the current reporting context
- *Question Matched No Intent Details Report* on page 156 – which shows the specific questions for which there was no system intent for the current reporting context
- *Question Matched No Intent Response Details Report* on page 157 – which shows the specific questions for which there was no system intent response for the current reporting context
- *Rating Details Report* on page 158 – which shows user ratings and comments for specific questions
- *Concept Details Report* on page 159 – which shows the session details for a concept
- *Words without Concepts Details Report* on page 160 – which shows details for a word not recognized by the system
- *Intent Response Details Report* on page 161 – which shows a detailed view of intent responses for user questions
- *User Activity Details Report* on page 162 – which shows how people are using activities
- *Process Wizard Details Report* on page 162 – which shows the process wizards that are being used most

Question Response Details Report

The **Question Response Details Report** shows how responses are used in the system.



PAGE-BY: Year: 2006 Quarter: Q4, 2006 (01-Oct-06 - 31-Dec-06) Month: Total Week: Total Day: Total Hour: 03:00

Data rows: 36 Data columns: 1

Session	Session Start Time	Question	Response	Response Type	Display Order	Clicked Thru	Metrics	Session Count
			[Managed Answer/Rule] Launch Document Search Boolean	Managed Answer/Rule	2	0		1
			[Managed Answer/Rule] lindarule1	Managed Answer/Rule	1	0		1
			[Unstructured] http://www.inquira.com/resources_how.asp	Unstructured	3	0		1
					15	0		1
			[Unstructured] http://www.inquira.com/resources_tech_6.asp	Unstructured	4	0		1
					5	0		1
					6	0		1
			[Unstructured] http://www.inquira.com/products_overview.asp	Unstructured	1	0		1
					2	0		1
					5	0		1
					6	0		1
			[Unstructured] http://www.inquira.com/solutions_contact.asp	Unstructured	7	0		1
					27	0		1
			[Unstructured] http://www.inquira.com/solutions_sales.asp	Unstructured	8	0		1
					26	0		1
5	11/10/2006 3:50:29 AM	inquira	[Unstructured] http://www.inquira.com/resources_overview.asp	Unstructured	9	0		1
					18	0		1
			[Unstructured] http://www.inquira.com/products_search.asp	Unstructured	10	0		1
					11	0		1

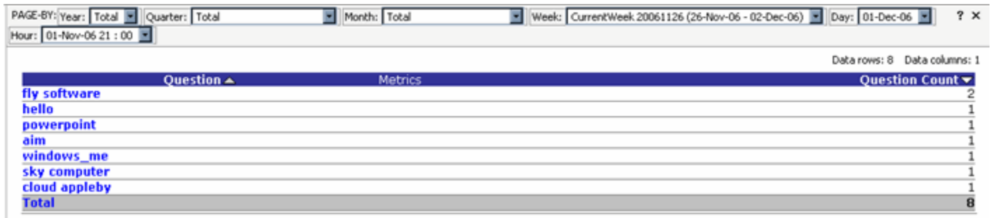
The results are sorted by **Session** name. The default view displays:

- **Question** – the specific question for the session
- **Response** – the response name
- **Response Type** – the response collection name
- **Display Order** – the responses display order
- **Clicked Thru** – whether or not the response is clicked by user: 1 is clicked, 0 is not clicked.
- **Session Count** - the number of sessions covered by the report

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

Question Details Report

The **Question Details Report** shows the questions for the current context.



Question	Question Count
fly software	2
hello	1
powerpoint	1
aim	1
windows_me	1
sky computer	1
cloud appleby	1
Total	8

The results are sorted by **Question** name. The default view displays:

- **Question Count –** the number of occurrences of the question within the current context

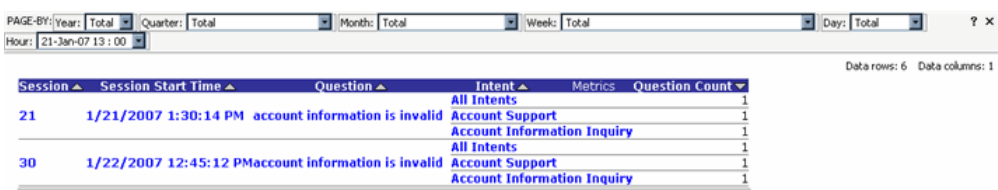
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Question Response Details Report* on page 153

Intent Details Report

The **Intent Details Report** shows how well intents matched user questions for a session.



Session	Session Start Time	Question	Intent	Question Count
21	1/21/2007 1:30:14 PM	account information is invalid	All Intents	1
			Account Support	1
			Account Information Inquiry	1
30	1/22/2007 12:45:12 PM	account information is invalid	All Intents	1
			Account Support	1
			Account Information Inquiry	1

The results are sorted by **Session** name. The default view displays:

- **Question Count –** the number of questions for this session

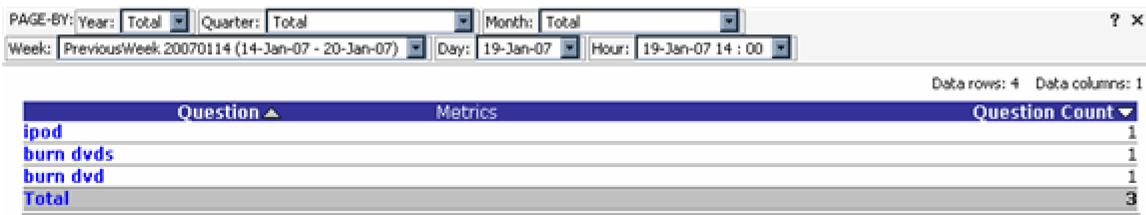
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Intent Response Details Report* on page 161
- *Rating Details Report* on page 158
- *Concept Details Report* on page 159
- *Question Response Details Report* on page 153

No Response Question Details Report

The **No Response Question Details Report** shows only the questions for which there was no response and is only available from the Queries without Responses Report.



The results are sorted by **Question** name. The default view displays:

- **Question Count** – the number of occurrences of the question within the current context

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

Question Matched No Intent Details Report

The **Question Matched No Intent Details Report** shows the questions for which there was no matching intent for the current context.

PAGE-BY: Year: Total | Quarter: Total | Month: Total
Week: PreviousWeek 20070114 (14-Jan-07 - 20-Jan-07) | Day: 19-Jan-07 | Hour: 19-Jan-07 14 : 00

Data rows: 11 Data columns: 1

Question	Metrics Question Count
battery issues	1
battery backup	1
battery life	1
boots to blue screen	1
blue screen	1
burn dvds	1
burn dvd	1
burn photo cd	2
burn movie	1
can i email a customer to answer a support question?	1
can i see my order history	1
Total	12

The results are sorted by **Question** name. The default view displays:

- **Question Count –** the number of occurrences of the question within the current context

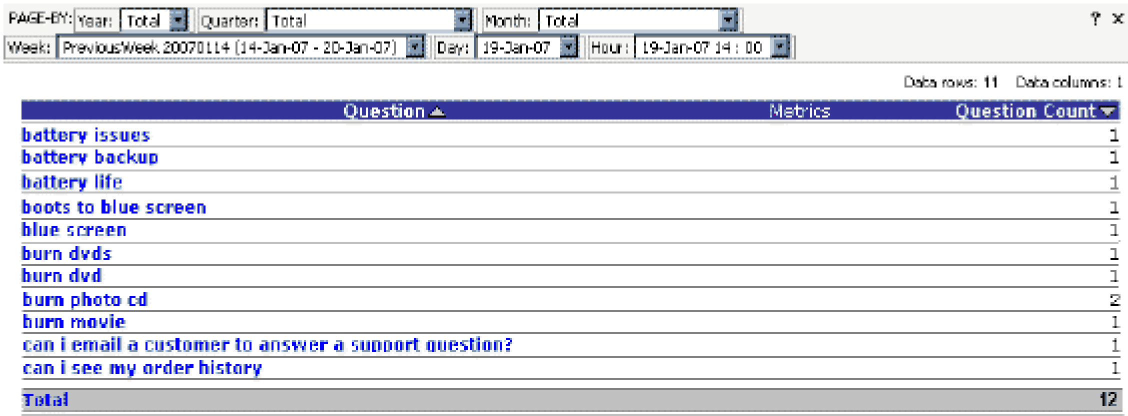
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Question Response Details Report* on page 153

Question Matched No Intent Response Details Report

The **Question Matched No Intent Response Details Report** shows the questions for which there was no matching intent response for the current context.



Question	Metrics Question Count
battery issues	1
battery backup	1
battery life	1
boots to blue screen	1
blue screen	1
burn dvds	1
burn dvd	1
burn photo cd	2
burn movie	1
can i email a customer to answer a support question?	1
can i see my order history	1
Total	12

The results are sorted by **Question** name. The default view displays:

- **Question Count** – the number of occurrences of the question within the current context

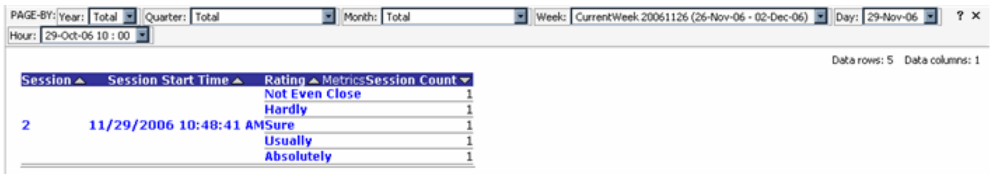
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Question Response Details Report* on page 153

Rating Details Report

The **Rating Details Report** shows user ratings and comments for a specific question and response.



The default view displays:

- **Rating –** the rating for this question
- **Session Count –** the number of sessions reported on

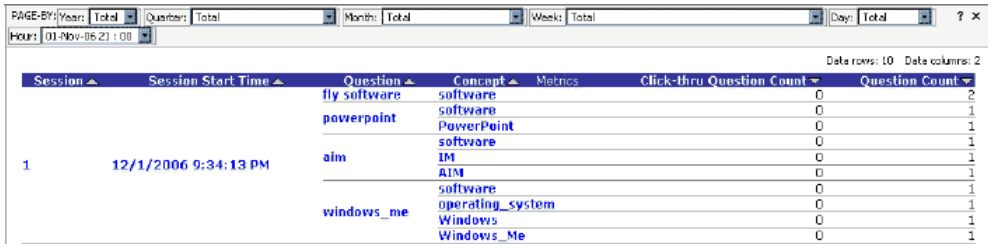
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Intent Details Report* on page 154
- *Intent Response Details Report* on page 161
- *Question Response Details Report* on page 153
- *Concept Details Report* on page 159

Concept Details Report

The **Concept Details Report** shows the session details for a concept.



Session	Session Start Time	Question	Concept	Click-thru Question Count	Question Count
1	12/1/2006 9:34:13 PM	fly software	software	0	2
		powerpoint	software	0	1
			PowerPoint	0	1
		aim	software	0	1
			IM	0	1
			AIM	0	1
		windows_me	software	0	1
			operating_system	0	1
			Windows	0	1
			Windows_Me	0	1

The results are sorted by **Session** name. The default view displays:

- **Click-thru Question Count –** the number of times the question was clicked for the session
- **Question Count –** the number of questions for the session

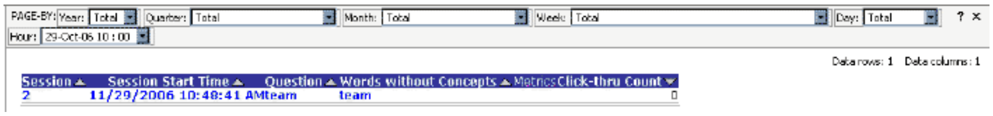
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Intent Details Report* on page 154
- *Intent Response Details Report* on page 161
- *Question Response Details Report* on page 153
- *Rating Details Report* on page 158

Words without Concepts Details Report

The **Words without Concepts Details Report** shows details for a word for which there is no associated system concept.



The results are sorted by **Session** name. The default view displays:

- **Click-thru Count –** the number click-thrus for the question

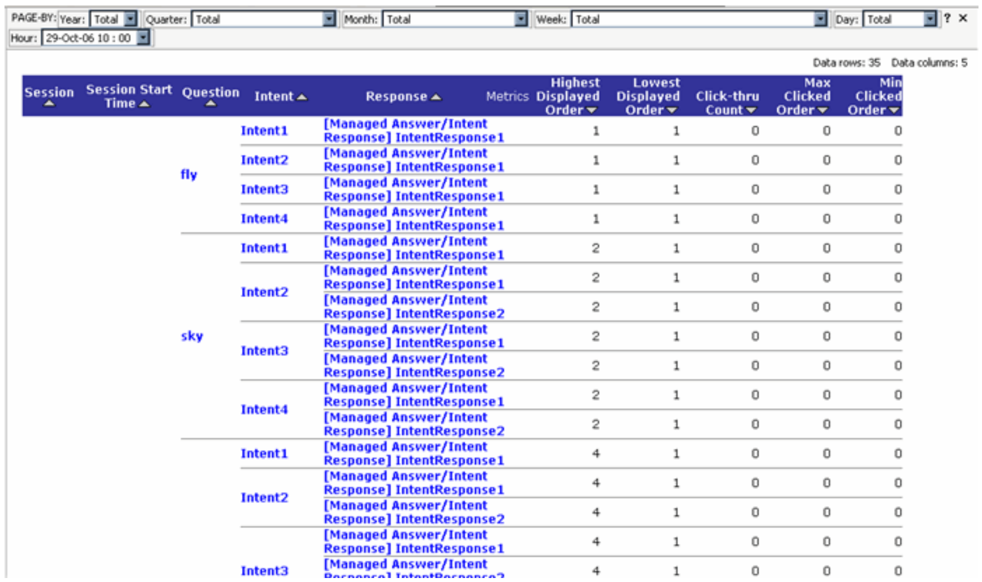
You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Question Response Details Report* on page 153
- *Rating Details Report* on page 158

Intent Response Details Report

The **Intent Response Details Report** provides a detailed view of intent responses for the questions submitted during a user session.



Session	Session Start Time	Question	Intent	Response	Highest Displayed Order	Lowest Displayed Order	Click-thru Count	Max Clicked Order	Min Clicked Order
		fly	Intent1	[Managed Answer/Intent Response] IntentResponse1	1	1	0	0	0
			Intent2	[Managed Answer/Intent Response] IntentResponse1	1	1	0	0	0
			Intent3	[Managed Answer/Intent Response] IntentResponse1	1	1	0	0	0
			Intent4	[Managed Answer/Intent Response] IntentResponse1	1	1	0	0	0
		sky	Intent1	[Managed Answer/Intent Response] IntentResponse1	2	1	0	0	0
			Intent2	[Managed Answer/Intent Response] IntentResponse1	2	1	0	0	0
				[Managed Answer/Intent Response] IntentResponse2	2	1	0	0	0
			Intent3	[Managed Answer/Intent Response] IntentResponse1	2	1	0	0	0
				[Managed Answer/Intent Response] IntentResponse2	2	1	0	0	0
			Intent4	[Managed Answer/Intent Response] IntentResponse1	2	1	0	0	0
				[Managed Answer/Intent Response] IntentResponse2	2	1	0	0	0
			Intent1	[Managed Answer/Intent Response] IntentResponse1	4	1	0	0	0
			Intent2	[Managed Answer/Intent Response] IntentResponse1	4	1	0	0	0
				[Managed Answer/Intent Response] IntentResponse2	4	1	0	0	0
			Intent3	[Managed Answer/Intent Response] IntentResponse1	4	1	0	0	0
				[Managed Answer/Intent	4	1	0	0	0

The results are sorted by **Session** name. The default view displays:

- **Highest Displayed Order** – the highest order of the response as displayed to the user
- **Lowest Displayed Order** – the lowest order of the response as displayed to the user
- **Click-thru Count** – the number of responses clicked
- **Max Clicked Order** – the maximum order of the response clicked
- **Min Clicked Order** – the minimum order of the response clicked

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

You can drill down on a session row to display:

- *Intent Details Report* on page 154
- *Concept Details Report* on page 159
- *Question Response Details Report* on page 153
- *Rating Details Report* on page 158

User Activity Details Report

The **User Activity Details Report** shows details about the kinds of activities people are using the application to do, and the systems response times for those activities.

PAGE-BY: Year: Total | Quarter: Total | Month: Total | Week: CurrentWeek 20061126 (26-Nov-06 - 02-Dec-06) | Day: 29-Nov-06
Hour: 29-Oct-06 10 : 00 | Session: 2 | Activity Type: Basic Search

Data rows: 19 Data columns: 1

Session	Session Start Time	Time Elapsed from start session	Activity Type	Activity Key Value	Activity Response Time	Number of Responses
2	11/29/2006 10:48:41 AM	4	Basic Search	yahoo	28.14	1
		40	Basic Search	Test	0.66	11
		61	Basic Search	Test	0.22	11
		79	Basic Search	some issue	0.25	7
		89	Basic Search	Team	0.11	11
		95	Basic Search	Team	0.11	11
		99	Basic Search	Team	0.13	11
		111	Basic Search	robinson	0.38	1
		113	Basic Search	mark	0.55	5
		116	Basic Search	joyce	0.33	1
		120	Basic Search	kelvin	0.25	1
		122	Basic Search	Fly	0.13	1
		124	Basic Search	Sky	0.2	2
		125	Basic Search	Bird	0.88	4
		126	Basic Search	Pic	0.06	4
		128	Basic Search	Novel	0.33	12
		129	Basic Search	Book	0.09	1
		158	Basic Search	How old are you	0.22	2
		177	Basic Search	what can I get my account?	0.14	1

The results are sorted by **Session** name. The default view displays:

- **Number of Responses** – the number of responses for the activity

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

Process Wizard Details Report

The **Process Wizard Details Report** shows process wizard user activity details.

PAGE-BY: Year: Total | Quarter: Total | Month: Total | Week: Total | Day: Total
Hour: 29-Oct-06 10 : 00

Data rows: 3 Data columns: 3

Process Wizard	Wizard Step	Step Displayed	Step Invoked	% Invoked after Displayed
[Managed Answer/Process Wizard] testPW1	testPW1::1A::is it right?	4	0	0.00%
	testPW1::3A::search	0	0	0.00%
Total		4	0	0.00%

The results are sorted by **Process Wizard** name. The default view displays:

- **Step Displayed** – the number of times the process wizard step is displayed
- **Step Invoked** – the number of times the process wizard step is invoked after it is displayed
- % **Invoked After Displayed –** the percentage of times the process wizard step is invoked after it is displayed

You can filter the report data by Year, Quarter, Month, and Confidence Level (see *Filtering Intelligent Search Analytics Report Displays* on page 74 for more information on using the Page-By filters).

InQuira Intelligent Search Analytics Attributes and Metrics

InQuira Analytics reports are based on a set of defined categories or *attributes*, and associated indicators, or *metrics*.

- Attributes, or dimensions, are the general categories of business entities that you base reports on, such as products, actions, and dates. Attributes can includes one or more levels of subcategories. The navigation path down succeeding levels within a dimension is called a *drill-down path*. See *InQuira Analytics Attributes* on page 171 for information about the various attributes used in InQuira Analytics.
- Metrics are the quantities that apply to data dimensions. Metrics can be simple sums, such as the number of sessions, or calculated values, such as average score. See *InQuira Analytics Metrics* on page 163 for information about the various metrics used in InQuira Analytics.

InQuira Analytics Metrics

Question and answer metrics quantify various aspects of the user questions and application responses. Metrics objects are grouped into the following folders under **Metrics** in the Object Browser:

- *Activity Count Metrics* on page 164
- *Concept Metrics* on page 164
- *Facet Metrics* on page 164
- *Feedback Metrics* on page 165
- *Intent Metrics* on page 166
- *Process Wizard Metrics* on page 166
- *Prompt Used Metrics* on page 167
- *Response Click* on page 167
- *Response Timing* on page 168
- *Detail Template Metrics* on page 168
- *Miscellaneous Metrics* on page 170

Activity Count Metrics

The following metrics are located in the **Activity Count** folder in the Object Browser:

Metric	Description
Session of >6 Activities	The number of sessions with more than 6 activities
Session of >6 and Click-thru	The number of sessions with more than 6 activities for which at least one click-thru occurred
Session of 1-3 Activities	The number of sessions with 1 – 3 activities
Session of 1-3 and Click-thru	The number of sessions with 1 – 3 activities for which at least one click-thru occurred
Session of 4-6 Activities	The number of sessions that have 4 – 6 activities
Session of 4-6 and Click-thru	The number of sessions that have 4 – 6 activities for which at least one click-thru occurred

Concept Metrics

The following metrics are located in the **Concept** folder in the Object Browser:

Metric	Description
Concept Descendant Matched Question	The number of questions that match the children of a concept
Concept Directly Matched Question	The number of questions that directly match a concept
Concept Distinct Matched Question	The number of questions that distinctly match a concept

Facet Metrics

The following metrics are located in the **Facet** folder in the Object Browser:

Metric	Description
Facet Selection Count	The number of times the facet was selected
Session Select Facet	The number of sessions during which this facet was selected
Session Select Facet for Prompt	The number of sessions where facet level 2 was selected
Session with Avg Facet Lv >6	The number of sessions where users selected facets with an average level of greater than 6

Session with Avg Facet Lv >6 and Click-thru	The number of sessions where the selected facet level was greater than 6 and where at least one click-thru occurred
Session with Avg Facet Lv 1-3	The number of sessions where users selected facets with an average level between 1 and 3
Session with Avg Facet Lv 1-3 and Click-thru	The number of sessions where the selected facet level was between 1 and 3 and where at least one click-thru occurred
Session with Avg Facet Lv 4-6	The number of sessions where users selected facets where the average level is between 4 and 6
Session with Avg Facet Lv 4-6 and Click-thru	The number of sessions where the selected facet level was between 4 and 6 and where at least one click-thru occurred

Feedback Metrics

The following metrics are located in the **Feedback** folder in the Object Browser:

Metric	Description
Max Rating	The highest rating for a session
Session Rating Absolutely	The number of sessions with a user rating of 'Absolutely'
Session Rating Hardly	The number of sessions with a user rating of 'Hardly'
Session Rating Not Even Close	The number of sessions with a user rating of 'Not Even Close'
Session Rating Sometimes	The number of sessions with a user rating of 'Sometimes'
Session Rating Usually	The number of sessions with a user rating of 'Usually'
Session with Rating	The number of sessions with a user rating

Intent Metrics

The following metrics are located in the **Intent** folder in the Object Browser:

Metric	Description
Assigned Intent Response Count	The number of questions that match an assigned intent response
Inherited Intent Response Count	The number of questions that match a system defined intent but do not have any assigned response where a parent intent's response was used
Intent Descendant Match Question Count	The number of questions that match the children of an intent
Intent Direct Match Question Count	The number of questions that directly match an intent
Intent Distinct Match Question Count	The number of questions that distinctly match an intent
Intent Response Count	The number of responses for an intent
Question Matched Assigned Intent Response	The number of questions that matched an assigned intent response
Question Matched Inherited Intent Response	The number of questions that matched an inherited intent response
Question Matched Intent	The number of questions that matched an intent
Question Matched Intent Response	The number of questions that matched an intent response

Process Wizard Metrics

The following metrics are located in the **Process Wizard** folder in the Object Browser:

Metrics	Description
Process Wizard Displayed	The number of times a process wizard was displayed
Process Wizard Displayed (Prompt)	The number of times a process wizard was displayed
Process Wizard Finished	The number of times a process wizard was completed
Process Wizard Invoked	The number of times a process wizard was invoked

Prompt Used Metrics

The following metrics are located in the **Prompt Used** folder in the Object Browser:

Metrics	Description
Activity Count (Popular Responses)	The number of activities for a response
Question Count (Clusters)	The number of questions in a question cluster
Question Count (Concept)	The number of questions that match a concept
Question Count (Intent Breakdown)	The number of questions that directly match an intent
Question Count (N Question)	The number of questions that match a normalized question

Response Click

The following metrics are located in the **Response Click** folder in the Object Browser:

Metrics	Description
Avg. Clicked Response Order	The average position in the response queue of a clicked response
Avg. Number of Displayed Responses	The average number of responses displayed to the user
Displayed Response Count	The total number of responses displayed to a user
Ordered >6	The number of activities where the average position of the clicked response was greater than sixth
Ordered 1-3	The number of activities where the average position of the clicked response was between first and third
Ordered 4-6	The number of activities where the average position of the clicked response was between fourth and sixth

Response Timing

The following metrics are located in the **Response Timing** folder in the Object Browser:

Metrics	Description
<4 Seconds	The number of activities where the average response time was less than 4 seconds
>=30 Seconds	The number of activities where the average response time was 30 seconds or more
10-20 Seconds	The number of activities where the average response time was 10 or more seconds and less than 20 seconds
20-30 Seconds	The number of activities where the average response time was 20 or more seconds and less than 30 seconds
4-10 Seconds	The number of activities where the average response time was 4 or more seconds and less than 10 seconds
Avg Activity Response Time	The average time for the system to respond to activities

Detail Template Metrics

The following metrics are located in the **Template** folder in the Object Browser:

Metrics	Description
(T) Activity Count	The number of activities for a session
(T) Click-thru Activity Count	The number of activities for a session where a click-thru occurred
(T) Facet Selection Count	The number of facets that users directly selected
(T) Max Select Facet Level	The maximum facet level that a user selected
(T) Min Select Facet Level	The minimum facet level that a user selected
(T) Process Wizard Finished	The number of times a process wizard runs to completion after it is displayed as a response
(T) Question Count	
% Invoked after Displayed	The percentage of times a process wizard is invoked after it is displayed
Activity Displayed Response	The number of responses displayed to the user

Avg Facet Level	The average selected facet level for sessions where at least one facet is selected
Concept Distinct Matched Question <Total Table>	The number of questions that distinctly match a concept not including lower levels
Feedback Activity Count	The number of activities for a session
Highest Rating	The highest user feedback rating for a session
Intent Distinct Match Question Count <Total Table>	The number of questions that distinctly match an intent not including lower levels
Lowest Rating	The lowest user feedback rating for a session
Max Direct Matched Concept Count	The maximum number of concepts that match a question for a session
Max Direct Matched Intent Count	The maximum number of intents that match a question for a session
Max Response Click Order	The maximum position of responses clicked by the user
Max Response Displayed	The maximum number of responses displayed for a session
Max Response Display Order	The maximum position of responses clicked by the user
Max Response Time	The maximum time for the system to respond to activities
Min Direct Matched Concept Count	The minimum number of concepts that match a question for a session
Min Direct Matched Intent Count	The minimum number of intents that match a question for a session
Min Response Click Order	The minimum position of responses clicked by the user
Min Response Displayed	The minimum number of responses displayed for a session
Min Response Display Order	The minimum position of responses clicked by the user
Min Response Time	The minimum time for the system to respond to activities
Process Wizard Step Displayed	The number of times a process wizard step is displayed
Process Wizard Step Invoked	The number of times a process wizard step is invoked after it is displayed

PW Invocation Count	The number of times a process wizard is invoked after it is displayed as response

Miscellaneous Metrics

The following metrics are located at the top level of the **Metrics** folder in the Object Browser:

Metrics	Description
Activity Click-thru Rate	The number of activities for a session where at least one click-thru occurred
Activity Count	The number of activities for a session
Analysis	N/A - Reserved for application use
Avg Facet Level	The average selected facet level for sessions where at least one facet is selected
Click-thru Activity Level	The number of activities for which at least one click-thru occurred
Click-thru Count	The number of click-thrus for a session
Click-thru Question Count	The number of questions where at least one click-thru occurred
Click-thru Response Activity Count	The number of activities for the session where a click-thru occurred
Click-thru Session Count	the number of sessions where at least one click-thru occurred
Displayed Count	The number of times a response was displayed for a session
Facet Level	The selected facet level for sessions where at least one facet is selected
No Click-thru Question Count	The number of questions for which no click-thru occurred
No Click-thru Session Count	The number of sessions where no click-thru occurred
Query Activity Count ignore Report Filter	The number of activities for the query, ignoring any report filters
Question Click-thru Rate	The percentage of questions where a click-thru occurred
Question Count	The number of questions

Question Count ignore Report Filter	The number of questions, ignoring any report filters
Rating Activity Count	The number of activities for a session with at least one rating
Response Activity Count	The number of responses for an activity
Response Activity Count ignore Report Filter	The number of response activities, ignoring any report filters
Response Activity with No Click-thru	The number of responses for an activity where no click-thru occurred
Response Click-thru Count	The number of responses for an activity where at least one click-thru occurred
Response Count	The number of responses for a session
Session Click-thru Rate	The number of click-thrus for a session
Session Count	The number of sessions
Session Count ignore Report Filter	The number of sessions, ignoring any report filters
Session with Response	The number of sessions with a response

InQuira Analytics Attributes

InQuira Analytics contains various types of attributes that are used in the built-in reports as described in *InQuira Intelligent Search Analytics Attributes and Metrics* on page 163, and which you can use to create custom reports, as described in *Chapter 7, Creating Custom Reports*.

Attributes are grouped in folders under **Attributes** in the Object Browser and include the following categories:

- Time attributes, as described in *Time Attributes* on page 172
- Concept attributes, as described in *Concept Attributes* on page 172
- Facet attributes, as described in *Facet Attributes* on page 173
- Intent attributes, as described in *Intent Attributes* on page 174
- Process Wizard attributes, as described in *Process Wizard Attributes* on page 174
- Attributes not covered by the categories above in *Other Attributes* on page 175

Time Attributes

Time attributes contain information about the various time intervals in which a question, session, or activity occurred. The following Time attributes are located in the **Time** folder in the Object Browser:

Attribute	Description
Day	Specifies the day on which an activity occurred
Hour	Specifies the hour in which an activity occurred
Month	Stores the month value in which an activity occurred
Quarter	Stores the quarter value in which an activity occurred
Question Hour	Specifies the hour in which a question occurred
Time Month	Specifies the month in which an activity occurred
Time Quarter	Specifies the quarter in which an activity occurred
Time Year	Specifies the year in which an activity occurred
Week	Specifies the week in which an activity occurred IMPORTANT: InQuira Analytics defines weeks by date, not days. The first week of a month comprises the first seven days within that month, regardless of the coinciding days of the week (Sunday – Saturday).
Year	Specifies the year in which an activity occurred

Concept Attributes

Concept attributes contain information about concepts found in user questions. The following Concept attributes are located in the **Concepts** folder in the Object Browser:

Attribute	Description
Concept Descendents Match	Specifies whether the concept is descendent matched or not
Concept Direct Match	Specifies whether the concept is direct matched or not
Concept Direct Match <Total Table>	Specifies whether the concept is a direct match or not (used only to get data from rep_sess_concept_match table). Does not include the level tables
Concept Distinct Match	Specifies whether the concept is a distinct match or not

Concept Distinct Match <Total Table>	Specifies whether the concept is a distinct match or not (used only to get data from the rep_sess_concept_match table). Does not include the level tables
ConceptLvl1Node	Concept level 1 node. This is the root node
ConceptLvl2Node	Concept level 2 node
ConceptLvl3Node	Concept level 3 node
ConceptLvl4Node	Concept level 4node
ConceptLvl5Node	Concept level 5 node
ConceptLvl6Node	Concept level 6 node
ConceptLvl7Node	Concept level 7 node
ConceptLvl8Node	Concept level 8 node
ConceptLvl9Node	Concept level 9 node
ConceptLvl10Node	Concept level 10 node

Facet Attributes

Facet attributes contain information about the facets users click on for a system response. The following Facet attributes are located in the **Facets** folder in the Object Browser:

Attribute	Description
Facet	Facet ID
Facet Level	Facet level
Facet Lvl1 Node	ID for Level 1 node
Facet Lvl2 Node	ID for Level 2 node
Facet Lvl3 Node	ID for Level 3 node
Facet Lvl4 Node	ID for Level 4 node
Facet Lvl5 Node	ID for Level 5 node
Facet Lvl6 Node	ID for Level 61 node
Facet Lvl7 Node	ID for Level 7 node
Facet Lvl8 Node	ID for Level 8 node
Facet Lvl9 Node	ID for Level 9 node
Facet Lvl10 Node	ID for Level 10 node
Facet Select	Indicates whether the facet was selected or not. This attributes is always 1.
Facet Select <Total Table>	Indicates whether the facet was selected or not (used only to get data from rep_sess_facet_select table). This attributes is always 1.

Intent Attributes

Intent attributes contain information about user intents derived from user questions. The following Intent attributes are located in the **Intents** folder in the Object Browser:

Attribute	Description
Distinct Match	Specifies whether the intent is a distinct match or not
Intent Descendant Match	Specifies whether the intent is a descendant match or not
Intent Direct Match	Specifies whether the intent is a direct match or not
Intent Direct Match <Total Table>	Specifies whether the intent is a direct match or not (used only to get data from rep_sess_intent_match table)
Intent Distinct Match <Total Table>	Specifies whether the intent is a distinct match or not (used only to get data from rep_sess_intent_match table)
Intent Lvl1 Node	ID for Level 1 node
Intent Lvl2 Node	ID for Level 2 node
Intent Lvl3 Node	ID for Level 3 node
Intent Lvl4 Node	ID for Level 4 node
Intent Lvl5 Node	ID for Level 5 node
Intent Lvl6 Node	ID for Level 6node
Intent Lvl7 Node	ID for Level 7 node
Intent Lvl8 Node	ID for Level 8 node
Intent Lvl9 Node	ID for Level 9 node
Intent Lvl10 Node	ID for Level 10 node
Intent Param	Intent parameters that were matched for each question during request processing

Process Wizard Attributes

Process Wizard attributes contain information about how users The following Process Wizard attributes can be found in the **Process Wizard** folder in the Object Browser:

Attribute	Description
Last Step	Indicates whether a step is the last step for a Process Wizard
Process Wizard	Process Wizard name
Step Displayed	Indicates whether a Process Wizard step was displayed
Step Invoked	Indicates whether a Process Wizard step was invoked by the user
Wizard Step	Process Wizard step name

Other Attributes

The following attributes are not grouped and appear at the root level of the **Attributes** folder:

Attribute	Description
-1	Reserved for system use only
Activity	A user interaction with the application user interface
Activity Conf Level	Confidence level for the activity
Activity Key Value	Value for the activity
Activity Response Time	Response time for the activity
Activity Type	Specific type of interaction with the application user interface or user activity
Activity Type Page-by	Specific type of interaction with the application user interface or user activity. This attribute is used when a report requires two activity type objects
Analysis	Reserved for system use only
Clicked Thru	Indicates whether the user clicked on a system-provided response
Cluster	Question cluster name. Clusters are created by detecting portions of queries that are similar to each other
Comments	Comment text of user feedback
Concept	Concept node
Display Order	Position of the response in the list of responses displayed for a user question
Intent	Intent node
Intent Response Type	Type of intent response
Language	Language specified when an activity occurred
Normalized Question	Normalized question
Purpose	Name of the portlet associated with a response. Possible values for this attribute include any answer purposes defined for the application
Qry Src	Query source for user question
Question	Question text of user question
Question Id	ID of user question

Rating	User rating for response to a question. Possible values are: No Feedback, Not Even Close, Hardly, Sometimes, Usually, Absolutely
Rating Activity	User interaction that gives a rating
Response	System response to a user activity
Response Conf Level	System confidence level for the response
Response Displayed	Indicates whether a response was displayed to the user
Response Intent	Intent matched by response
Response Type	Response type
Root Node	Root concept node specified by the user
Session	ID of the session in which a question was asked, as recorded by the InQuira application
Session Page-by	ID of the session in which a question was asked. Just used when one report include two session object
Session Start Time	Time when the user session was initiated
Time Elapsed from start session	Time elapsed from the start of the session in which the activity occurred
User Segment	User Segment to which the user belongs
Words without Concepts	Actual text of the unknown word as it occurred in a question

Using the InQuira Analytics Reports (scenarios)

InQuira Analytics provides a set of standard reports to help analyze various aspects of customer behavior (customer interests and satisfaction levels), site content, and application answer quality and performance.

The InQuira Analytics reports are designed to support the business intelligence activities of various managers and staff throughout the organization, including:

- Customer Care Managers and Web Site Designers

  Customer Care Managers need to know how effective the self-service system is so that they can keep pace with, and respond effectively to, customer problems and emerging issues. Web Designers want to assess the user experience to be able to refine site structure and presentation to better satisfy customer needs and objectives. *User*

Experience Scenarios on page 178 contains examples of using InQuira Analytics to address customer care and other site usage issues related to InQuira.

- Business Unit Managers, Product Managers, and Marketing Managers

  Business Unit Managers, Product Managers, Marketing Managers, and other product specialists who want to gain insight into customer questions, interests, and satisfaction levels can use InQuira Analytics reports to support decisions about product features, promotions, collateral, and other information related to their area of responsibility. Product-related Scenarios contains scenarios for investigating product-related issues.

- Operations Managers

  Operations Managers who want to understand application resource usage and throughput can use InQuira Analytics to support operations activities such as determining server allocation and load balancing, and scheduling system upgrades. See *System Administration Scenarios* on page 182 for examples of using InQuira Analytics to evaluate InQuira operations.

- Language Administrators

  InQuira language administrators who need to monitor, analyze, and maintain the language accuracy of the system can use InQuira Analytics to help determine the appropriate measures required to optimize application language processing.*Language Administration Scenarios* on page 190 contains examples of investigating language accuracy issues.

Using the Scenarios

The InQuira Analytics scenarios in this section guide you through the process of using InQuira Analytics to investigate business objectives associated with different types of users, from product managers to system administrators.

The examples and data in this section are necessarily general; however, they describe practical approaches to achieving the types of objectives associated with the various types of InQuira Analytics users.

User Experience Scenarios

InQuira Analytics provides Customer Care managers and user interface designers with information about the way in which users interact with their site. These reports can help them identify and escalate the need for new content, re-design pages to highlight useful information, or alter the navigational structure to better meet customer objectives. Customer Care managers, site designers and others interested in the user experience can use reports in the **User Experience Analysis** area to determine:

- Which facets users are clicking on
- How system responses are being used
- How process wizards are being used
- How users rate system responses
- User activities that have the highest or lowest click-thru ratings

For the User Experience Analysis area, we will focus on how users rate system responses as described in the *Customer Feedback Scenario* on page 178.

Customer Feedback Scenario

You can use InQuira Analytics to discover questions having answers that are poorly rated by customers.

The User Interface contains a mechanism that you can use to solicit user feedback about how well the application is answering questions. Refer to Implementing User Feedback Collection in the *Intelligent Search User Interface Guide* for more information on implementing the user feedback feature.

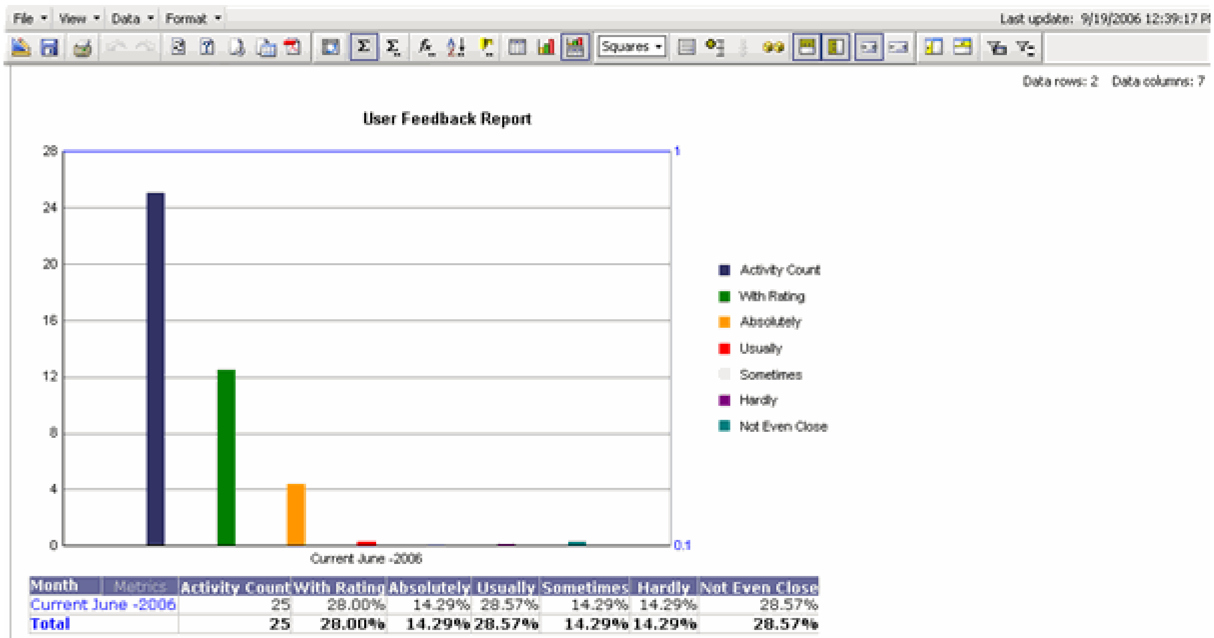
The user feedback feature prompts users to rate answers by selecting from the following rating levels:

Rating Level	Default Label
5	Absolutely!
4	Usually
3	Sure
2	Hardly
1	Not even close!

NOTE: The labels for the rating levels are configurable; InQuira Analytics displays the rating levels as they are configured in your application, which may differ from the defaults listed above.

Questions having negative feedback that are similar in some respect may indicate a problem in the application or in the site content.

The **User Feedback** report, located in the **User Experience Analysis** area, provides information about how customers rated the answers provided by the application.



In this scenario, we will use the **User Feedback** report to identify the questions that are receiving negative feedback.

Reporting on Customer Feedback

The **User Feedback** report displays the customer rating levels that correspond to the selections available on the User Interface answer page. The initial report displays all rating levels, the number of questions assigned to each level, and the number of questions that were not rated.

In the following scenario, we will use the **User Feedback** report to examine the questions that received negative feedback.

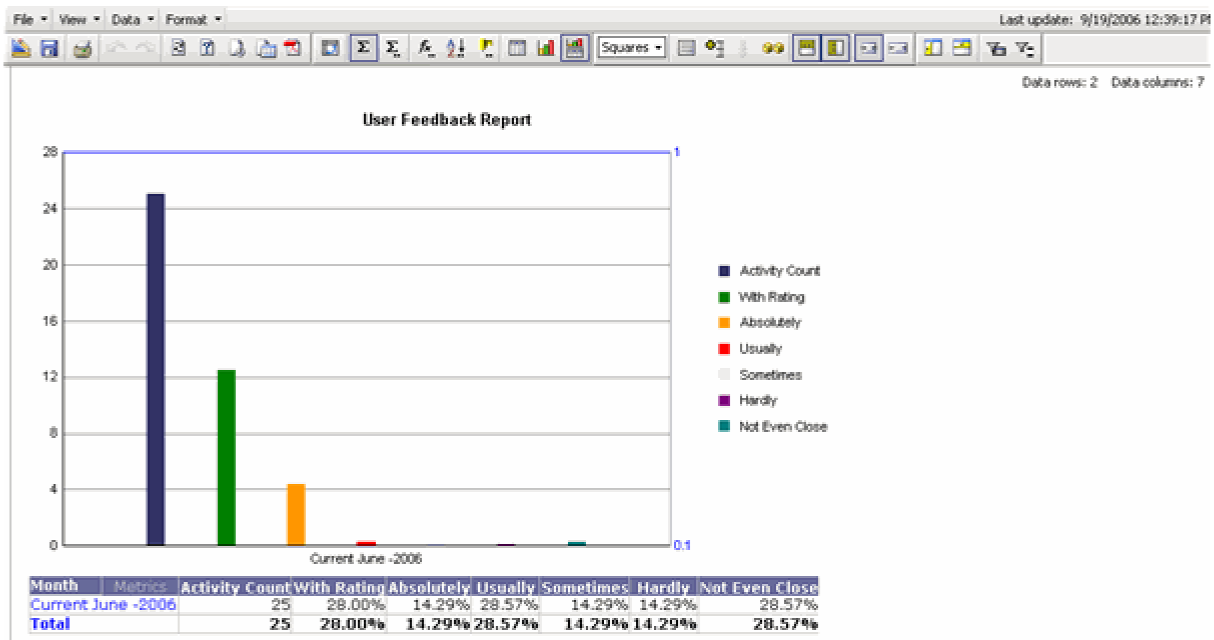
To display the desired report, we will:

- Navigate to the **User Feedback** report, as described in *Displaying the User Feedback Report* on page 180.
- Drill down to view questions and answers that received negative feedback, as described in *Displaying Ratings for Individual Questions* on page 181.

Displaying the User Feedback Report

To display user feedback information:

- Select **User Experience Analysis > User Feedback Report**
- Select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click Run Report



The **User Feedback** report displays the rating categories and the percentage of questions assigned to each category.

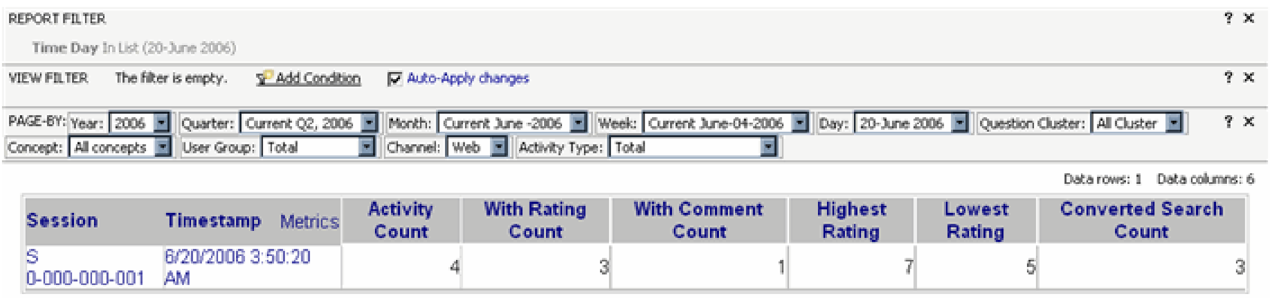
Displaying Ratings for Individual Questions

To display the user evaluations of the responses returned for individual user questions:

- Right-click on a question row in the **Analysis** column to display the drill-down menu
- Select **User Feedback Analysis**

The **User Feedback Analysis** report shows the user feedback metrics for sessions that received feedback sorted by **Session** name.

The default view displays:

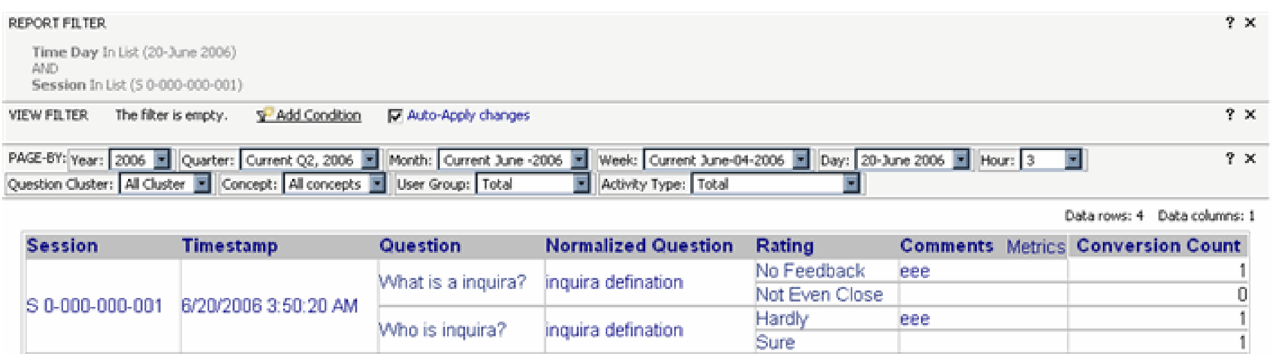


Session	Timestamp	Activity Count	With Rating Count	With Comment Count	Highest Rating	Lowest Rating	Converted Search Count
S 0-000-000-001	6/20/2006 3:50:20 AM	4	3	1	7	5	3

You can continue to drill down to show user evaluations and comments for responses within a specific user session:

- Right-click on a session row in the **Analysis** column to display the drill-down menu
- Select **Rating Details**

The **Rating Details Report** shows user evaluations of the responses returned for a question for a specific user session.



Session	Timestamp	Question	Normalized Question	Rating	Comments	Conversion Count
S 0-000-000-001	6/20/2006 3:50:20 AM	What is a inquira?	inquira defination	No Feedback	eee	1
				Not Even Close		0
		Who is inquira?	inquira defination	Hardly	eee	1
				Sure		1

System Administration Scenarios

InQuira Analytics provides various reports that provide insight into operational impacts of the application. Managers and staff who are responsible for InQuira application administration can use various reports to help determine whether to add, remove, or balance production servers, when to upgrade the system, or whether or not an upgrade had the desired effect on performance by examining factors such as:

- System response times, as described in *System Response Time Scenario* on page 182.
- The volume of questions being processed by the application, as described in *Question Volume Scenario* on page 185.
- The peak days and times of usage as described in *Peak Usage Scenario* on page 187.

System Response Time Scenario

You can use InQuira Analytics to determine how long the system is taking to process user actions.

In this scenario, we will use the **Response Timing** report to view response times over a time range in specified increments (i.e., monthly, weekly, daily, and so forth).

The **Response Timing** report, located in the **Performance Analysis** area, provides information about response times grouped by time intervals (i.e., <4 seconds, 4-10 seconds, 10-20 seconds, 20-30 seconds, >30 seconds).

Reporting on System Response Times

The **Response Timing** report displays system response times for the application within a specified time period. The initial report is configured to display response times for the current month.

In the following scenario, we will drill down to examine system response times during the current week.

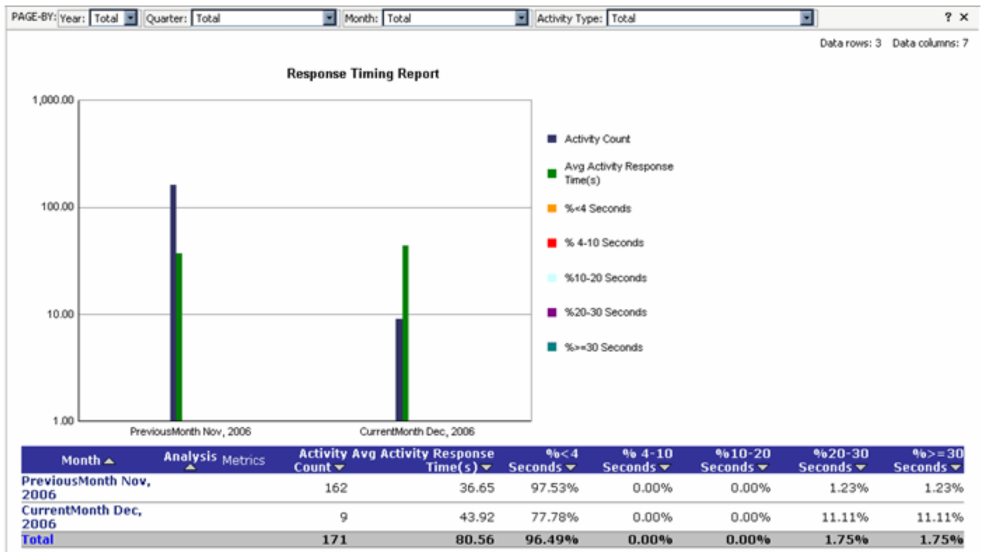
To display the desired report, we will:

- Navigate to the Response Timing report as described in *Displaying the Response Timing Report* on page 183.
- Examine daily response times for the current week as described in *Displaying Response Time Details* on page 184.

Displaying the Response Timing Report

To display system throughput information for the current week:

- Select **Performance Analysis >** Response Timing Report
- Select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click Run Report



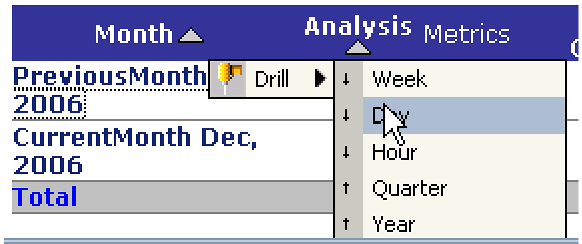
Month	Analysis Metrics	Activity Count	Avg Activity Response Time(s)	%<4 Seconds	% 4-10 Seconds	%10-20 Seconds	%20-30 Seconds	%>=30 Seconds
PreviousMonth Nov, 2006		162	36.65	97.53%	0.00%	0.00%	1.23%	1.23%
CurrentMonth Dec, 2006		9	43.92	77.78%	0.00%	0.00%	11.11%	11.11%
Total		**171**	**80.56**	**96.49%**	**0.00%**	**0.00%**	**1.75%**	**1.75%**

The Response Timing report displays a graph and grid (table) showing the percentage of user activities for each response time category.

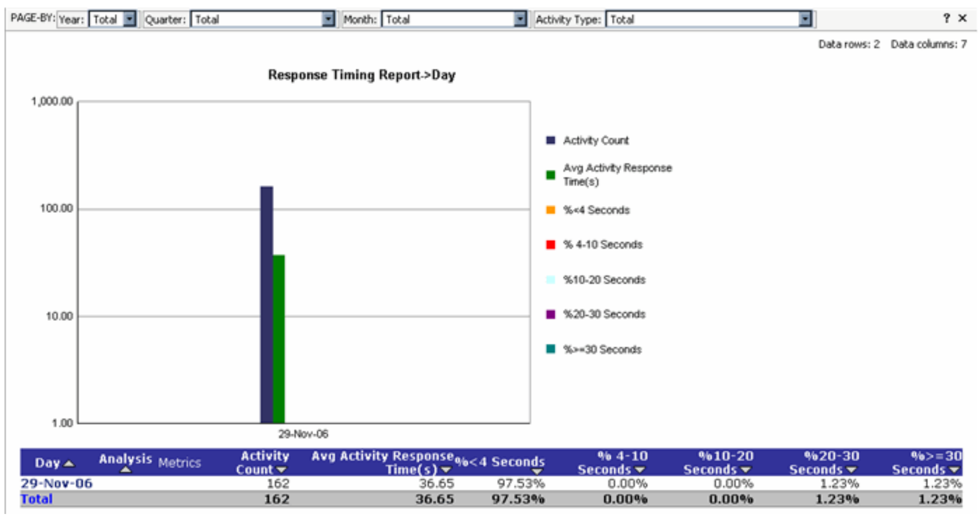
Displaying Response Time Details

To display response time details for a specific day:

- Right-click on a month (or row for the current time period) in the **Month** column to display the Time Hierarchy drill-down menu.

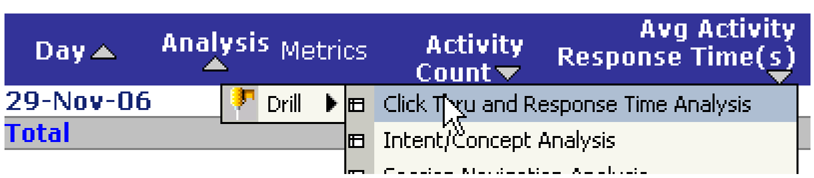


- Select **Day** to display daily system response times



The Response Timing report shows response times for each day within the selected time range.

- From the Analysis column right-click on the day you want to view response times for.



- Select **Click Thru and Response Time Analysis**

PAGE-BY: Year: Total | Quarter: Total | Month: Total | Week: CurrentWeek 20061126 (26-Nov-06 - 02-Dec-06) | Day: 29-Nov-06 | Hour: 29-Oct-06 10 : 00

Data rows: 1 Data columns: 10

Session	Session Start Time	Metrics: Question Count	Activity Count	Click-thru Activity Count	Min Response Time	Max Response Time	Max Response Displayed	Min Response Displayed	Max Response Display Order	Min Response Display Order	Session Count
2	11/29/2006 10:48:41 AM	31	81	15	0.00	32.94	15	1	15	1	1

The **Click Thru and Response Time Analysis** report displays response time data for the selected day. You can display report data for other time periods by right-clicking the time period and selecting a different view (refer to the section on *Drilling Down to More Detailed Data* on page 39 for more information).

Question Volume Scenario

You can use InQuira Analytics to determine the volume of questions that the application is processing.

In this scenario, we will use the **Question Usage** report to view the number of questions handled by the system in the previous week.

The **Question Usage** report, located in the **Question Analysis** area, provides information about the number of questions processed by the application.

Reporting on the Number of Questions Processed

The **Question Usage** report displays the number of questions processed by the application for a specified time period. The initial report is configured to display the total number of questions for the current month.

In the following scenario, we will drill down to examine the number of questions processed by the application for the current week.

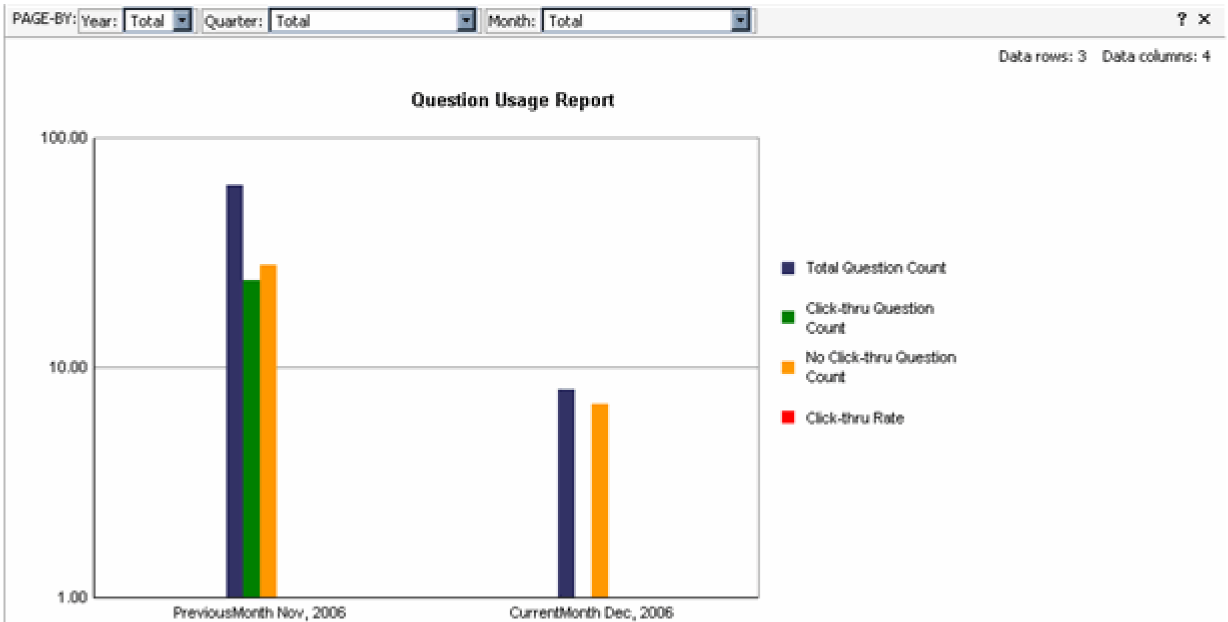
To display the desired report, we will:

- navigate to the **Question Usage** report as described in *Displaying the Question Usage Report* on page 186.
- examine the number of questions processed for the current week as described in *Viewing the Number of Questions Processed* on page 187.

Displaying the Question Usage Report

To display system throughput information for the current month:

- select **Question Analysis > Question Usage**
- select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click Run Report



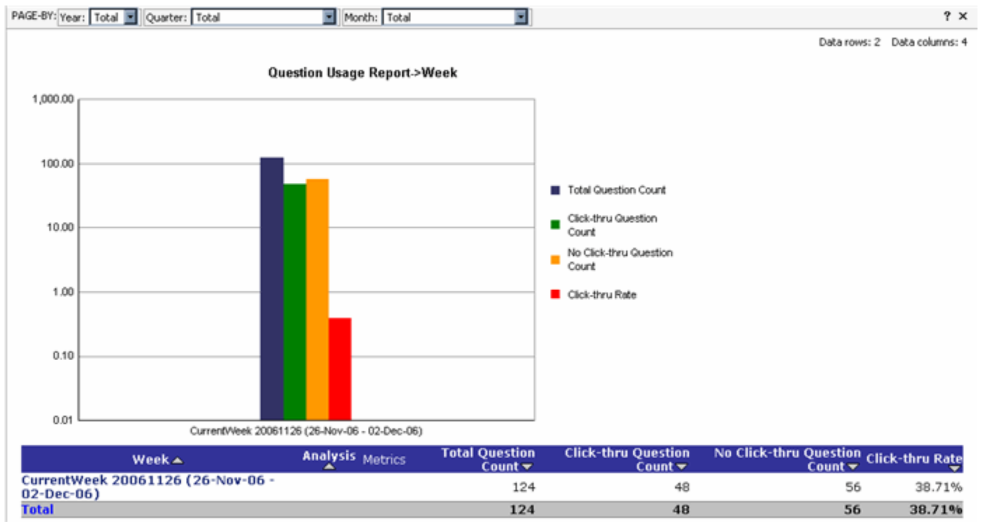
Month	Analysis Metrics	Total Question Count	Click-thru Question Count	No Click-thru Question Count	Click-thru Rate
PreviousMonth Nov, 2006		62	24	28	38.71%
CurrentMonth Dec, 2006		8	0	7	0.00%
Total		**70**	**24**	**35**	**34.29%**

The **Question Usage** report displays monthly data for questions and associated click-thru rates.

Viewing the Number of Questions Processed

By default, the **Question Usage** report displays the number of questions processed for each month. To view the questions processed for the current week:

- Right-click on the month in the **Month** column to display the drill-down menu
- Select **Drill > Week** to drill down to the current week



The Question Usage report displays metrics for questions for the current week. You can display report data for other time periods by right-clicking the time period and selecting a different view (refer to the section on *Drilling Down to More Detailed Data* on page 39 for more information).

Peak Usage Scenario

You can use InQuira Analytics to identify peak application usage periods.

The **Activity Usage** report, located in the **User Experience Analysis** area, provides information about the number of user activities, such as questions, processed by the application for a specific time interval.

In this scenario, we will use the **Activity Usage** report to determine the day within the current week in which the application processed the highest number of user actions.

Reporting on Peak Usage Periods

The **Activity Usage** report displays the number of user activities, such as questions, processed by the application within a specified time period. The initial report is configured to display the total number of activities for the current month.

In the following scenario, we will drill down to examine user activities for the current week.

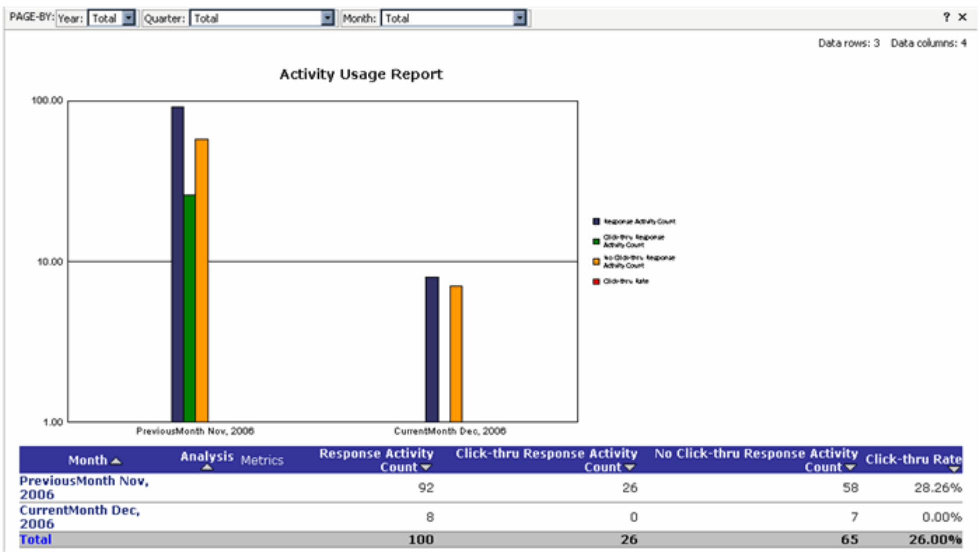
To display the desired report, we will:

- navigate to the **Activity Usage** report, as described in *Displaying the Activity Usage Report* on page 188.
- drill down to examine totals for the current week, as described in *Displaying Activity for the Current Week* on page 189.

Displaying the Activity Usage Report

To display system usage information for the current and previous month:

- select **User Experience Analysis > Activity Usage**
- select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click Run Report



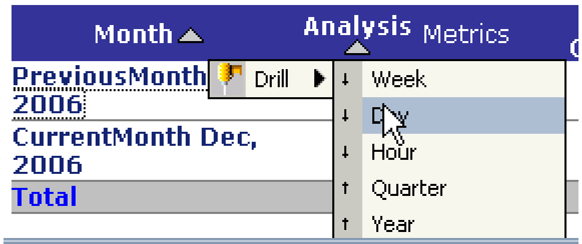
The **Activity Usage** report displays the activity count and click-thru rate for each time period for the report.

Displaying Activity for the Current Week

By default, the Activity Usage report displays activity data by month. To display the total number of questions for the current week:

To display response times for a specific day:

- Right-click on a month (or row for the current time period) in the **Month** column to display the Time Hierarchy drill-down menu.



- Select **Drill > Week** to display weekly system response times

The **Activity Usage** report displays the activity volume for the selected week. You can display report data for other time periods by right-clicking the time period and selecting a different view (refer to the section on *Drilling Down to More Detailed Data* on page 39 for more information).

Language Administration Scenarios

InQuira Analytics provides reports InQuira administrators can use to improve the overall accuracy of the system.

Administrators and other analysts who are responsible for application accuracy can use InQuira Analytics information to add required concepts to the Dictionary, add custom responses for frequently asked questions, or suggest to site owners that new content be created for specific topics.

InQuira Analytics administrators can use various reports to help identify and respond to:

- Questions that are not being answered well, as described in *Poorly Aligned Intents Scenario* on page 190.
- Questions for which no response was returned, indicating a possible content gap as described in *Missing Content Scenario* on page 192.
- Words that customers are using that the system does not recognize as described in *Unrecognized Terms Scenario* on page 195.

Poorly Aligned Intents Scenario

You can use InQuira Analytics to identify frequent customer questions for which the intent response is not well matched to the question.

In this scenario, we will use the **Intent Coverage** report to view questions that are being asked frequently, but are not being matched with an appropriate response.

Reporting on Poorly Matched Intent Responses

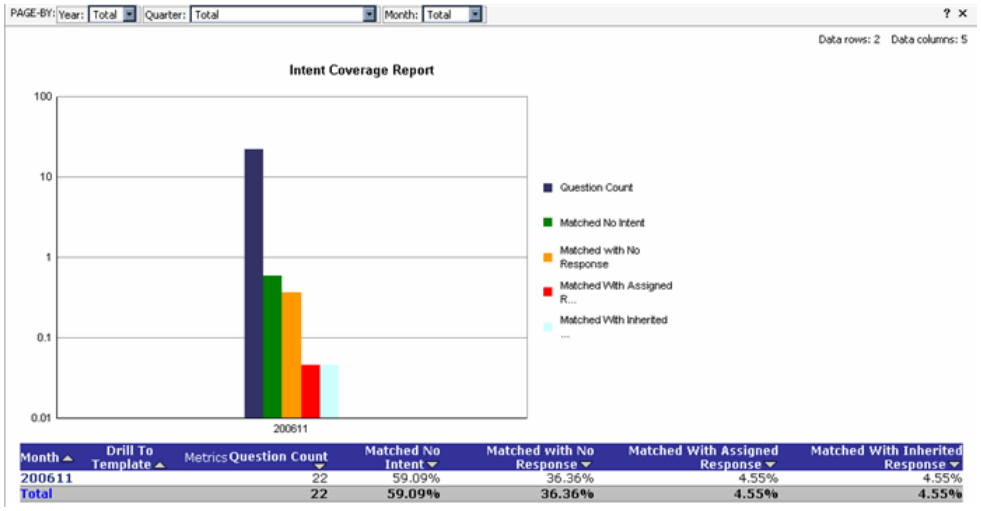
The **Intent Coverage** report displays information about how well intents are aligned with user questions. It shows you questions for which there was no intent that matched, and intents that were not defined as a response but matched a question.

To display the desired report, we will navigate to the **Intent Coverage** report as described in *Displaying the Intent Coverage Report* on page 191.

Displaying the Intent Coverage Report

To display intents metrics for a time range:

- Select **Intent Analysis > Intent Coverage Report**
- Select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click 



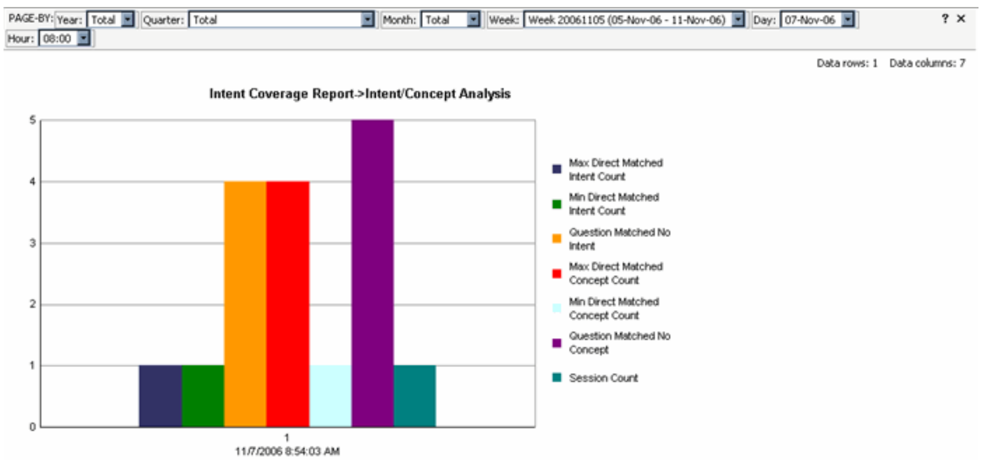
The **Intent Coverage** report shows you metrics for the questions that did not match an intent or response, or matched either the assigned response or an inherited (parent) response.

Viewing Poorly Matched

To discover if there are any poorly matched intents we can drill down into the **Intent Coverage Report** to view intent metrics listed by session.

To display intents by session using the Intent/Concept Analysis report:

- Right-click on a row for a time period in the **Analysis** column
- Select **Drill > Intent/Concept Analysis**



Session	Session Start Time	Metrics	Max Direct Matched Intent Count	Min Direct Matched Intent Count	Question Matched No Intent	Max Direct Matched Concept Count	Min Direct Matched Concept Count	Question Matched No Concept	Session Count
1	11/7/2006 8:54:03 AM		1	1	4	4	1	5	1

The **Intent/Concept Analysis** report lists intent metrics, including questions that did not match an intent. You can view details for sessions that have unmatched questions by drilling down further to either the Intent Details Report or the Intent Response Details Report.

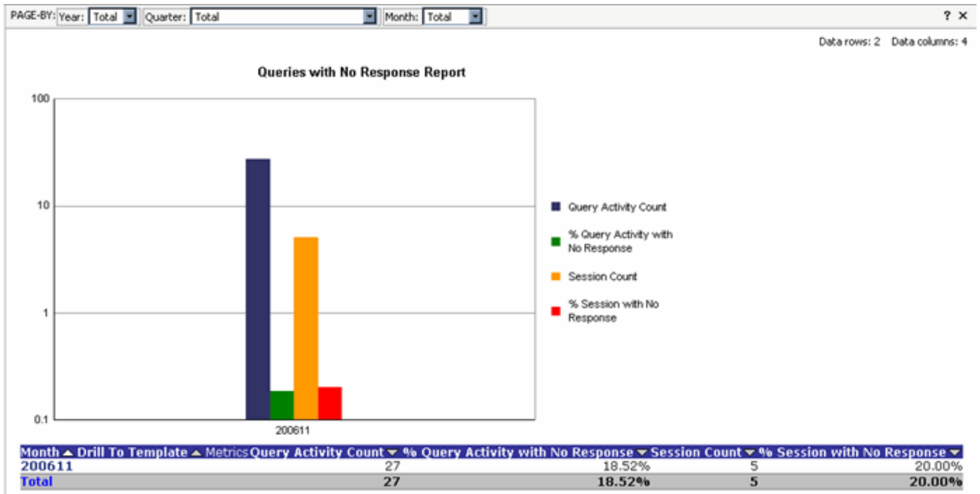
Missing Content Scenario

You can use InQuira Analytics to determine whether poorly answered questions are due to missing content that should be added to the site.

In this scenario, we will use the **Queries with No Response Report** to view activities that do not have any response returned.

Reporting on Questions without Responses

The **Queries with No Response Report** report displays activities for which no response was returned.



In the following scenario, we will use the **Queries with No Response Report** report to identify user questions for which there was no system response.

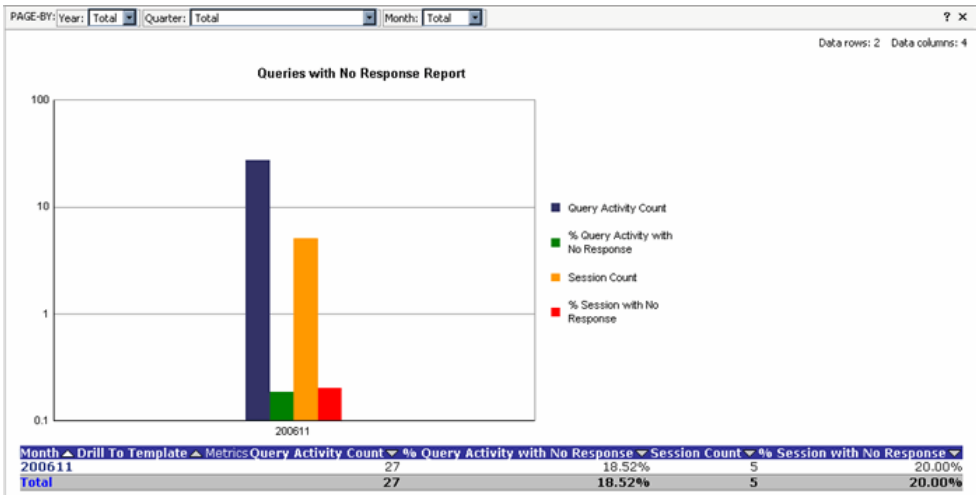
To display the desired report, we will:

- Navigate to the **Queries with No Response Report** report, as described in *Displaying the Queries with No Response Report* on page 194.
- Display the **Question Details Report** to examine questions for which no response was returned, as described in *Displaying Question Details* on page 194.

Displaying the Queries with No Response Report

To display questions for which no response was returned:

- Select **Usage Reports >** Queries with No Response **Report**
- Select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click Run Report



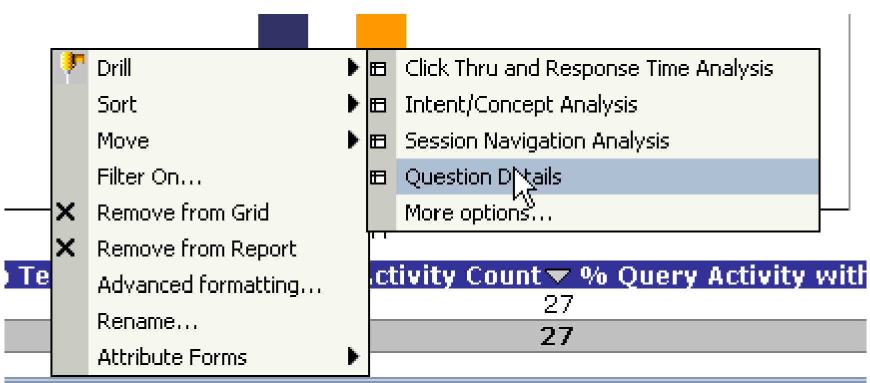
The **Queries with No Response** report displays metrics for questions for which no response was returned.

We will continue by drilling down to display the actual questions using the **Question Details** report as described in *Displaying Question Details* on page 194.

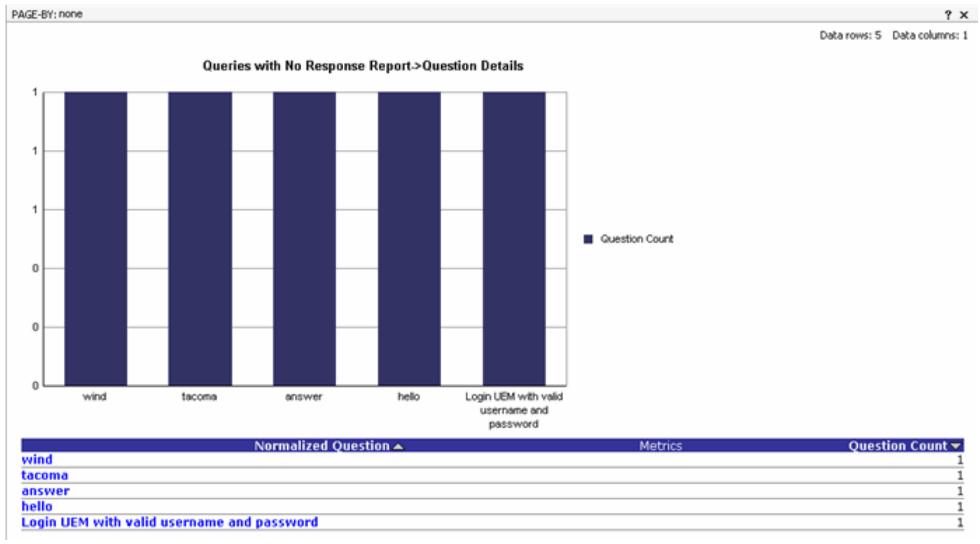
Displaying Question Details

To display questions for which no response was returned:

- From the **Queries with No Response** report, right-click on **Drill To Template**



- Select **Drill > Question Details**



The Question Details report displays the normalized questions for which no response was returned.

Unrecognized Terms Scenario

You can use InQuira Analytics to identify terms that customers are using that the application does not recognize.

The **Words without Concepts** report, located in the **Question Analysis** area, provides information about words within user questions that are not accounted for in the application Dictionary or skip lists.

In this scenario, we will use the **Words without Concepts** report to identify frequently used words that are not recognized.

Reporting on Unrecognized Words

The **Words without Concepts** report displays the words that were not recognized by the application, ordered by their frequency. The initial report displays words related to all products defined within the application reporting hierarchy, for the selected period.

InQuira Analytics reports on unknown words using its language analysis functionality to group variations such as plural forms as a single unknown word.

In the following scenario, we will use the **Words without Concepts** report to identify any frequently occurring unknown words.

To display the desired report, we will:

- Navigate to the **Words without Concepts** report, as described in *Displaying the Words without Concepts Report* on page 196
- Examine the results as described in

Displaying the Words without Concepts Report

To display the unknown words:

- Select **Question Analysis Reports > Words without Concepts Report**
- Select the report criteria (see *Selecting Report Creation Parameters* on page 35 for more information) and click Run Report

PAGE-BY: Year: Total Quarter: Total Month: Total
Week: Total Day: Total Confidence Level: Total

Data rows: 24 Data columns: 3

Words without Concepts	Metrics Question Count	% Question Count	Click-thru Rate
team	6	11.32%	0.00%
fly	4	7.55%	0.00%
joyce	4	7.55%	100.00%
sky	3	5.66%	0.00%
kelvin	2	3.77%	100.00%
bird	2	3.77%	0.00%
book	2	3.77%	0.00%
want	2	3.77%	0.00%
question	2	3.77%	0.00%
wwweeererererwe	2	3.77%	0.00%
wefadfijakdsjfkasdjfkadsf	2	3.77%	0.00%
old	2	3.77%	100.00%
plane	2	3.77%	0.00%
boat	2	3.77%	0.00%
asdfaewfsdf	2	3.77%	0.00%
aetadaea	2	3.77%	0.00%
dfief	2	3.77%	0.00%
fief	2	3.77%	0.00%
popea	2	3.77%	0.00%
[	2	3.77%	0.00%
df	2	3.77%	0.00%
hello	1	1.89%	0.00%
cloud	1	1.89%	0.00%
Total	**53**	**100.00%**	**15.09%**

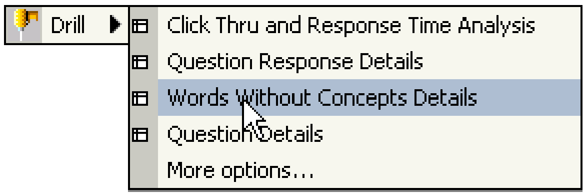
The **Words without Concepts** report displays the words occurring in user questions that were unrecognized by the application, ordered by frequency. You can drill down on individual words to display the questions in which the word occurred as shown in *Displaying Details for Unknown Words* on page 197.

Displaying Details for Unknown Words

You can select an unknown word to view the actual questions in which it occurred. Viewing the question context may help determine whether or not the word requires an associated concept.

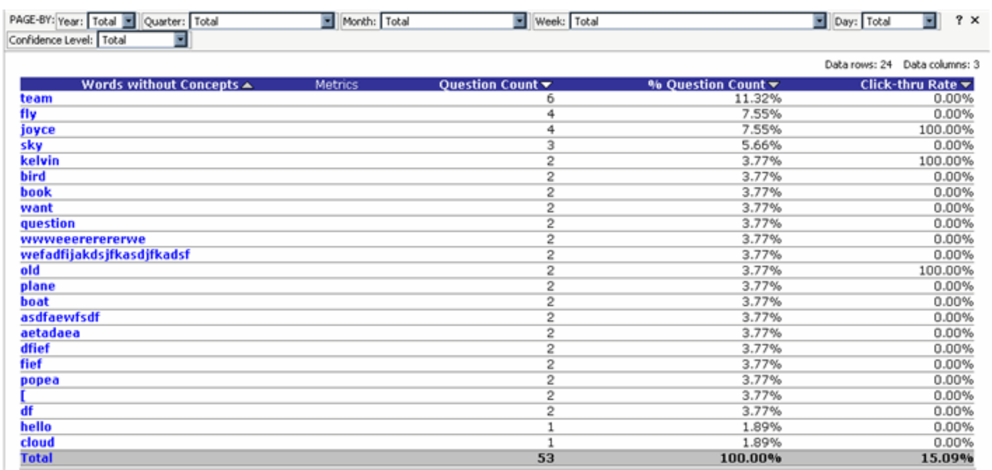
To view details for an unknown word:

- Right-click on the word to display the drop-down menu.



- Select **Drill > Words without Concepts Details**

The **Words without Concepts Details** report displays for the selected word showing the question and session in which the word occurred.



Words without Concepts	Metrics	Question Count	% Question Count	Click-thru Rate
team		6	11.32%	0.00%
fly		4	7.55%	0.00%
joyce		4	7.55%	100.00%
sky		3	5.66%	0.00%
kelvin		2	3.77%	100.00%
bird		2	3.77%	0.00%
book		2	3.77%	0.00%
want		2	3.77%	0.00%
question		2	3.77%	0.00%
wwweeerererrerwe		2	3.77%	0.00%
wefadfijakdsjfkasdjfkadsf		2	3.77%	0.00%
old		2	3.77%	100.00%
plane		2	3.77%	0.00%
boat		2	3.77%	0.00%
asdfaewfsdf		2	3.77%	0.00%
aetadaea		2	3.77%	0.00%
dfief		2	3.77%	0.00%
fief		2	3.77%	0.00%
popea		2	3.77%	0.00%
[		2	3.77%	0.00%
df		2	3.77%	0.00%
hello		1	1.89%	0.00%
cloud		1	1.89%	0.00%
Total		53	100.00%	15.09%

For each word you can see details including the number of questions containing the word, the percentage that represents, and the percentage of questions containing the word where a click-thru occurred.

Chapter 6 InQuira Information Manager Analytics Reports

Information Manager Analytics contains two types of standard reports:

- The *Information Manager Analytics Reports* contain a set of standard reports that provide information about how Information Manager content is being used by end users.
- The *Information Manager Operational Reports* contain a set of standard reports that provide information about how content is being managed throughout the publishing lifecycle.

Information Manager Terminology

The Information Manager Analytics reports and their descriptions refer to the specific objects used within an Information Manager application. The following table provides brief definitions of some important Information Manager terms.

Information Manager Object	Description
Content Categories	Categories enable you to organize application content by any characteristic or business requirement, such as product and model
Content Channels	Channels describe the various types of content (document types) used within the application.
Content Records	Content records are the individual Information Manager documents that contain the application content. Each content record belongs to a particular channel; channels define the structure for a particular type of document, for example customer support case or press release.
Locale	Locales are the supported languages for an application.
Repository	Repositories contain the content records, user and security information, workflow processes, and other information objects that you create for your application.
Repository View	Repository views are logical collections of repository objects that pertain to specific aspects of an organization, such as departments or business units.
Workflow Processes	Workflow processes are sequences of steps, such as authoring, edit, review, and approve, that you can define to enforce specific content management procedures for your organization.

Using the Information Manager Analytics Content Categories

Information Manager Analytics provides a set of standard reports that enable you to report on Information Manager content usage by content category. Content categories provide the mechanism to organize content by any characteristic or business requirement, for example, by product and model, so that related content can be managed and presented in similar fashion. Every content record belongs to one or more content categories, and categories can be defined as hierarchies to reflect any organizational structure.

Content records are the basic units of content in the Information Manager. A content record is analogous to an individual document of a particular type, such as a specific customer support case or press release. Each type of content record corresponds to a set of defined properties called a content channel.

One useful feature of Information Manager is that content records can be associated with multiple content categories. However, reporting on content records that belong to multiple categories can result in errors when filtering by content channel and content category. In such cases, setting the content category filter to TOTAL can result in multiple counting of content records that are assigned to multiple content categories.

You access reports containing content category information by selecting them from the Shared Reports folder as described in *Accessing InQuira Analytics Reports* on page 31.

The Information Manager Analytics reports contain a Page-By drop-down list that you can use to restrict the report data to a selected content category.

For example, you could generate the Content Usage report showing the total number of content records that were accessed through the end-user application during the months of August and September, 2006.

The initial report displays the total number of accessed content records in the default category set for the report for each week within the specified time period.

You view the total number of accessed content records in another content category by selecting the category from the PAGE-BY area.

Information Manager Analytics Reports

Information Manager Analytics contains a set of standard reports that provide information about how Information Manager content is being used by end users. The content analysis reports include:

- *Content Feedback Report* that displays information about end-user ratings of published content, based on your application-specific content rating system.
- *Content Usage Reports* that displays information about the number of published content items accessed by end-users, including reports that show content usage greater or less than a specified threshold.
- *Most Popular Content Report* that displays information about the most frequently accessed content channels.
- *Published Content Report* that displays information about the number of records published within each channel.
- *CaseLink Usage Report* that displays information about the number of times a solution is linked over a specific time frame.
- *Forum Usage Report* that displays information about the number of users, new posts, and ratings.
- *Forum Users Report* that displays information about user activities.
- *Forum Top Users Report* that displays user activity and metrics for a forum.
- *Forum Feedback by Category Report* that displays forum threads that have received low ratings based on a rating threshold.
- *Survey Report* that displays end user answer survey information for a specified time range.
- *Workflow Productivity Report* that displays information about the average time a record remains in a workflow step.

NOTE: Information Manager Analytics provides a separate set of the standard reports that enable you to restrict data by content category, as described in *Using the Information Manager Analytics Content Categories* on page 201.

Using Information Manager Analytics Reports

You access the standard reports using the Information Manager Analytics application, as described in *Accessing InQuira Analytics Reports* on page 31.

The Information Manager Analytics reports display data within a defined time period, which you specify when you access the report. Some reports contain additional creation parameters, as described in *Information Manager Analytics Report Creation Parameters* on page 37.

Once you have created a report, you can use additional report features to:

- Restrict the data in the display by Repository, Category, and Locale (language), as described in *Filtering Information Manager Analytics Report Displays* on page 75
- Drill to detailed information, even to the individual content record, as described in *Drilling to Information Manager Analytics Detail Reports* on page 41

Content Feedback Report

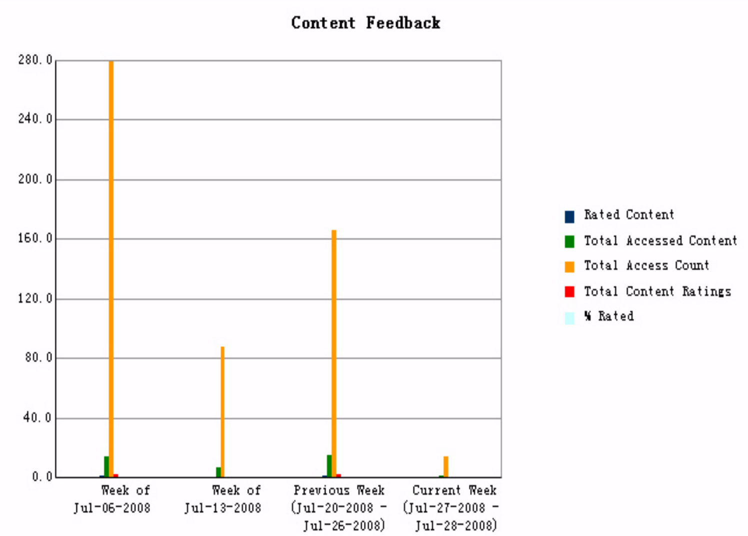
The **Content Feedback Report** displays information about end-user ratings of published content records.

Information Manager provides a facility to define an application-specific rating system to collect end-user feedback as described in the section on Updating Labels for the User Feedback Report in the *Information Manager Administration Guide*. Information Manager Analytics extracts the user-assigned rating values that end-users have associated with each content record and calculates the average value for each content record.

NOTE: You can define rating systems to use any range of values and to accept free-form comments; however, Information Manager Analytics will report only on numeric-based rating systems.

Repository: Total | View: Total | Category: Total:Total | UserGroup: Total | Team: Total | Channel: Total | Locale: Total | Week: Total

1 2 3 4 **5** of 5 page(s) Data rows: 25 - 29 of 29 Data columns: 5



Week Metrics	Rated Content	Total Accessed Content	Total Access Count	Total Content Ratings	% Rated
Week of Jul-06-2008	1	14	279	2	0.72%
Week of Jul-13-2008	0	7	88	0	0.00%
Previous Week (Jul-20-2008 - Jul-26-2008)	1	15	166	2	1.20%
Current Week (Jul-27-2008 - Jul-28-2008)	0	1	14	0	0.00%
Total	**6**	**306**	**5,971**	**8**	**0.13%**

The results are sorted by time period. The default view displays:

- **Rated Content**– the number of content items rated for the period
- **Total Accessed Content –** the total number of content items accessed for the period
- **Total Content Ratings –** the total number of ratings for the period (there may be more than one rating for a content item)

- **% Rated –** percentage of activities that were ratings

You can filter the report data by Repository, View, Category, User Group, Channel, Locale (language), and Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can also drill down within a selected time period (week by default) to display:

- Content ratings for a day within a selected week
- Content ratings for the month containing the selected week
- Content ratings for the quarter containing the selected week
- Content ratings for the year containing the selected week
- Content ratings grouped by original author
- Content ratings grouped by content owner
- Rated content details, as described in the *Rated Content Details Report* on page 206
- Rating details, as described in the *Rating Details Report* on page 207

Rated Content Details Report

The **Rated Content Details Report** displays detailed information for a content record.

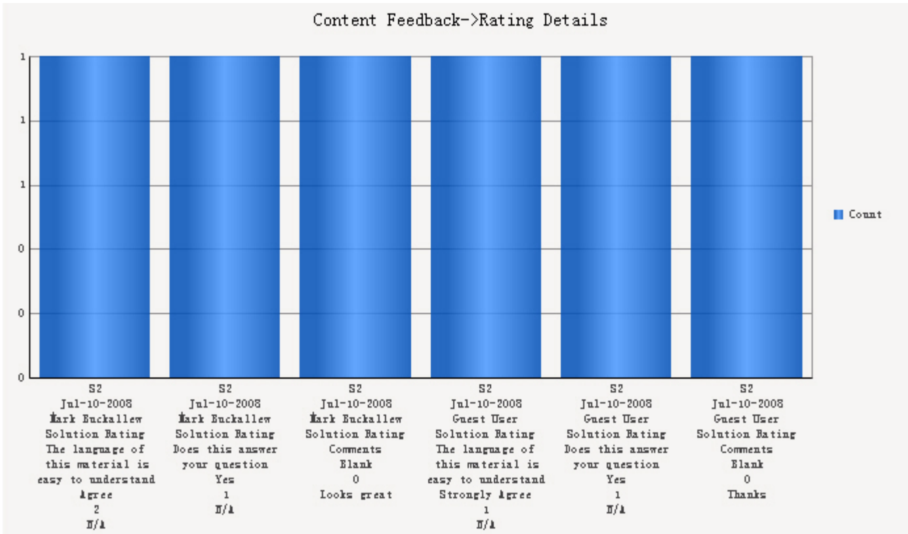
Ratings	Rating Questions	Content	Indexer Master Identifier	Owner	Date Submitted	Date Last Modified	Date Last Accessed	Rated Version	Document Value	Reuse Count	Metrics	Total Content Ratings	Total Content Ratings Value	Average Content Ratings
Solution Rating	The language of this material is easy to understand	S2	Accurately determine your iPod battery life	Joe Admin	01/28/2008	03/25/2008	07/21/2008	1	0	0		1	1	1.00
	Does this answer your question	S2	Accurately determine your iPod battery life	Joe Admin	01/28/2008	03/25/2008	07/21/2008	1	0	0		1	1	1.00

The results are sorted by content record. The following detail is included in the report:

Attribute	Description
Rating	The type of rating
Rating Questions	The rating question to which the user responded
Content	The ID of the rated content record
Indexer Master Identifier	A description of the content
Owner	The ID of the user who is assigned as the owner of the content record for notification purposes
Date Submitted	The date that the content record was saved
Date Last Modified	The date that the content record was most recently changed
Date Last Accessed	The date that the record was most recently accessed from the end-user application
Rated Version	The content version when the content was rated
Document Value	The sum of all incident values for the cases linked to the document
Reuse Count	The number of cases linked to the document
Total Content Ratings	Total rating for content record for the rating question
Total Content Ratings Value	The rating value assigned to the rating question by the user
Average Content Ratings	The average ratings value for the rating question

Rating Details Report

The **Rating Details Report** displays detailed rating information for a content record.



Content	Date / Time	End User	Ratings	Rating Questions	Rating Answers	Rating	Comments	Metrics Count
S2	Jul-10-2008	Mark Buckallew	Solution Rating	The language of this material is easy to understand	Agree	2	N/A	1
				Does this answer your question	Yes	1	N/A	1
				Comments	Blank	0	Looks great	1
		Guest User	Solution Rating	The language of this material is easy to understand	Strongly Agree	1	N/A	1
				Does this answer your question	Yes	1	N/A	1
				Comments	Blank	0	Thanks	1

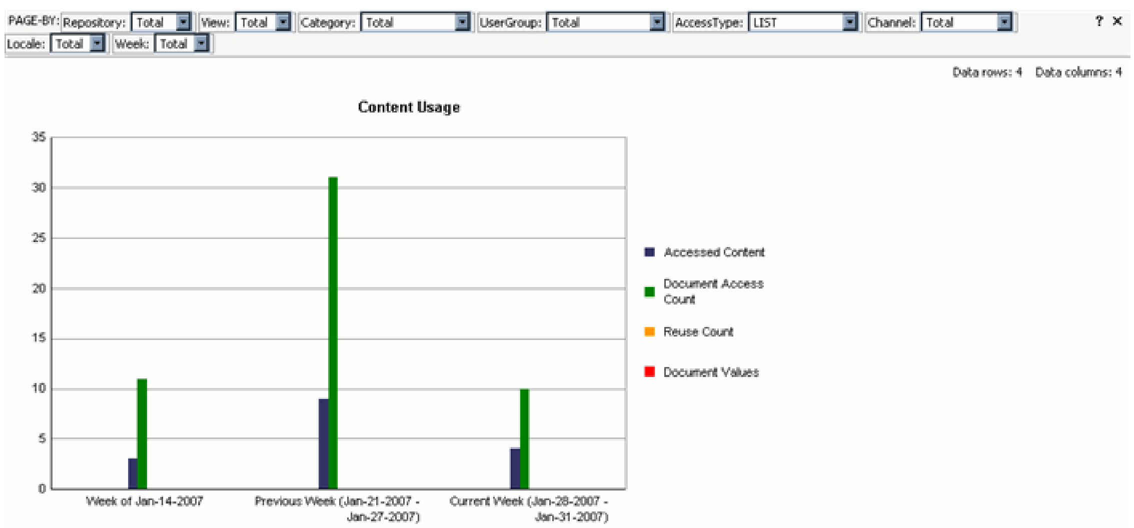
The results are sorted by content record. The following detail is included in the report:

Attribute	Description
Content	The ID of the rated content record
Date/Time	The date and time the content was last updated
End User	The user who rated the content
Ratings	The type of rating
Rating Questions	The rating question to which the user responded
Rating Answers	The answer to the rating question selected by the user
Rating	The rating value assigned to the rating answer
Comments	User comments, if any
Count	The number of rating answers.

Content Usage Reports

Information Manager Analytics provides the following Content Usage reports:

- The **Content Usage** report displays information about the number of published content items accessed by end users within the specified time period.
- The **Content Usage Greater than Threshold** report displays information about the number of published content items that have been accessed by end users more times than a specified threshold.
- The **Content Usage Less than or Equal to Threshold** report displays information about the number of published content items that have been accessed by end users fewer or exactly times than a specified threshold.
- The **Content Usage with Threshold** report displays information about the number of published content items both above and below a specified threshold; when you drill into details, the report includes data from both sides of the threshold.



Week	Metrics	Accessed Content	Document Access Count	Reuse Count	Document Values
Week of Jan-14-2007		3	11	0	0
Previous Week (Jan-21-2007 - Jan-27-2007)		9	31	0	0
Current Week (Jan-28-2007 - Jan-31-2007)		4	10	0	0
Total		**16**	**52**	**0**	**0**

The **Content Usage Report** displays:

- **Accessed Content –** the number of published content items that were accessed by users
- **Document Access Count –** the number of times the published content items were accessed by users
- **Reuse Count –** the total number of case links for the contents

- **Document Values –** the sum of the incident values associated with the total number of case links

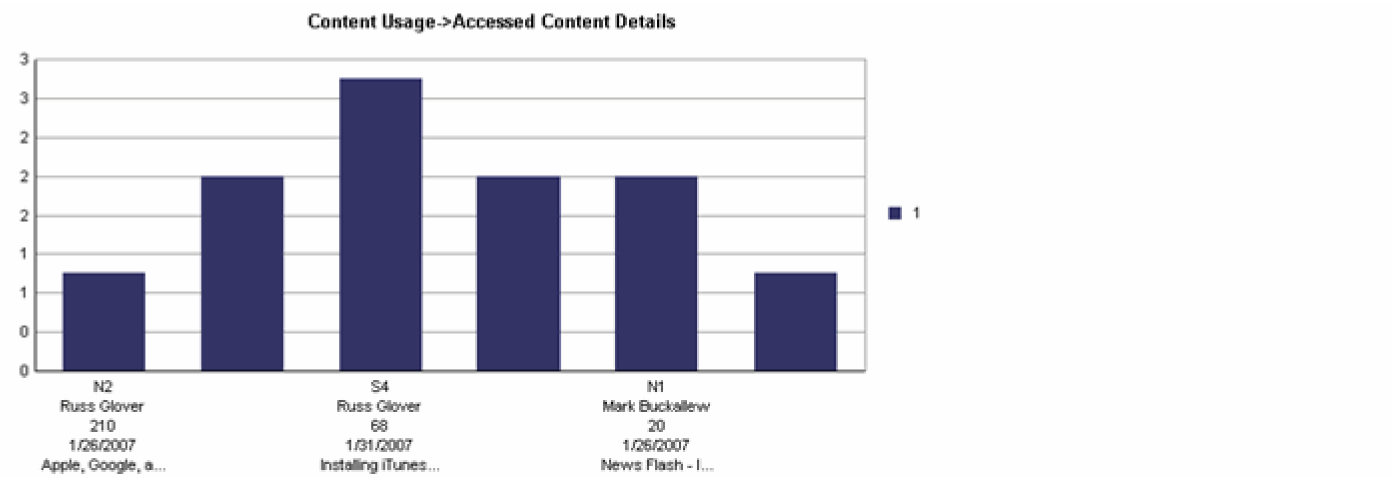
You can filter the report data by Repository, View, Category, User Group, Channel, Locale (language), and Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information). The results are sorted by time period (week by default).

You can also drill down within a selected time period (week by default) to display:

- Content access for a day within a selected week
- Content access for the month containing the selected week
- Content access for the quarter containing the selected week
- Content access for the year containing the selected week
- Content access grouped by original author
- Content access grouped by owner
- Content access details, as described in the *Accessed Content Details Report* on page 210

Accessed Content Details Report

The **Accessed Content Details Report** displays content and access details for each content record included in *Content Usage Reports* on page 208.



Content	Original Author	Owner	Access Count	Date Last Accessed	Date Last Modified	Content Age Since Original Published	Latest Version	Content Age Since Last Modified	Accessed Version	Indexer Master Identifier	DocumentValue	ReuseCount
N2	Russ Glover		210	01/26/2007			0		1	Apple, Google, and Napster hit with lawsuits	0	0
S5	Russ Glover		66	01/31/2007			0		2	Unknown error installing iTunes	0	0
S4	Russ Glover		68	01/31/2007			0		2	Installing iTunes in iBook	0	0
A8	Mark Buckallew	Mark Buckalle	18	01/31/2007	01/18/2007	13	1	13	1	Issue 5701 - System performance issue has been	0	0

The following detail is included in the report:

- **Content ID –** the ID of the content record
- **Original Author –** the ID of the content record's original creator
- **Owner –** the ID of the user assigned as the owner of the record
- **Access Count –** the number of times the record was accessed from the end-user application
- **Date Last Accessed –** the date that the record was most recently accessed from the end-user application
- **Date Last Modified –** the date that the record was most recently changed
- **Age Since Original Published –** the number of days that have elapsed since this record was initially made available to the end-user application
- **Latest Version –** the revision number of the version of the record that is currently available to the end-user application

- **Age Since Last Modified –** the number of days that have elapsed since this record was edited
- **Category** – the content categories that the record belongs to

Accessed Content Case Link Details Report

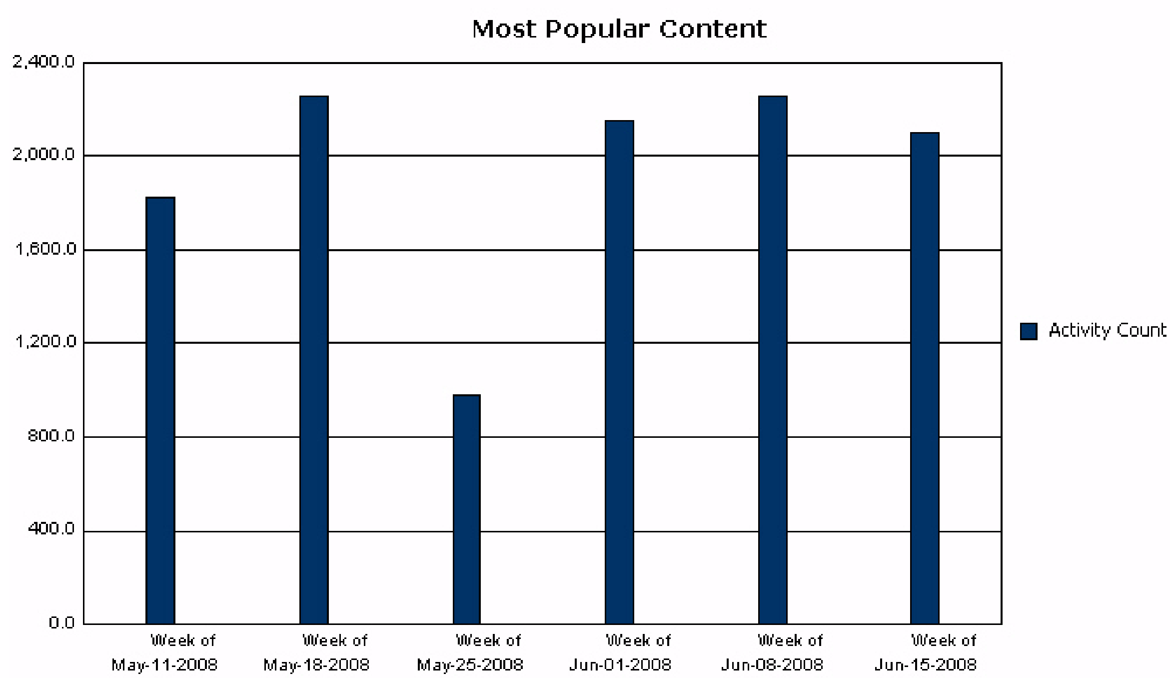
The **Accessed Content Case Link Details Report** displays details for cases associated with content records.

The following detail is included in the report:

- **Accessed Content –** the document ID of the content record
- **CaseLink –** the case link of the content record
- **Case Number –** the case number of the case link
- **Incident value –** the incident value of the case link
- **Case Summary –** the case link description

Most Popular Content Report

The **Most Popular Content Report** displays information about the content channels that are most frequently accessed by end-users.



Week	Metrics	Activity Count
Week of May-11-2008		1,820
Week of May-18-2008		2,255
Week of May-25-2008		977
Week of Jun-01-2008		2,155
Week of Jun-08-2008		2,257
Week of Jun-15-2008		2,099

The results are sorted by time period (week by default). The default view displays:

- **Activity Count –** the total number of content items that were accessed for this channel

You can filter the report data by Repository, View, Category, User Group, Channel, Locale (language), and Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill to display:

- Daily content access data for a selected week (row)
- Content access for a day within a selected week
- Content access for the month containing the selected week
- Content access for the quarter containing the selected week
- Content access for the year containing the selected week
- Popular content details, as described in *Most Popular Content Details Report* on page 213
- Content access grouped by original author
- Content access grouped by owner

Most Popular Content Details Report

The **Most Popular Content Details Report** displays content details for each content record included in the *Most Popular Content Report* on page 212.

PAGE-BY: Repository: Total View: Total Category: Total Channel: Total Locale: Total Week: Total ? ×

Data rows: 16 Data columns: 1

Content	Original Author	Owner	First Publish Date	Last Publish Date	Access Count	Current Version	Accessed Version	Indexer Master Identifier
S12	Super Admin	Super Admin	01/23/2007	01/23/2007	33	1	1	Test for database
N2	Russ Glover				210	0	1	Apple, Google, and Napster hit with lawsuits
A7	Russ Glover				11	0	1	Heavy iTunes web traffic volume
S5	Russ Glover				66	0	2	Unknown error installing iTunes
S4	Russ Glover				68	0	2	Installing iTunes in iBook
A8	Mark Buckallew	Mark Buckallew	01/18/2007	01/18/2007	18	1	1	Issue 5701 - System performance issue has been resolved
N1	Mark Buckallew				20	0	1	News Flash - It's raining in California
A6	Mark Buckallew				16	0	1	Issue with rich text editor resolved
S1	Mary Smith				74	0	2	How to Recommend Content for the System
A1	Super Admin				16	0	1	New Promotion for Content Authors - Win an iPod
S2	Super Admin				75	0	1	Installing Information Manager
N3	Russ Glover	Russ Glover	01/25/2007	01/25/2007	82	1	1	Yahoo, Sun Lift Nasdaq Over 1 Percent
JA1	Russ Glover	Russ Glover	01/22/2007	01/22/2007	16	1	1	OCTEL VOICEMAIL TIPS - Helpful Hints For Using Your Voice Mailbox
S11	Super Admin	Super Admin	01/26/2007	01/26/2007	27	1	1	Solution for problem A
S9	Mark Buckallew	Mark Buckallew	01/18/2007	01/18/2007	91	3	2	la informacion de mi cuenta esta equivocada
							3	Account information is invalid

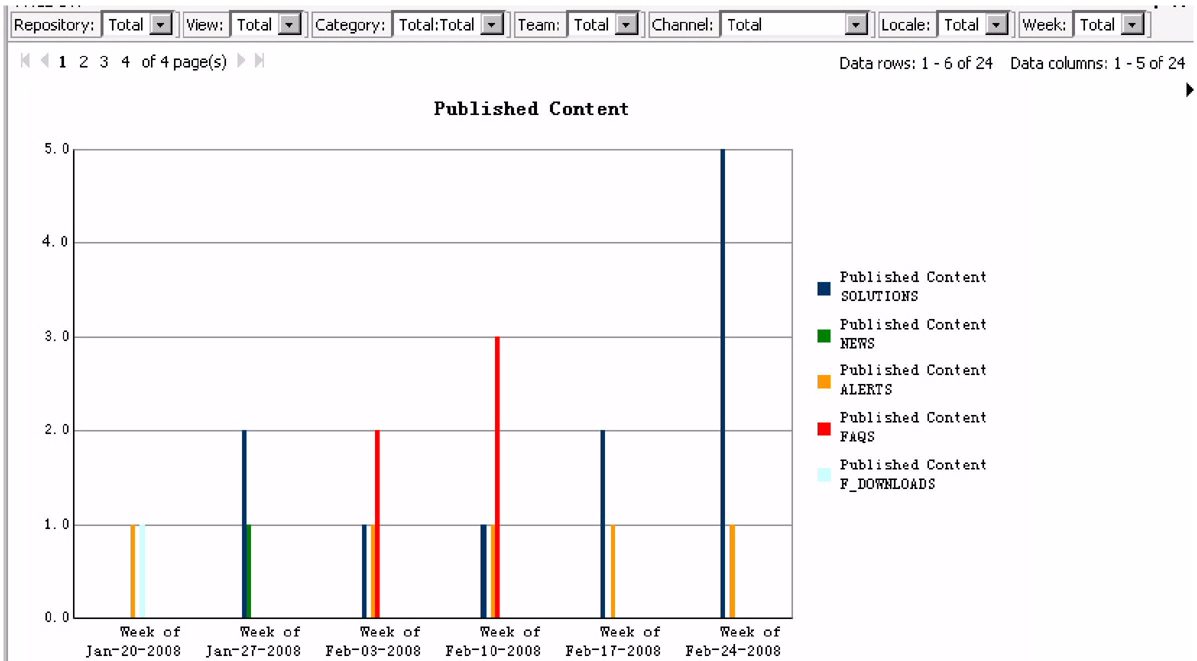
The following detail is included in the report:

- **Content** – the content record ID
- **Original Author** – the ID of the creator of the content record

- **Owner –** the ID of the user who is assigned as the owner of the record for notification purposes
- **First Publish Date** – the date that the record was initially made available to the end-user application
- **Last Publish Date –** the date that the record was most recently made available to the end-user application
- **Date Last Modified –** the date that the record was most recently changed
- **Access Count –** the number of times the record was accessed from the end-user application. If the IM record is returned in the search results (but not clicked), it will not be counted towards the access count.
- **Current Version –** the revision number of the version of the record that is currently available to the end-user application
- **Accessed Version –** the revision number of the version of the record that is currently displayed
- **Indexer Master Identifier –** a description of the content

Published Content Report

The **Published Content Report** displays information about the number of content items published within each channel for a specified time period. You can view the report as a graph and a grid:



Week	Metrics / Channel	Published Content				
		SOLUTIONS	NEWS	ALERTS	FAQS	F_DOWNLOADS
Week of Jan-20-2008		0.00	0.00	1.00	0.00	1.00
Week of Jan-27-2008		2.00	1.00	0.00	0.00	0.00
Week of Feb-03-2008		1.00	0.00	1.00	2.00	0.00
Week of Feb-10-2008		1.00	0.00	1.00	3.00	0.00
Week of Feb-17-2008		2.00	0.00	1.00	0.00	0.00
Week of Feb-24-2008		5.00	0.00	1.00	0.00	0.00

The **Published Content Report** displays:

The results are sorted by time period. The default view displays:

- **<Channel ID>** – Number of content records published for the channel
- **Total** – the total number of content items that were published for all selected channels

You can filter the report data by Repository, View, Category, Team, Channel, Locale (language), and Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill to display:

- Daily content publishing data for a selected week (row)
- Content publishing data for a day within a selected week
- Content publishing data for the month containing the selected week
- Content publishing data for the quarter containing the selected week
- Content publishing data for the year containing the selected week
- Publishing details, as described in *Published Content Details Report* on page 217
- Content publishing grouped by original author
- Content publishing grouped by owner
- Content publishing grouped by category

Published Content Details Report

The **Published Content Details** report displays detailed information for each published content record included in the *Published Content Report* on page 215.

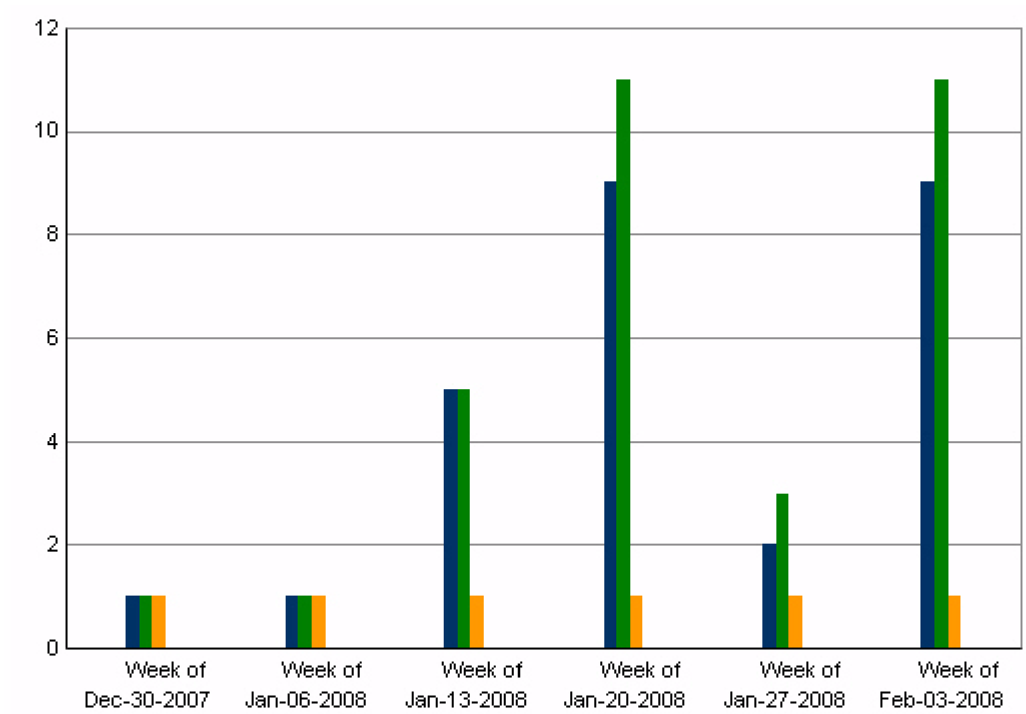
Content	Original Author	Owner	Date Submitted	Date Published	Published Version	Indexer Master Identifier	Days to Publish
S7	Thomas Raday	Thomas Raday	02/10/2008	02/10/2008	1	Flashing LED: ERROR 54	0
FAQ6	Thomas Raday	Thomas Raday	02/10/2008	02/10/2008	1	How do I add postage?	0
FAQ5	Chubby Checker	Chubby Checker	02/10/2008	02/10/2008	1	How do I open a second account?	0
FAQ4	Thomas Raday	Thomas Raday	02/10/2008	02/10/2008	1	How do I upgrade my equipment?	0
A2	Joe Admin	Joe Admin	02/06/2008	02/11/2008	3	The Mac Book Air is now available! Learn more about it here.	5

The following detail is included in the report:

- **Content –** the ID of the content record
- **Original Author –** the ID of the creator of the content record
- **Owner –** the ID of the user who is assigned as the owner of the record for notification purposes
- **Date Submitted –** the date that the record was last saved
- **Date Published –** the date that the record was most recently made available to the end-user application
- **Published Version –** the Information Manager-assigned version number associated with the currently published version
- **Indexer Master Identifier –** a description of the content
- **Days to Publish –** the total number of days that elapsed between initial creation and publishing

CaseLink Usage Report

The **CaseLink Usage Report** shows the number of cases linked to solutions during a specific day, week, month, or over a specified range.



Week / Metrics	Reuse Count	Document Values	Average Incident Value
Week of Dec-30-2007	1	1	1
Week of Jan-06-2008	1	1	1
Week of Jan-13-2008	5	5	1
Week of Jan-20-2008	9	11	1
Week of Jan-27-2008	2	3	1
Week of Feb-03-2008	9	11	1

The results are sorted by time period (week by default). The default view displays:

- **Reuse Count –** the total number of case links for the period
- **Document Values –** the total sum of incident values for the period
- **Average Incident Value –** the average incident value for the period

You can filter the report data by Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill to display:

- Daily case link usage for a selected week (row)
- Case link usage for a day within a selected week

- Case link usage for the month containing the selected week
- Case link usage for the quarter containing the selected week
- Case link usage for the year containing the selected week
- Case link details, as described the *CaseLink Details Report*:

CaseLink Details Report

The **CaseLink Details Report** shows the number of cases linked to solutions during a specific day, week, month, or over a specified range.

PAGE-BY: Week: Total

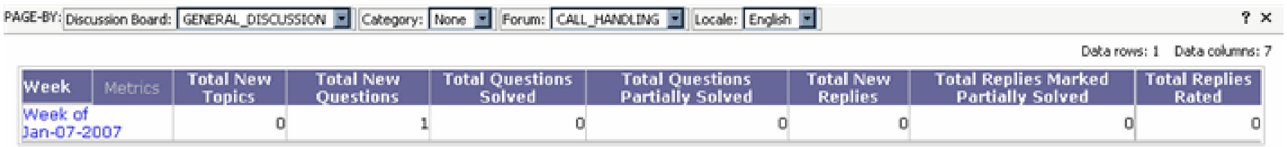
Case Number	Incident Value	Case Summary
00004090	1	0
00004867	1	0
14900	1	TT
15009	1	TT
3589	1	SF
4601	1	SF
4702	1	SF
4841	1	SF
4865	1	SF

The results are sorted by time period (week by default). The default view displays:

- **Week** – the week covered in the report
- **Case Number** – the case link number
- **Incident Value** – the incident value for this case link
- **Case Summary** – the case summary for the case

Forum Usage Report

The **Forum Usage Report** shows the number of registered users, the number of new posts for each user, and the number of ratings.



The results are sorted by time period (week by default). The default view displays:

- **Total New Topics** – the number of new topics posted for the reporting time period
- **Total New Questions** – the number of new questions posted for the reporting time period
- **Total Questions Solved** – the total number of questions marked as solved
- **Total Questions Partially Solved** – the total number of questions marked as partially solved for the reporting time period
- **Total New Replies** – the number of replies to a post during the reporting time period
- **Total Replies Marked Partially Solved** – the total number of replies marked as partially solved for the reporting time period
- **Total Replies Rated** – the total number of replies that were rated during the reporting time period

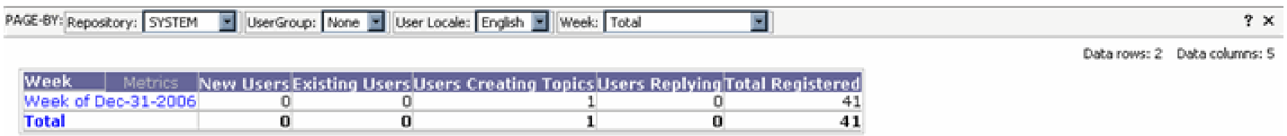
You can filter the report data by Discussion Board, Category, Forum, and Locale (language) (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill down to display:

- Daily forum usage for a selected week (row)
- Forum usage for a day within a selected week
- Forum usage for the month containing the selected week
- Forum usage for the quarter containing the selected week
- Forum usage for the year containing the selected week

Forum Users Report

The **Forum Users Report** shows user activity and metrics for a forum.



Week	New Users	Existing Users	Users Creating Topics	Users Replying	Total Registered
Week of Dec-31-2006	0	0	1	0	41
Total	0	0	1	0	41

The results are sorted by ... The default view displays:

- **New Users** – the number of users who registered during the reporting time period
- **Existing Users** – the number of users who were registered prior to the reporting time period
- **Users Creating Topics** – the number of users who posted during the reporting time period
- **Users Replying** – the number of users who replied to a post during the reporting time period
- **Total Registered** – the total number of registered users at the end of the reporting time period

You can filter the report data by Repository, User Group, User Locale (language), and Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill down to display:

- Daily forum user information for a selected week (row)
- Forum user information for a day within a selected week
- Forum user information for the month containing the selected week
- Forum user information for the quarter containing the selected week
- Forum user information for the year containing the selected week

Forum User Details Report

The **Forum User Details Report** shows user activity and metrics for a forum.

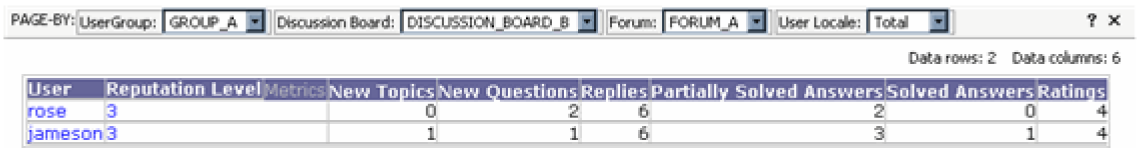
User	Reputation Level	Metrics	New Topics	New Questions	Replies	Partially Solved Answers	Solved Answers	Ratings	Average Rating
Mark	1		0	0	1	0	0	0	0.00

The following detail is included in the report:

- **User** – the user name
- **Reputation Level** – the user's current reputation level
- **New Topics** – the total number of new topics started by this user
- **New Questions** – the total number of new questions by this user
- **Replies** – the total number of replies by this user
- **Partially Solved Answers** – the total number of replies that are marked as partially solved
- **Solved Answers** – the total number of replies that are marked as solved
- **Ratings** – the total rating count for this user
- **Average Rating** – the average rating value for this user

Forum Top Users Report

The **Forum Top Users Report** shows user activity and metrics for a forum.



PAGE-BY: UserGroup: GROUP_A Discussion Board: DISCUSSION_BOARD_B Forum: FORUM_A User Locale: Total

Data rows: 2 Data columns: 6

User	Reputation Level	Metrics	New Topics	New Questions	Replies	Partially Solved Answers	Solved Answers	Ratings
rose	3		0	2	6	2	0	4
jameson	3		1	1	6	3	1	4

The results are sorted by **User**. The default view displays:

- **New Topics** – the number of new topics posted by the user
- **New Questions** – the number of new questions posted by the user
- **Replies** – the number of replies to questions posted by the user
- **Partially Solved Answers** – the number of replies marked as partially solved for the user
- **Solved Answers** – the number of replies marked as solved for the user
- **Ratings** – the total number of ratings for the user

You can filter the report data by User Group, Discussion Board, Forum, and User Locale (language) (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

Forum Feedback by Category Report

The **Forum Feedback by Category Report** shows forum threads that have received low ratings based on a rating threshold.

Category	Metrics	Total New Topics	Percent of Total Topics	Total New Questions	Total New Replies	Replies Marked Solved	Replies Marked Partially Solved	Replies Rated Above the Threshold	Replies Rated Below the Threshold	Number of User Rating Replies
IPOD		0	0.00%	2	1	1	0	0	0	0

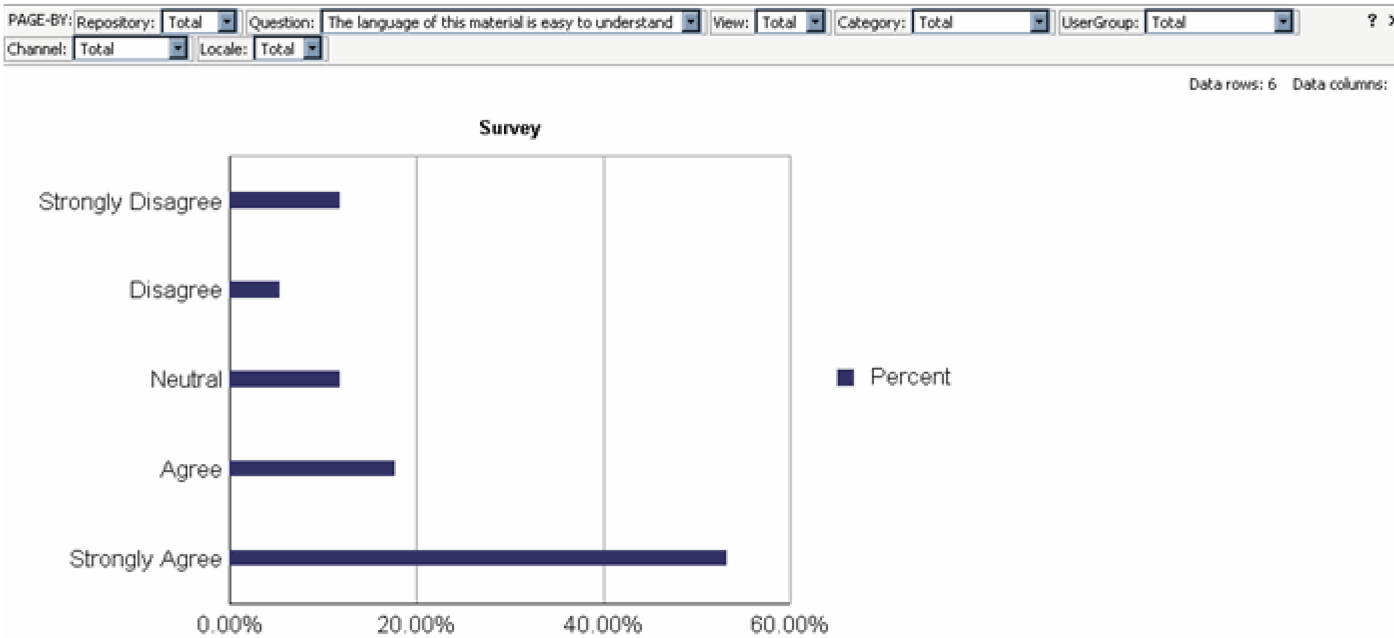
The results are sorted by **Category**. The default view displays:

- **Total New Topics** – the number of new topics posted for the reporting time period
- **Percent of Total Topics** – the number of new topics posted for the reporting time period
- **Total New Questions** – the total number of new questions posted for the reporting time period
- **Total New Replies** – the total number of new replies posted for the reporting time period
- **Replies Marked Solved** – the total number of replies marked as solved for the reporting time period
- **Replies Marked Partially Solved** – the total number of questions marked as partially solved for the reporting time period
- **Replies Rated Above the Threshold** – the total number of replies rated that were above the specified threshold
- **Replies Rated Below the Threshold** – the total number of replies rated that were below the specified threshold
- **Number of User Rating Replies** – the total number of replies that were rated during the reporting time period

You can filter the report data by Week, Discussion Board, Forum, and Locale (language) (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

Survey Report

The **Survey Report** shows end user answer survey information for a specified time range.



Answer	Metrics	Percent
Strongly Disagree		11.83%
Disagree		5.37%
Neutral		11.83%
Agree		17.74%
Strongly Agree		53.23%
Total		**100.00%**

The default view displays:

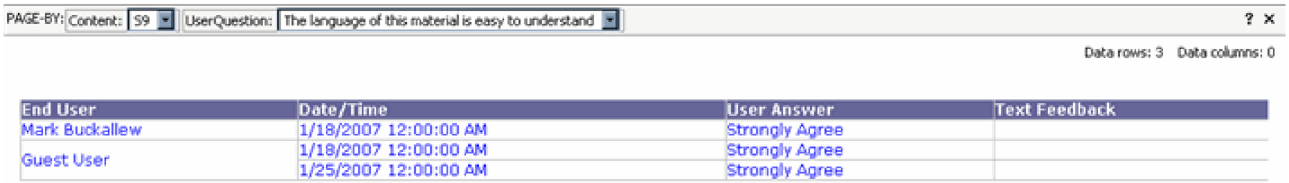
- **Percent** – the percentage represented by the answer

You can filter the report data by Repository, Question, View, Category, User Group, Channel, and Locale (language) (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill down see the detailed responses to questions for users that answered one or more questions as described in the *Specific User Response Details Report* on page 226.

Specific User Response Details Report

The Specific User Response Details Report shows the detailed responses to questions for users that answered one or more questions.



End User	Date/Time	User Answer	Text Feedback
Mark Buckallew	1/18/2007 12:00:00 AM	Strongly Agree	
Guest User	1/18/2007 12:00:00 AM	Strongly Agree	
	1/25/2007 12:00:00 AM	Strongly Agree	

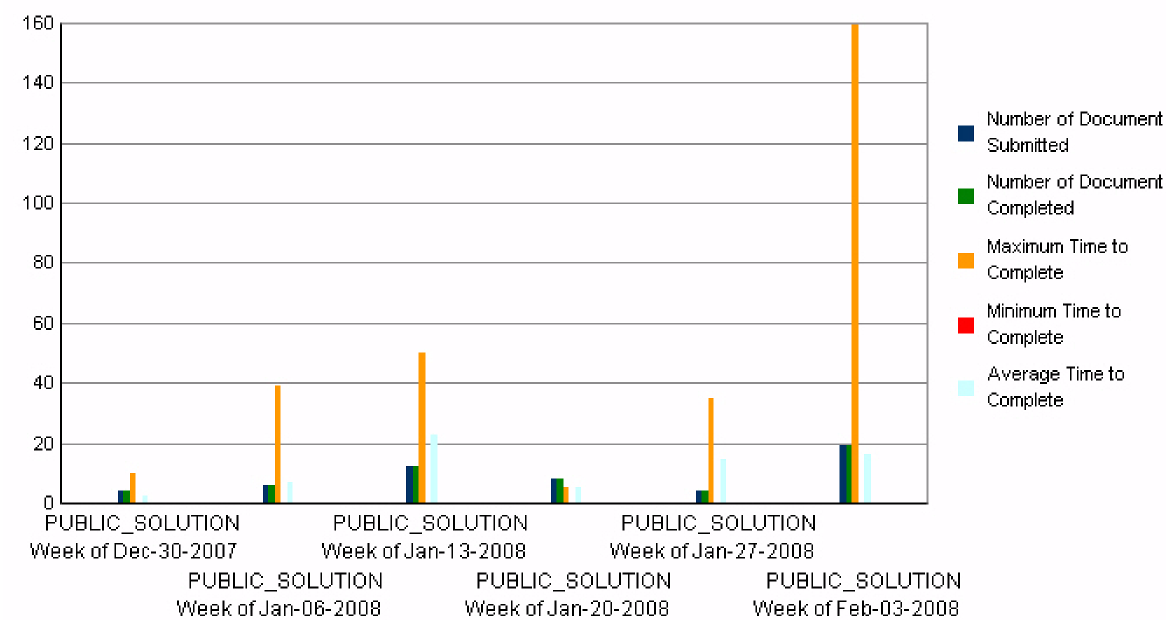
The following detail is included in the report:

- **End User –** the number of new topics posted for the reporting time period
- **Date/Time –** the date and time the question was answered
- **User Answer –** the user answer
- **Text Feedback –** the user text feedback

Workflow Productivity Report

The **Workflow Productivity Report** shows the amount of time a content record spends in a workflow step.

The results are sorted by time period (month by default). The standard report view displays:



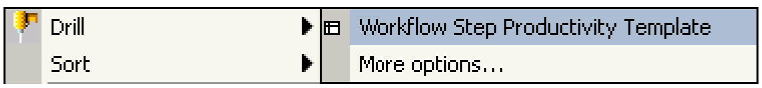
Workflow	Week	Metrics	Number of Document Submitted	Number of Document Completed	Maximum Time to Complete	Minimum Time to Complete	Average Time to Complete
PUBLIC_SOLUTION	Week of Dec-30-2007		4	4	10	0	2.50
	Week of Jan-06-2008		6	6	39	0	7.00
	Week of Jan-13-2008		12	12	50	0	22.83
	Week of Jan-20-2008		8	8	5	0	5.50
	Week of Jan-27-2008		4	4	35	0	14.75
	Week of Feb-03-2008		19	19	159	0	16.53

The Workflow Productivity Report displays information for each available workflow process within the selected time frame:

- **Workflow** – The name of the workflow.
- **Week** – The week for the workflow.
- **Number of Documents Submitted** – the number of documents submitted to a particular workflow process.

- **Number of Documents Completed –** the number of documents completed in a particular workflow process.
- **Maximum Time to Complete –** the maximum time, in days, for a document to complete the workflow process.
- **Minimum Time to Complete –** the minimum time, in days, for a document to complete the workflow process.
- **Average Time to Complete –** the average time, in days, for a document to complete the workflow process.

You can drill down on each listed Workflow to display the details for each item on the Workflow Step Productivity Details Report.



Workflow Step Productivity Details Report

By drilling down in the Workflow Productivity Report you will see the Workflow Step Productivity Details Report.

Step	Metrics	Number of Submitted	Number of Approved	Number of Rejected	Days in Approved	Days in Rejected
Publish		6	6	0	1	0
Review		5	4	0	10	0
Author		6	6	0	0	0

The Workflow Step Productivity Details Report displays each step of the selected workflow.

For each step associated with a workflow the Workflow Step Productivity Details Report will list:

- **Number of Submitted –** the number of articles submitted to a particular workflow step in the given time frame.
- **Number of Approved –** the number of articles that have been approved in a particular workflow step.
- **Number of Rejected –** the number of articles that have been rejected from a particular workflow step.
- **Average Days in Approved –** the average number of days to approve an article from the workflow step.
- **Average Days in Rejected –** the average number of days to reject an article from the workflow step.

Information Manager Analytics Attributes and Metrics

Information Manager Analytics reports are based on a set of defined categories or *attributes*, and associated indicators, or *metrics*.

- Attributes (sometimes referred to as dimensions) are the general categories of business entities that you base reports on, such as content channel or end-user rating. Attributes can include one or more levels of subcategories. The navigation path down succeeding levels within an attribute is called a *drill-down path*. See *Information Manager Analytics Reporting Attributes* on page 229 for information about the various attributes used in Information Manager Analytics.
- Metrics are the quantities that apply to data dimensions. Metrics can be simple sums, such as number of times accessed, or calculated values, such as average rating score. See *Information Manager Analytics Metrics* on page 235 for information about the various metrics used in Information Manager Analytics.

Information Manager Analytics Reporting Attributes

Information Manager Analytics uses various types of attributes in the standard content analysis reports, including:

- The category attribute, as described in *Category Attribute* on page 230
- Channel attributes, as described in *Channel Attributes* on page 230
- Content attributes, as described in *Content Attributes* on page 231
- Expiration attributes, as described in *Expiration Attributes* on page 232
- Locale attributes, as described in *Locale Attribute* on page 233
- Rating attributes, as described in *Rating Attributes* on page 233
- Repository attributes, as described in *Repository Attribute* on page 233
- Time attributes, as described in *Time Attributes* on page 234
- User attributes, as described in *User Attributes* on page 234

Access Type Attribute

The AccessType attribute represents the type of user access defined within the Information Manager application.

Attribute	Description
AccessType	This attribute stores the type of access used by the user.

CaseLink Attributes

The CaseLink attributes represent the case-related information for content defined within the Information Manager application.

Attribute	Description
CaseLinkForContent	This attribute stores the content link for the case.
CaseLink	This attribute stores the case link for the content.
Case Number	This attribute stores the case number.
Case Summary	This attribute stores a summary of the case.
Incident Value	This attribute stores the case score for the content.
Document Value	This attribute stores the document value for the case.
ReuseCount	This attribute stores the number of times that the content was used.

Category Attribute

The category attribute stores information about content categories defined within the Information Manager application.

Attribute	Description
Category (name)	This attribute stores the content categories defined in the Information Manager application. Possible values are any defined category names.

Channel Attributes

The channel attributes represent the content channels defined within the Information Manager application.

Attribute	Description
Channel	This attribute stores the content channel name. Possible values are any defined channel.
Channel as Page-by	The content channel for use as a report filter. Possible values are any channels defined within the application.

Content Attributes

The content attributes represent the content channels defined within the Information Manager application.

Attribute	Description
Access Count	This attribute stores the number of times a content record was accessed by end-users.
Accessed Content	This attribute stores the content records that were accessed by end-users.
Avg Days to Publish	This attribute stores the average number of days that elapsed between content record creation and publishing.
Content Age Since Last Modified	This attribute stores the number of days that have elapsed since the content record was modified.
Content Age Since Original Published	This attribute stores the number of days that have elapsed since the content record was originally published (made available to end users).
Content Status	This attribute stores the current workflow state of the content record. Valid values are any defined workflow process steps.
Date Last Accessed	This attribute represents the date that the published content record was last accessed by an end-user.
Date Last Modified	This attribute stores the date on which the content record was last modified.
Date Published	This attribute stores the date on which the content record was most recently published.
Date Submitted	This attribute stores the date on which the content record was saved to the current workflow step.
First Publish Date	This attribute stores the date on which the content record was first made available to the end-user application.
Latest Version	This attribute stores the major version number for the content record, which is assigned when the record is published.
Minor Version	This attribute stores the minor version number for the content record, which is assigned at each workflow step in the publishing process.
Published Content	This attribute stores the document IDs of the published content record.
Published Version	This attribute stores the value of the major version number for the currently published content record.
Total Days to Publish	This attribute stores the current value of the major version number for the content record.

Expiration Attributes

The expiration attributes store information about added and deleted content records.

Attribute	Description
Cat-Content Added Date	This attribute stores the date that the content record was added to a content category.
Cat-Content Deleted Date	This attribute stores the date that the content record was removed from a content category.
Content Added Date	This attribute stores the date that the content record was added to a repository.
Content Deleted Date	This attribute stores the date that the content record was removed from a repository.
Group-Content Added Date	This attribute stores the relationship of the Group-Content added date.
Group-Content Deleted Date	This attribute stores the relationship of the Group-Content deleted date.
View-Content Added Date	This attribute stores the relationship of the View-Content added date.
View-Content Deleted Date	This attribute stores the relationship of the View-Content deleted date

Forum Attributes

The forum attributes store data related to user forums.

Attribute	Description
Discussion Board	This attribute stores the value of discussion board.
Forum	This attribute stores the value of forum.
Forum Rating	This attribute stores the value of the rating record.
Message	This attribute stores the value of message.
MessageType	This attribute stores the value of message type.
RatedMessage	This attribute stores the value of rated message.
RatingInForum	This attribute stores the value of the rated forum.
RatingValue	This attribute stores the value of the rating value.
Topic	This attribute stores the value of topic.
TopicStatus	This attribute stores the value of topic status.
TopicType	This attribute stores the value of topic type.

Locale Attribute

The locale attribute stores the locales (languages) configured within the Information Manager application.

Attribute	Description
Locale	This attribute stores the name of the language. Possible values are any supported languages configured within the Information Manager application.

Rating Attributes

The rating attributes store information about the content rating records associated with Information Manager content. Content ratings are created by end-users through survey forms associated with channel content records.

Attribute	Description
Avg Rating	This attribute stores the calculated average rating score for the content record.
Content with Rating	This attribute stores the content that was rated by end-users.
End User	This attribute stores the ID of the user who submitted the rating.
Number of Ratings	This attribute stores the number of end-user ratings received for the content record.
Rating	This attribute stores the unique ID of the rating record.
Rating Value	This attribute stores the value of the rating record. Possible values are any defined rating values defined in the survey.
Text Feedback	This attribute stores the text of the user-submitted feedback, if available.

Repository Attribute

The repository attribute represents the content categories defined within the Information Manager application.

Attribute	Description
Repos (n)	This attribute stores the repositories defined in the Information Manager application. Possible values are any defined repository names.

Survey Attributes

The survey attributes store user survey data.

Attribute	Description
Answer	This attribute stores the value of a user answer.
Question	This attribute stores the value of a user question.
Survey	This attribute stores the value of a survey.

Time Attributes

The time attributes represent the time-based report attributes defined within the Information Manager application.

Attribute	Description
Day	This attribute stores the day value.
Month	This attribute stores the month value.
Quarter	This attribute stores the quarter value.
Week	This attribute stores the week value.
Week as Page-by	This attribute stores the week value.
Year	This attribute stores the year value.

User Attributes

The user attributes represent various relationships between management console users and content records.

Attribute	Description
Documents Accessed	
Documents Authored	
Documents Owned	
Documents Reused	
Documents Value	
Forum User	This attribute stores users who created forum.
Original Author	This attribute stores the ID of the user who created the content record.
Owner	This attribute stores the ID of the user who is assigned as the content owner for notification purposes.

Reputation Level	This attribute stores the user reputation level

User Group Attribute

Attribute	Description
UserGroup	

View Attribute

The view attribute represents the user response view defined within the Information Manager application.

Attribute	Description
View	This attribute stores the response view.

Information Manager Analytics Metrics

Information Manager Analytics contains various types of metrics that are used in the standard reports as described in *Information Manager Analytics Reports* on page 202.

Metric	Description
Above Threshold	This metric is the number of content records having a value, such as a content rating, greater than the specified threshold.
Access Count GT Threshold	This metric is the number of content records that have been accessed a greater number of times than the specified threshold.
Access Count LE Threshold	This metric is the number of content records that have been accessed less than or equal to the specified threshold.
Accessed Content	This metric is the number of content records whose average rating value is greater than the threshold.
Activity Count	This metric is the number of times a content record has been accessed by end-users.
Avg Rating	This metric is the calculated average rating score derived from end-user content ratings.
Below Threshold	This metric is the number of content records whose average rating value is lower than or equal to threshold.
Published Content	This metric is the number of content records that have been published.

Information Manager Operational Reports

Information Manager Operational Reports contains a set of standard reports that provide information about how content is being managed throughout the publishing lifecycle. The operational reports include:

- *Content Aging Report* on page 238, which provide information about the length of time that published content remains active in the application
- *Content Created Report* on page 245, which provide information about which users have created content, regardless of its state in the workflow cycle.
- *Content Due to Expire Report* on page 242, which provide information about content records that will expire within a specified time range
- *Content in Process Report* on page 248, which provide information about the length of time that content records remain in workflow processes prior to publication
- *Published Content Report* on page 251, which provide information about the number of content records published in each content channel within a specified time period

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NOTE: Information Manager Analytics provides a separate set of operational reports that enable you to restrict data by content category as described in Reporting on Information Manager Content Categories

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Information Manager Analytics provides operational reports in both grid and graph formats. Grid reports display information as text arranged in tables. Graph formats display information as either bar graph or pie chart displays.

Using the Operational Reports

You access the operational reports using the Information Manager Analytics application as described in Accessing the Operational Reports.

The operational reports display data within a defined time period, which you specify when you access the report. Some reports contain additional creation parameters as described in *Operational Report Creation Parameters* on page 37.

Once you have created a report, you can use additional report features to:

- Restrict the data in the display by Repository, Category, and Locale (language) as described in *Filtering Operational Report Displays* on page 76
- Drill to detailed information, even to the individual content record, as described in *Using the Operational Content Category Reports* on page 237

Using the Operational Content Category Reports

Information Manager Analytics provides a set of operational reports that enable you to report on Information Manager content usage by content category.

NOTE: See the *Information Manager Administration Guide* for more information about content categories.

One useful feature of Information Manager is that content records can be associated with multiple content categories. However, reporting on content records that belong to multiple categories can result in errors when filtering by content channel and content category. In such cases, setting the content category filter to TOTAL can result in multiple counting of content records that are assigned to multiple content categories.

The Analytics Reports contain a Page-By drop-down list that you can use to restrict the report data to a selected content category.

For example, you could generate Content Usage report showing the total number of content records that were accessed through the end-user application during the months of August and September, 2005.

The initial report displays the total number of accessed content records in the default category set for the report, for each week within the specified time period.

You view the total number of accessed content records for another content category by selecting the category from the PAGE-BY area.

Operations Dashboard

The operations dashboard is a collection of Information Manager Analytics operational reports grouped for display on a single page for convenient quick reference.

The dashboard contains the following operational reports:

- *Content Aging Report* on page 238
- *Content Due to Expire Report* on page 242
- *Content in Process Report* on page 248
- *Published Content Report* on page 251

The dashboard displays the reports in graphical format. You can customize the dashboard by changing the contents of the report collection, and by changing the parameters used to generate the report data.

Content Aging Report

The **Content Aging** report displays information about the length of time that published content remains active in the application.

You specify the following parameters to generate the Content Aging report:

Parameter	Description
Published Days Ranges	Specify four time ranges to categorize the published content. The Content Aging report displays each time range as a separate color in the graph report, or a separate row in the grid report. For example, specify 30, 60, 90, 150 to create separate report categories for content published: • less than 30 days • within 30 to 60 days • within 60 to 90 days • within 90 to 150 days
Start date	Select or enter the earliest date for which you want to include data
End date	Select or enter the latest date for which you want to include data

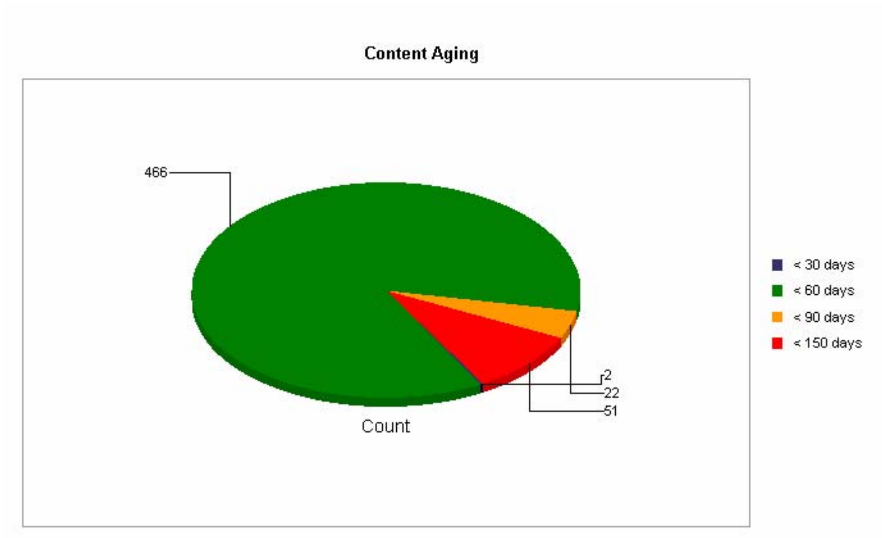
See *Operational Report Creation Parameters* on page 37 for more information.

For grid displays, the data is arranged in a table:

Class	Metrics	Count
< 30 days		2
< 60 days		466
< 90 days		22
< 150 days		51
Total		**541**

Class	Count
Each row corresponds to a specified range in the report definition	The number of content records that have been published for a number of days within the range

For graph displays, each specified range in the report definition is displayed as a separate colored area within the chart:



Specifying Content Aging Parameters

You specify the following parameters to generate the Content Aging report:

Parameter	Description
Expiration Ranges	Specify up to four time ranges to categorize the content records. The Content Aging report displays each time range as a separate color in the graph report, or a separate row in the grid report. For example, specify 30, 60, 90, 150 to define separate report categories for content aging: • published 30 days • published 60 days • published 90 days • published 150 days

Start date	Select or enter the earliest date for which you want to include data. The specified expiration range values will be added to this date to define the report; therefore, this date cannot occur in the past. For example, specify 01/01/2007,and use the expiration ranges 30, 60, 90, 150 to view content records that will expire: • on 01/30/2007 • from 01/31 to 3/31 • from 04/01 to 06/29 • from 06/30 to 11/26
End date	Select or enter the latest date for which you want to include data

See *Operational Report Creation Parameters* on page 37 for more information.

Content Aging Description

The **Content Aging** report displays:

- The number of published content items
- Within each specified time range
- For the specified time period

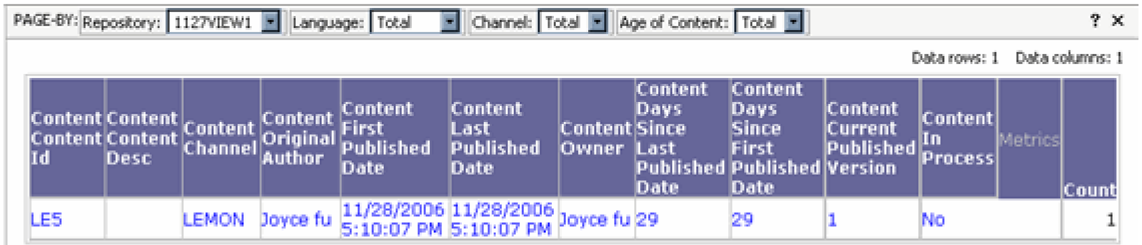
You can filter the report data by Repository, Channel, and Age of Content.

You can drill down within a selected range to display:

- Content age data grouped by content channel
- Content age data grouped by content owner
- Content age data grouped by original author
- Content age data grouped by category
- Content age data grouped by language
- Content aging detail, as described in *Content Aging Detail Report* on page 241

Content Aging Detail Report

The **Content Aging Detail** report displays the following information for each content record included in the report.



PAGE-BY: Repository: 1127VIEW1 Language: Total Channel: Total Age of Content: Total

Data rows: 1 Data columns: 1

Content Content Id	Content Content Desc	Content Channel	Content Original Author	Content First Published Date	Content Last Published Date	Content Owner	Content Days Since Last Published Date	Content Days Since First Published Date	Content Current Published Version	Content In Process	Metrics Count
LE5		LEMON	Joyce fu	11/28/2006 5:10:07 PM	11/28/2006 5:10:07 PM	Joyce fu	29	29	1	No	1

Attribute	Description
Content ID	The ID of the content record
Content Desc	The internal content description text
Content Channel	The channel that the record belongs to
Original Author	The ID of the creator of the content record
First Published Date	The date that the record was initially made available to the end-user application
Last Published Date	The date that the record was most recently made available to the end-user application
Owner	The ID of the user who is assigned as the owner of the record for notification purposes
Days Since Last Published Date	The number of days that have elapsed since the record was last made available to the end-user application
Days Since First Published Date	The number of days that have elapsed since the record was initially made available to the end-user application
Current Published Version	The revision number of the version of the record that is currently available to the end-user application
Content in Process	The number of content records that are currently within a workflow process
Count	The total number of content records

Content Due to Expire Report

The **Content Due to Expire** report displays information about content records that will expire within a specified time range.

Specifying Content Due to Expire Parameters

You specify the following parameters to generate the Content Due to Expire report:

Parameter	Description
Expiration Ranges	Specify up to four time ranges to categorize the content due to expire. The Content Due to Expire report displays each time range as a separate color in the graph report, or a separate row in the grid report. For example, specify 1, 3, 7, 14 to create separate report categories for content that is due to expire: • within 1 day • within 2 to 3 days • within 4 to 7 days • within 8 to 14 days
Start date	Select or enter the earliest date for which you want to include data. The specified expiration range values will be added to this date to define the report; therefore, this date cannot occur in the past. For example, specify 01/01/2007,and use the expiration ranges 1, 3, 7, and 14 to view content records that will expire: • on 01/01/2007 • between 01/02 to 01/04 • between 01/05 to 01/11 • between 01/12 to 01/25
End date	Select or enter the latest date for which you want to include data

See *Operational Report Creation Parameters* on page 37 for more information.

Example Content Due to Expire Grid

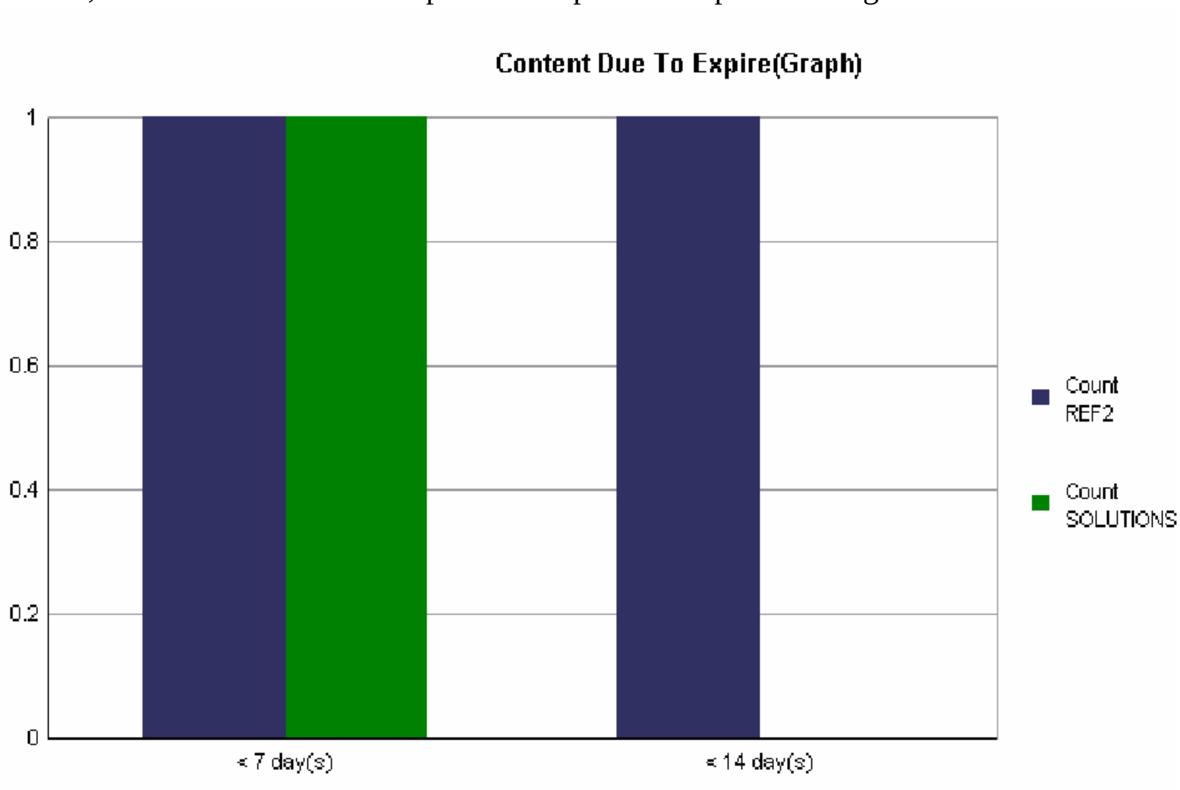
For grid displays, the data is arranged in a table:

Class	Metrics / Channel	Count: SOLUTIONS	Count: Total
< 14 days		1	1
Total		1	1

Class	**Content <Channel_Name>**
Each row corresponds to a specified range in the report definition	The number of content records in each defined channel. Each column represents a defined channel.

Example Content Due to Expire Graph

For graph displays, each content channel is displayed as a separate colored bar within the chart; each collection of bars represents a specified expiration range:



The **Content Due to Expire** report displays:

- The number of content records that will expire
- Within each defined channel
- Within each specified time range
- For the specified time period

You can filter the report data by Repository, Channel, and Days Due to Expire.

You can drill down within a selected range to display:

- Content expiration data grouped by content channel
- Content expiration data grouped by content owner
- Content expiration data grouped by original author
- Content expiration data grouped by category
- Content expiration data grouped by language
- Content expiration detail, as described in *Content Due to Expire Detail Report* on page 244

Content Due to Expire Detail Report

The **Content Due to Expire Detail** report displays the following information for each content record included in the report.

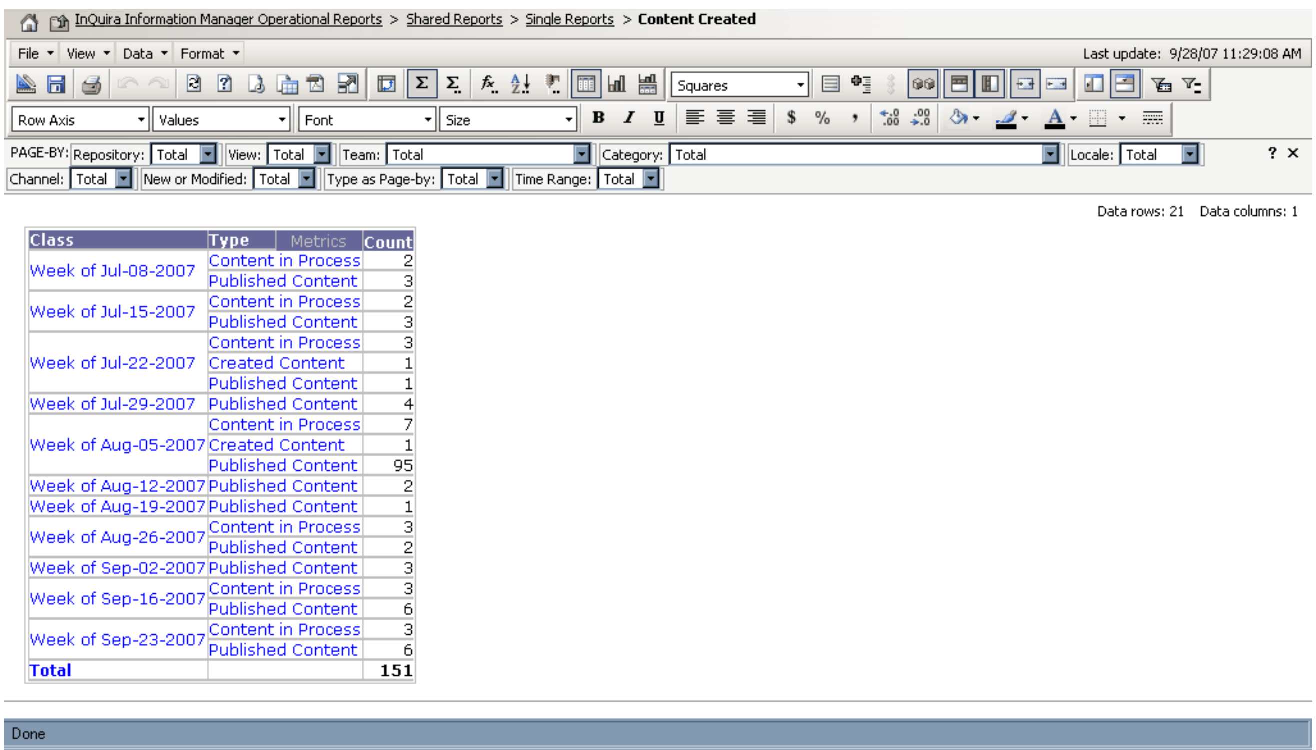
Attribute	Description
Content ID	The ID of the content record
Content Desc	The internal content description text
Channel	The channel that the record belongs to
Original Author	The ID of the creator of the content record
First Published Date	The date that the record was initially made available to the end-user application
Last Published Date	The date that the record was most recently made available to the end-user application
Owner	The ID of the user who is assigned as the owner of the record for notification purposes
Days Since Last Published	The number of days that have elapsed since the record was last made available to the end-user application
Days Since First Published	The number of days that have elapsed since the record was first made available to the end-user application

Days Since Last Accessed	The number of days that have elapsed since the record was accessed by the end-user application
Content in Process	The number of content records that are currently within a workflow process
Content <Channel>	The channel associated with the content

Content Created Report

The **Content Created Report** displays information on newly created content regardless of its state in the workflow cycle.

After selecting the parameters, and selecting run the Content Created Report displays.

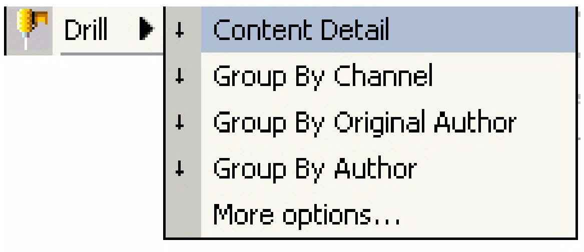


Class	Type	Count
Week of Jul-08-2007	Content in Process	2
	Published Content	3
Week of Jul-15-2007	Content in Process	2
	Published Content	3
Week of Jul-22-2007	Content in Process	3
	Created Content	1
	Published Content	1
Week of Jul-29-2007	Published Content	4
Week of Aug-05-2007	Content in Process	7
	Created Content	1
	Published Content	95
Week of Aug-12-2007	Published Content	2
Week of Aug-19-2007	Published Content	1
Week of Aug-26-2007	Content in Process	3
	Published Content	2
Week of Sep-02-2007	Published Content	3
Week of Sep-16-2007	Content in Process	3
	Published Content	6
Week of Sep-23-2007	Content in Process	3
	Published Content	6
Total		151

The Content Created Report displays the number of documents in a workflow process and the amount of documents published for a particular time frame (week by default).

The Content Created Report allows you to drill down and see the following detailed reports for the selected time frame:

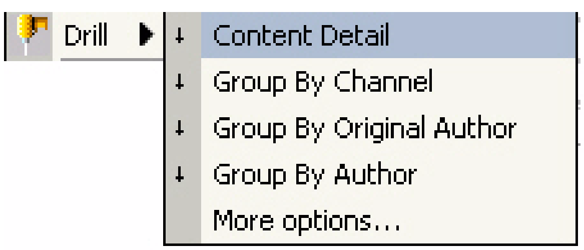
- Content Detail
- Group By Channel
- Group by Original Author
- Group by Author



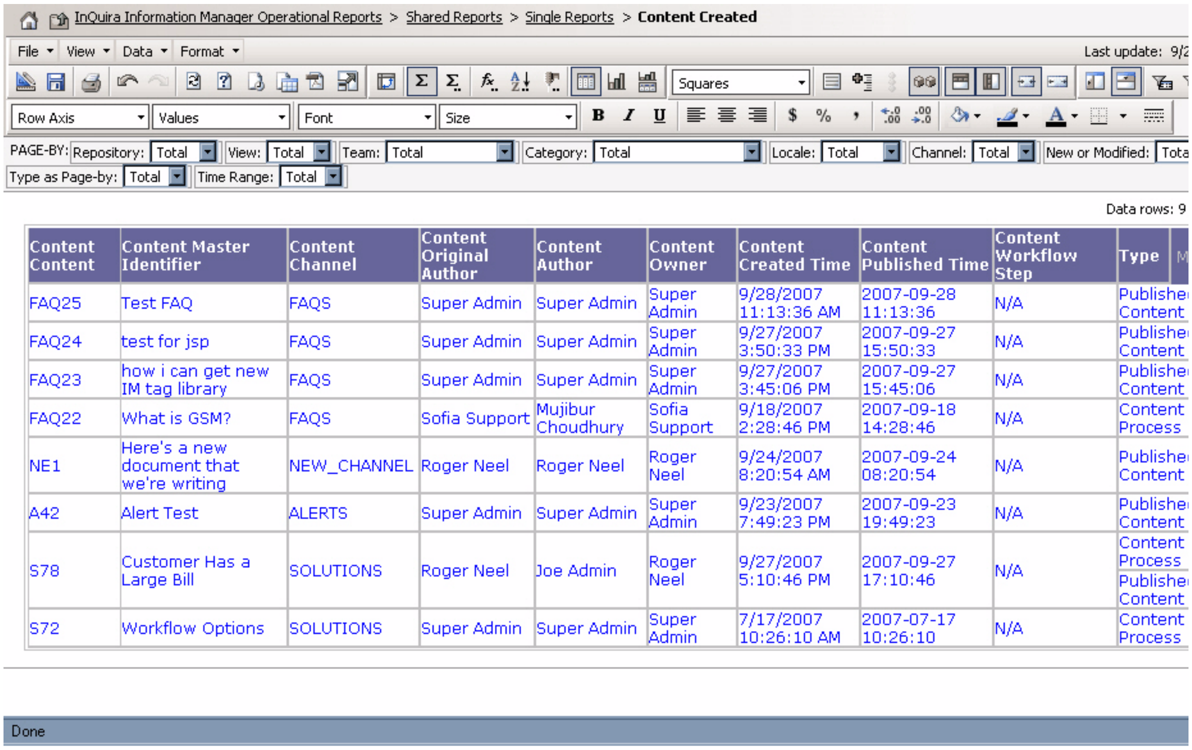
Content Created Detail Report

The Content Created Report allows you to drill down and see the following detailed reports for the selected time frame:

- Content Detail
- Group By Channel
- Group by Original Author
- Group by Author



The Content Created Detail Report displays all the available drill down options:



Content Content	Content Master Identifier	Content Channel	Content Original Author	Content Author	Content Owner	Content Created Time	Content Published Time	Content Workflow Step	Type
FAQ25	Test FAQ	FAQS	Super Admin	Super Admin	Super Admin	9/28/2007 11:13:36 AM	2007-09-28 11:13:36	N/A	Publishe Content
FAQ24	test for jsp	FAQS	Super Admin	Super Admin	Super Admin	9/27/2007 3:50:33 PM	2007-09-27 15:50:33	N/A	Publishe Content
FAQ23	how i can get new IM tag library	FAQS	Super Admin	Super Admin	Super Admin	9/27/2007 3:45:06 PM	2007-09-27 15:45:06	N/A	Publishe Content
FAQ22	What is GSM?	FAQS	Sofia Support	Mujibur Choudhury	Sofia Support	9/18/2007 2:28:46 PM	2007-09-18 14:28:46	N/A	Content Process
NE1	Here's a new document that we're writing	NEW_CHANNEL	Roger Neel	Roger Neel	Roger Neel	9/24/2007 8:20:54 AM	2007-09-24 08:20:54	N/A	Publishe Content
A42	Alert Test	ALERTS	Super Admin	Super Admin	Super Admin	9/23/2007 7:49:23 PM	2007-09-23 19:49:23	N/A	Publishe Content
S78	Customer Has a Large Bill	SOLUTIONS	Roger Neel	Joe Admin	Roger Neel	9/27/2007 5:10:46 PM	2007-09-27 17:10:46	N/A	Content Process Publishe Content
S72	Workflow Options	SOLUTIONS	Super Admin	Super Admin	Super Admin	7/17/2007 10:26:10 AM	2007-07-17 10:26:10	N/A	Content Process

Content in Process Report

The **Content in Process** report displays information about the length of time that content records remain in workflows prior to publication. This report only provides in process information for content channels that have defined workflow processes.

Specifying Content in Process Parameters

You specify the following parameters to generate the **Content in Process** report:

Parameter	Description
In Process Days Ranges	Specify up to four time ranges to categorize the content records in process. The Content in Process report displays each time range as a separate color in the graph report, or a separate row in the grid report. For example, specify 1, 3, 7, 14 to create separate report categories for content that has remained in a workflow: • within 1 day • within 2 to 3 days • within 4 to 7 days • within 8 to 14 days
Start date	Select or enter the earliest date for which you want to include data
End date	Select or enter the latest date for which you want to include data

See *Operational Report Creation Parameters* on page 37 for more information.

Example Content in Process Grid

For grid displays, the data is arranged in a table:

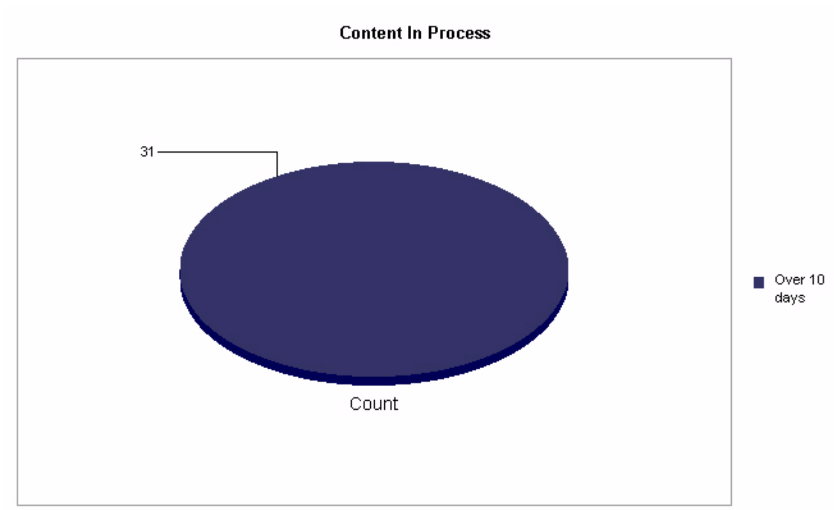
Class	Metrics	Count
Over 10 day(s)		1
Total		1

The **Content in Process** report displays:

- **Class –** a specified range in the report definition
- **Count –** the number of content records

Example Content in Process Graph

For graph displays, each content channel is displayed as a separate colored section within the graph; each collection of bars represents a specified range during which content has been in progress.



The **Content in Process** report displays:

- The number of content records that have remained in a workflow
- Within each specified time range
- For the specified time period

You can filter the report data by Repository, Channel, and Days in Process.

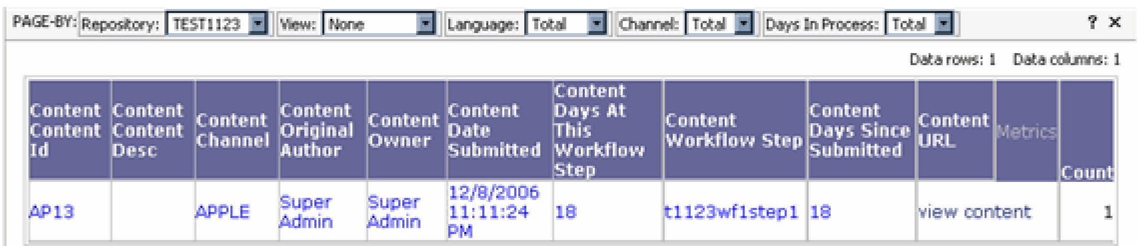
You can drill down within a selected range to display:

- Content in process data grouped by content channel
- Content in process data grouped by content owner

- Content in process data grouped by original author
- Content in process data grouped by category
- Content in process data grouped by language
- Content in process detail as described in the *Content in Process Detail Report* on page 250

Content in Process Detail Report

The **Content in Process Detail** report displays the following information for each content record included in the report.


PAGE-BY: Repository: TEST1123 View: None Language: Total Channel: Total Days In Process: Total

Data rows: 1 Data columns: 1

Content Content Id	Content Content Desc	Content Channel	Content Original Author	Content Owner	Content Date Submitted	Content Days At This Workflow Step	Content Workflow Step	Content Days Since Submitted	Content URL	Metrics Count
AP13		APPLE	Super Admin	Super Admin	12/8/2006 11:11:24 PM	18	t1123wf1step1	18	view content	1

Attribute	Description
Content ID	The ID of the content record
Content Desc	The text of the internal content description
Channel	The channel that the record belongs to
Original Author	The ID of the creator of the content record
Owner	The ID of the user who is assigned as the owner of the content record for notification purposes
Date Submitted	The date that the content was last saved. The date the document enters the workflow (that is the date that x.1 version is created) is the date submitted. The document can be edited and saved throughout the workflow creating x.2, x.3, etc. but the date submitted is the date for x.1.
Days at this Workflow Step	The number of days that have elapsed since the record entered the current step in the workflow process
Workflow Step	The current step in the workflow process for the content record
Days Since Submitted	The number of days since the content was first submitted (Current Date - Date Submitted).
Content URL	The URL to the content
Count	The total number of content records

Published Content Report

The **Published Content** report displays information about the number of content records published in each content channel within a specified time period. You can specify a report generation parameter to present the published content data on a daily, weekly, or monthly basis.

Specifying Published Content Parameters

You specify the following parameters to generate the Published Content report:

<table>
<tr><th>Parameter</th><th colspan="2">Description</th></tr>
<tr><td>Start date</td><td colspan="2">Select or enter the earliest date for which you want to include data</td></tr>
<tr><td>End date</td><td colspan="2">Select or enter the latest date for which you want to include data</td></tr>
<tr><td rowspan="4">Publish Range</td><td colspan="2">Select one of the following ranges to report on the published content records:</td></tr>
<tr><td>Weekly</td><td>Reports published content on a weekly basis. Each row in the grid or group of bars in the graph represents a week.</td></tr>
<tr><td>Daily</td><td>Reports published content on a daily basis. Each row in the grid or group of bars in the graph represents a day.</td></tr>
<tr><td>Monthly</td><td>Reports published content on a monthly basis. Each row in the grid or group of bars in the graph represents a month.</td></tr>
</table>

See *Operational Report Creation Parameters* on page 37 for more information.

Example Published Content Grid

For grid displays, the data is arranged in a table:

PAGE-BY: Repository: Total View: Total Category: Total Language: Total Channel: Total Content New or Modified: Total

Time Range: Total

Data rows: 16 Data columns: 1 - 10 of 13

Class	Metrics / Channel	Count								
	FAQ	IFAQ	SOLUTIONS	ALERTS	ALERTS	F_DOWNLOADS	NEWS	F_DOWNLOADS	NEWS	WORKSHEET
Week of Nov-26-2006					1			2		
Week of Dec-03-2006			1	1						
Week of Dec-17-2006					1				1	
Week of Dec-24-2006			1							
Week of Dec-31-2006			1	1	1	1	1		1	4
Week of Jan-14-2007			2		1					
Week of Jan-21-2007			2							
Week of Jan-28-2007			2		2				1	
Week of Feb-04-2007	1	3			1				1	
Week of Feb-11-2007			1		1				1	
Week of Feb-18-2007					1				1	
Week of Feb-25-2007			3							
Week of Mar-04-2007			1		1				1	
Week of Mar-11-2007			1		1					
Week of Mar-18-2007			1							
Total	1	3	16	2	11	1	1	2	7	4

The **Published Content** report displays:

- The number of content records that were published
- In each content channel
- Grouped by the specified interval
- For the specified time period

You can filter the report data by Repository, View, Category, User Group, Channel, Locale (language), and Week (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

You can drill down within a selected range to display:

- Published content details, as described in *Published Content Detail Report* on page 254
- Published content data grouped by content channel
- Published content data grouped by content owner
- Published content data grouped by original author
- Published content data grouped by category
- Published content data grouped by language

Example Published Content Graph

For graph displays, each content channel is displayed as a separate colored bar within the chart; each collection of bars represents the specified range:

The **Published Content** report displays:

- The number of content records that were published
- In each content channel
- Grouped by the specified interval
- For the specified time period

You can filter the report data by Repository, Channel, New or Modified Content, and Time Range.

You can drill down within a selected range to display:

- Published content data grouped by content channel
- Published content data grouped by content owner
- Published content data grouped by original author
- Published content data grouped by category
- Published content data grouped by language
- Published content details, as described in *Published Content Detail Report* on page 254

Published Content Detail Report

The **Published Content Detail** report displays the following information for each content record included in the report.

Attribute	Description
Content ID	The ID of the content record
Content Description	The internal content description text
Content Channel	The channel that the content record belongs to
Original Author	The ID of the creator of the content record
Owner	The ID of the user who is assigned as the owner of the content record for notification purposes
Submitted Date	The date that the content was last saved
Published Date	The date that the content record was most recently made available to the end-user application
Published Version	The revision number of the version of the content record that is currently available to the end-user application
Days to Publish	The number of days elapsed between content creation and publishing
Count <Channel_Name>	The total number of content records for the channel

User Reputation Report

The **User Reputation Report** shows content authors, the documents they own, and the reputation levels they have achieved.

PAGE-BY: none

1 2 of 2 page(s) — Data rows: 51 - 59 of 59 Data columns: 6

User	Reputation Points	Metrics	Reputation Level	Documents Owned	Documents Authored	Document Reuse	Document Value	Document Access
Jane SME	10		0	1	1	0	0	1
joe author	10		0	1	1	0	0	2
Linda Buckingham	40		1	4	4	0	0	35
Roger Neel	46		1	2	2	0	0	110
Joe Admin	76		1	3	3	0	0	191
Mary Smith	20		0	2	2	0	0	255
Mark Buckallew	152		1	11	11	0	0	649
Super Admin	379		0	27	28	6	6	913
Russ Glover	142		1	14	14	0	0	1,471

1 2 of 2 page(s)

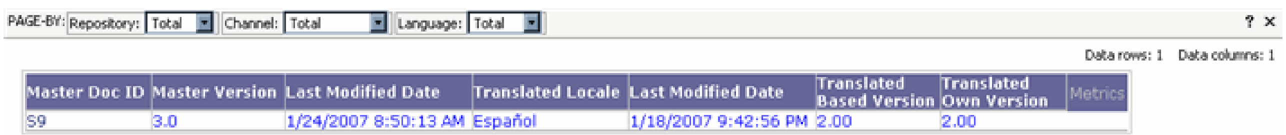
The results are sorted by **User**. The default view displays:

- **Reputation Points –** the total reputation points accumulated by the author
- **Documents Owned –** the number of documents with the current user marked as the document owner
- **Documents Authored –** the original author of the document

- **Document Reuse –** the number of times a case link has been made to this content
- **Document Value –** the incident value of the content
- **Document Access –** the content metrics data for the content record.
- **Reputation Level –** the user's reputation level.

Translation Sync Report

The Translation Sync Report reports on content that is out of sync with it's originating or master content. For example, if the English version of a document is updated, the translated documents based on that document will be out of sync unless they are similarly updated.



Master Doc ID	Master Version	Last Modified Date	Translated Locale	Last Modified Date	Translated Based Version	Translated Own Version	Metrics
S9	3.0	1/24/2007 8:50:13 AM	Español	1/18/2007 9:42:56 PM	2.00	2.00	

The results are sorted by ... The default view displays:

- **Master Doc ID –** name of content
- **Master Version –** the master content version
- **Last Modified Date –** the master content's last modified date
- **Translated Locale –** the locale of the translated content
- **Last Modified Date –** the translated content's last modified date
- **Translated Based Version –** the translated content's base version
- **Translated Own Version –** the translated content's own version

You can filter the report data by Repository, Channel, and Locale (language) (see *Filtering Information Manager Analytics Report Displays* on page 75 for more information).

Information Manager Operational Report Attributes

Information Manager Analytics reports are based on a set of defined categories or *attributes*. Attributes (sometimes referred to as dimensions) are the general categories of business entities that you base reports on. Attributes can include one or more levels of subcategories. The navigation path down succeeding levels within an attribute is called a *drill-down path*.

Operational Report Attributes

The channel attributes represent the content channels defined within the Information Manager application.

Attribute	Description
Category **Group by Category**	This attribute stores the content categories defined in the Information Manager application. Possible values are any defined category names.
Channel **Group by Channel**	This attribute stores the content channel name. Possible values are any defined channel.
Content Type	This attribute stores the content type.
Locale (Language) **Group by Language**	This attribute stores the name of the language. Possible values are any supported languages configured within the Information Manager application.
Original Author **Group by Author**	This attribute stores the ID of the user who created the content record.
Owner **Group by Owner**	This attribute stores the ID of the user who is assigned as the content owner for notification purposes.
Repository	This attribute stores the repositories defined in the Information Manager application. Possible values are any defined repository names.
Week	This attribute stores the date by week.

Chapter 7 Creating Custom Reports

You can create custom reports using the features of the InQuira Analytics user interface to:

- Modify an existing report by adding, modifying, or deleting the attributes within the report definition, as described in *Modifying an Existing Report* on page 257
- Define a new report by creating a new report definition, as described in *Creating a New Report* on page 262

Refer also to the supporting MicroStrategy product documentation for detailed information on creating custom reports.

Modifying an Existing Report

You can modify an existing report by modifying the values of its current attributes and by adding attributes to the report definition.

You add attributes to a report definition by:

- Navigating to the existing report
- Changing the report view to Design mode
- Adding selected attributes from the Object Browser

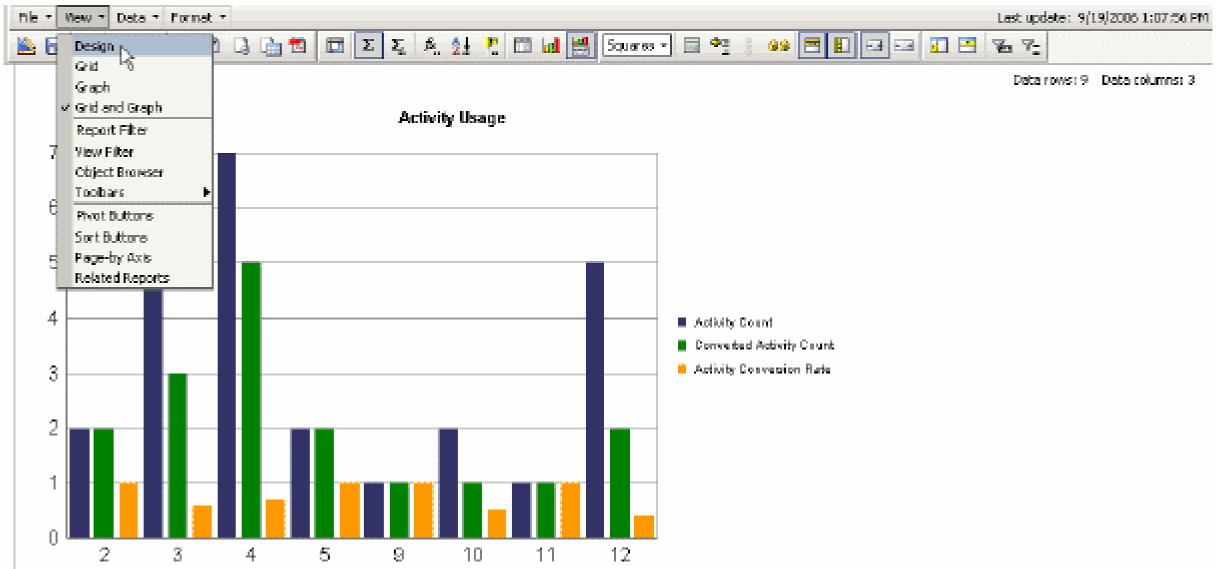
You can save modified reports to overwrite existing reports, or rename the modified report to save it as a new report.

You can make modified reports available to users as shared reports, or save them in individual user folders.

Changing the Report View to Design Mode

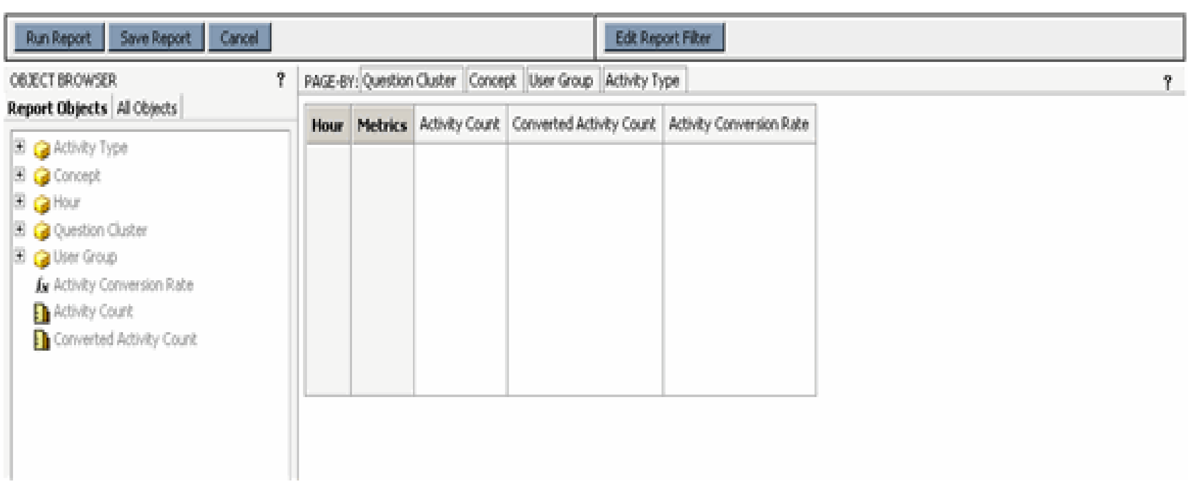
To change a report view to Design Mode:

- Select **Design mode** from the **View** menu:



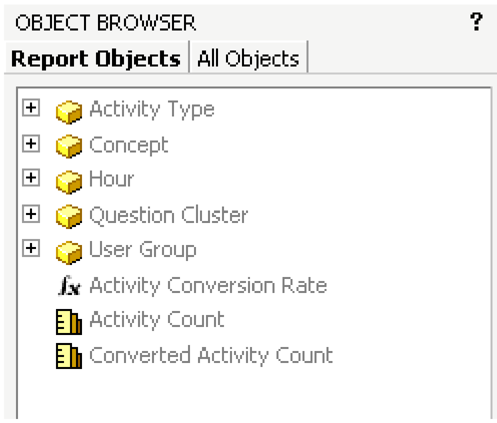
or from the Function icons:

The report displays in design mode, displaying the objects and attributes defined for the current report:



Displaying Report Attributes

The **Report Objects** list in the **Object Browser** section displays the objects that are currently defined for the report.



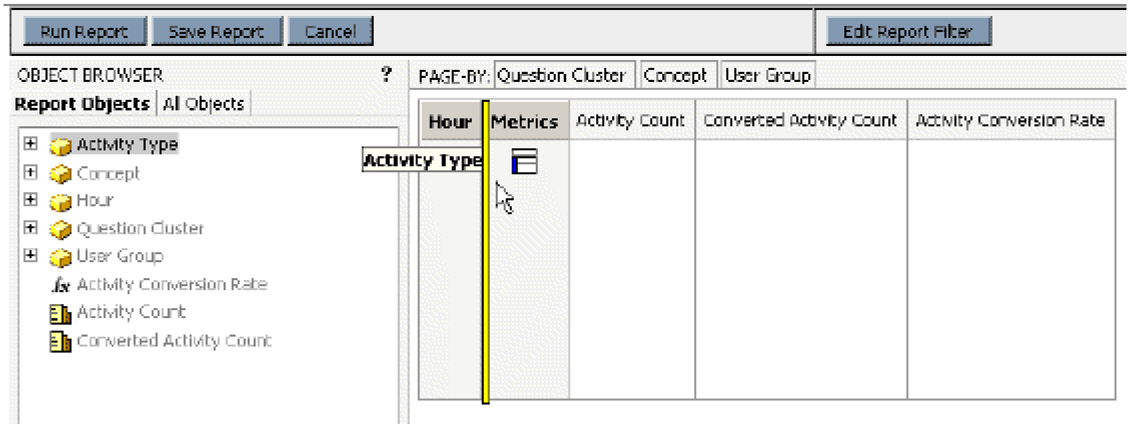
NOTE: The **Object Browser** displays the objects that are currently used in the report definition. You can display all the available objects defined in the project by selecting **All Objects**. See *Displaying Project Objects* on page 264 for more information on adding project objects to a report definition.

Adding a Currently Defined Object to the Default View

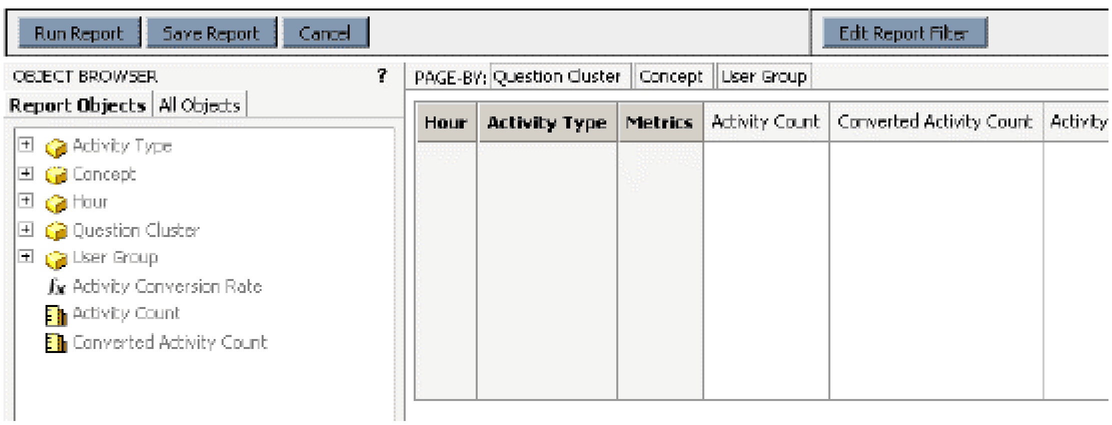
You can add currently defined attributes to the report to display multiple dimensions within the same view. Attributes that are already defined for the report appear in the Object Browser in the **Report Objects** tab.

To add the **Activity Type** dimension to the initial report view:

- Select the **Activity Type** dimension from the **Report Objects** list and drag it to the report template



The report now shows the new report view with the **Activity Type** dimension:



You can save your changes by saving the existing report, or by saving the modified report as a new report, as described in *Saving New and Modified Reports* on page 268.

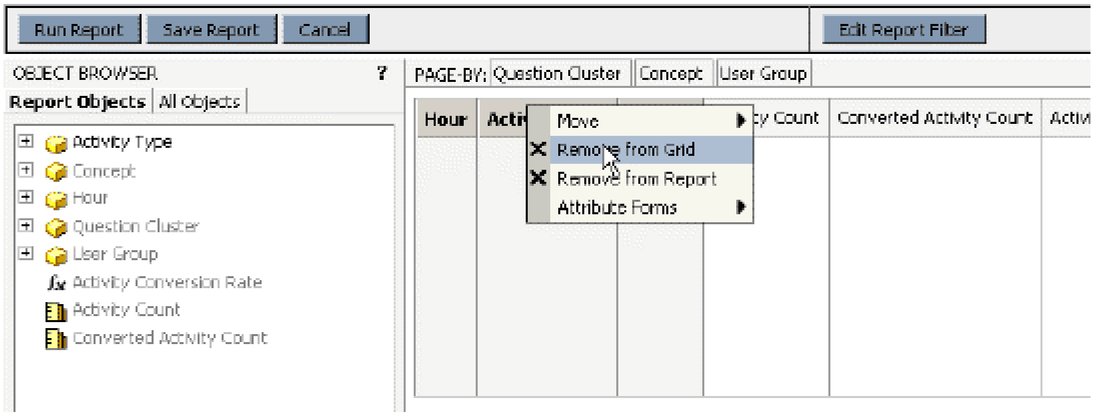
Deleting Objects from a Report Display

You can delete an object from a report view from within Design Mode by selecting the desired object and using the delete function.

To delete an object from the report display:

- Select the object by right-clicking the column heading in Design Mode

The drop-down menu displays.



- Select the **Remove from Grid** option

The selected object is deleted from the report display; however, it is still included in the report definition and the **Report Objects** list.

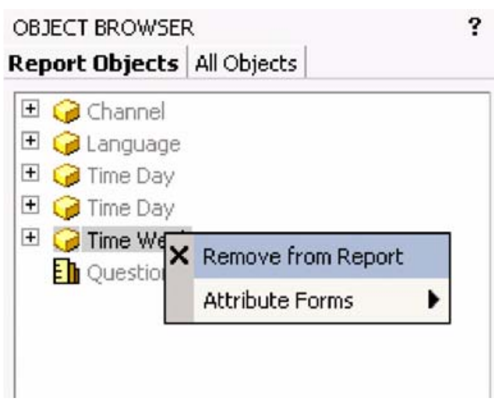
Deleting Objects from a Report Definition

You can delete an object from a report definition within Design Mode by selecting the desired object and using the Remove from Report option.

To delete a report object:

- Select the object by right-clicking it in the Report Objects list

  The drop-down menu displays.



- Select the **Remove from Report** option

The selected object is deleted from the report definition.

Creating a New Report

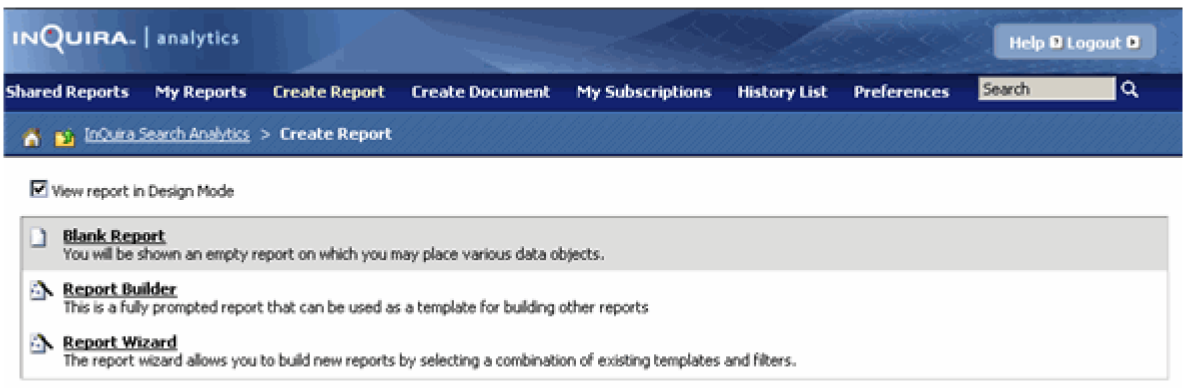
You can create a new report from any objects defined in the project. For example, you could create a new report to show questions, the corresponding number of responses, and the number of responses that matched an intent.

You can make new reports available to users as shared reports, or save them in individual user folders.

To create a new report:

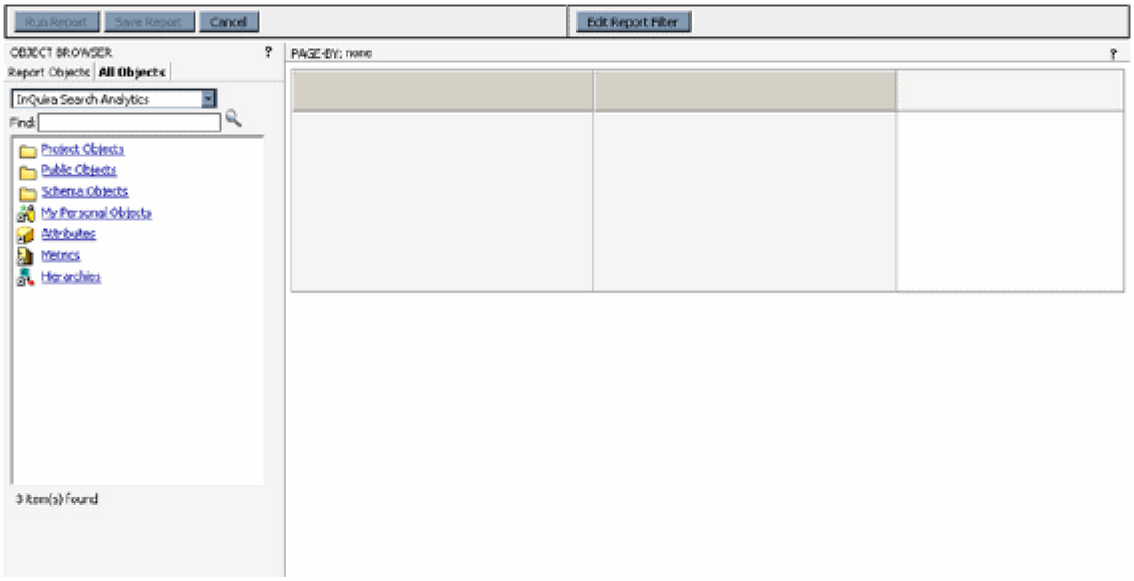
- Select **Create Report** from the menu bar

The Create Report options page displays.



- Select the **Blank Report** option

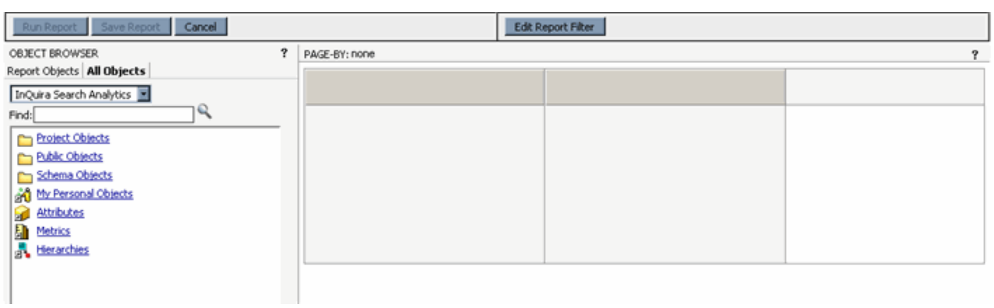
The Design Mode page displays a blank report template.



Creating a New Report in Design Mode

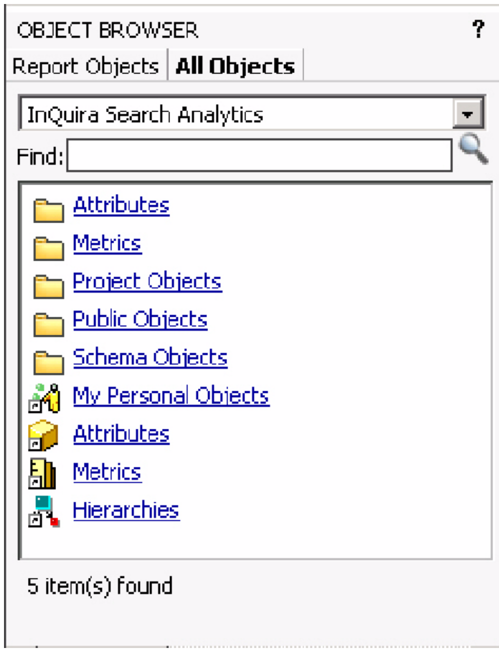
The **Design Mode** report template displays:

- The **Object Browser**, which lists **All Objects** (the **Attributes** and **Metrics** defined for the project)
- The report view columns, which are empty until you add attributes from the **All Objects** list

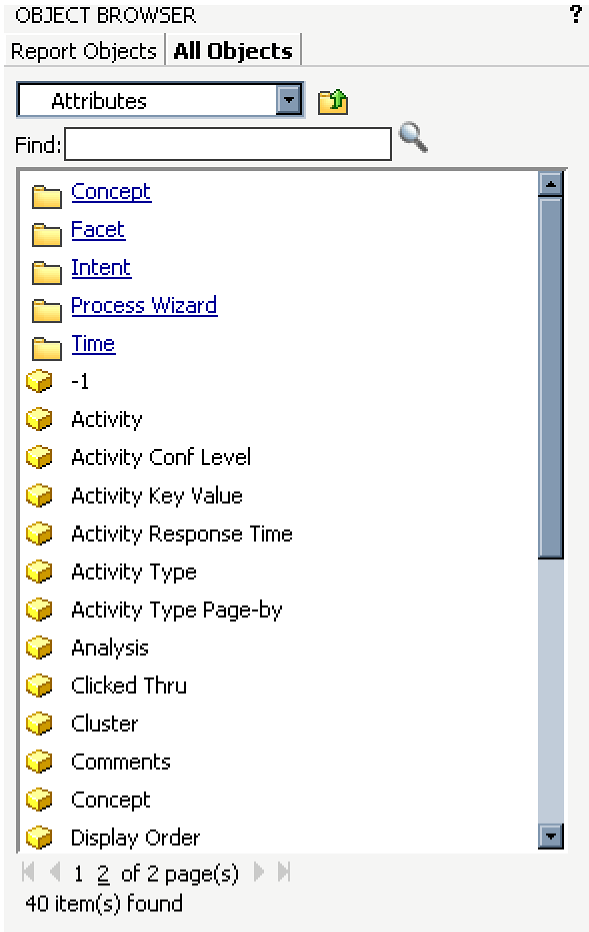


Displaying Project Objects

The **Object Browser** displays the objects that are currently used in the report definition. You can display all the available objects defined in the project by selecting **All Objects**.



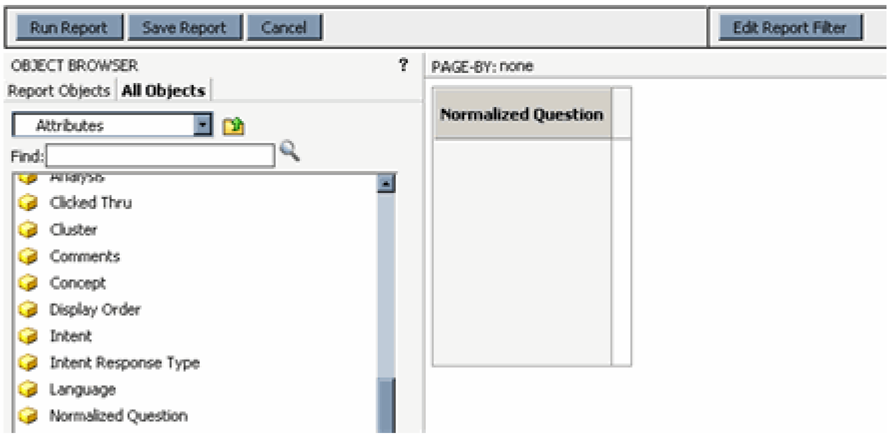
The Attributes and Metrics folders contain all of the attributes and metrics defined for the project. For example, you can select the **Attributes** folder to display all of the Attributes defined for the project.



Adding Attributes and Metrics to a Report

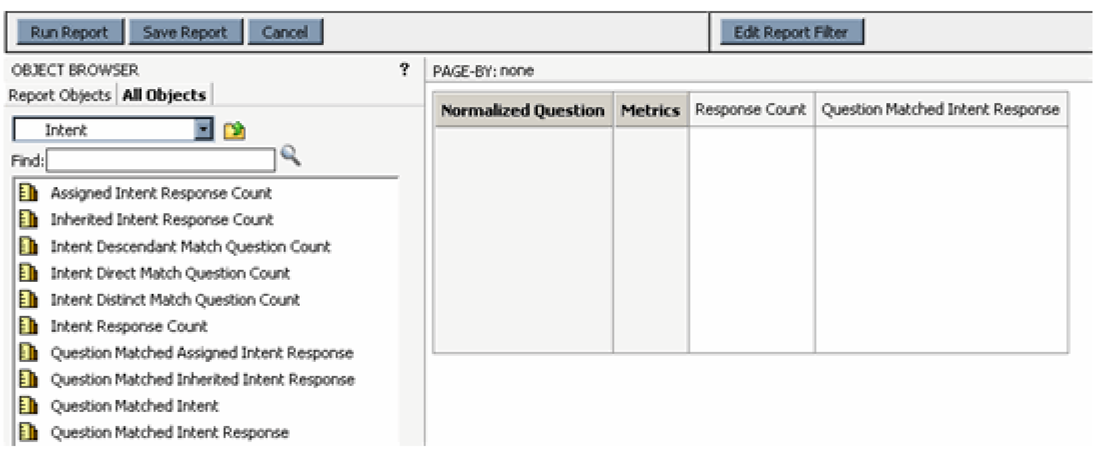
To add attributes and metrics to a new report:

- Select the desired attribute from the attributes list, for example, **Normalized Question**, and drag it to the report template



The **Normalized Question** attribute is added to the report template.

- Navigate to the **All Objects** list and select the **Metrics** folder to display the metrics defined for the current project
- Select the desired metrics, for example, **Response Count** and **Question Matched Intent Response**, and drag them to the report template



The **Response Count** and **Question Matched Intent Response** metrics are added to the report template.

For a list of all system attribute and metric objects and what they reference, refer to the section on *InQuira Intelligent Search Analytics Attributes and Metrics* on page 163.

Executing New and Modified Reports

You can execute a new or modified report from the **Design Mode** page to determine whether you want to save it in your reports collection.

To run a new or modified report:

- select the **Run Report** option above the **Object Browser**

The report builder creates and displays the new report.

PAGE-BY: none

Normalized Question	Metrics	Response Count	Question Matched Intent Response
hello		1	
fly software		28	2
powerpoint		4	
aim		1	
windows_me			
sky computer		16	1
cloud appleby		3	1
yahoo		2	
Test		44	
some issue		14	
Team		66	
robinson		2	
mark		10	
joyce		4	
kelvin		2	
Fly		2	2
Sky		4	2
Bird		8	2
Pic		8	2
Novel		24	2
Book		2	2
I want to buy something		8	
I have no question		6	
Wwweeerererererwe			
How can I get password?		4	
Wefadfijakdsjfkasdjfkadsf			
How old are you		4	
inquira		2	
what can I get my account?		2	
plane is good		8	
boat is bad		4	
Asdfaewfsdf			
aetadaea dfief			
popeal[[df			

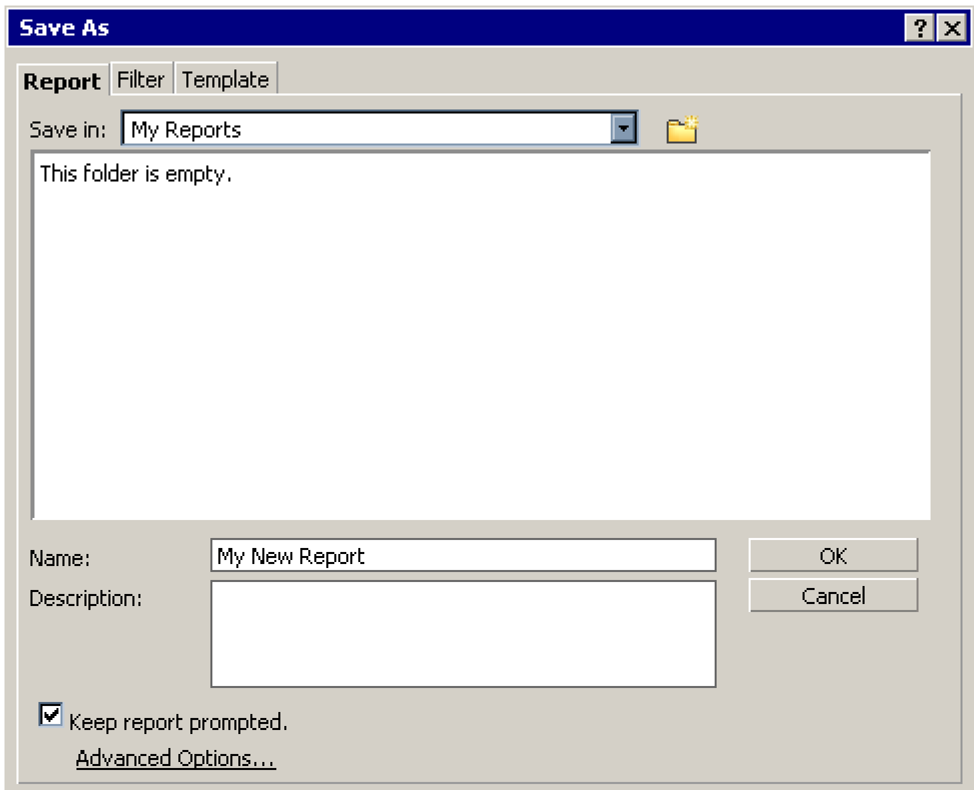
You can save the report, as described in *Saving New and Modified Reports* on page 268.

Saving New and Modified Reports

You can save new reports using the Save Report options on the Design Mode page.

- Select the **Save Report** option above the Object Browser

The **Save Report** page displays:



The **Save Report** page provides options to specify:

Parameter	Description
Save in:	Specifies the folder in which to save the report. Select **Shared Reports**, **My Reports**, or create a new folder. The contents of the currently selected folder are displayed in the **Contents of this folder** field.
Name:	Specifies a name for the report.
Description:	Specifies a description for the report.

Chapter 8 The Log Data Archive

The log extraction task stores compressed versions of the logs in an archive directory in the InQuira Analytics instance. You can use the archive directory to create archive copies of the logs if desired.

The location of the archive directory is specified on the Analytics page of the Advanced Configuration Facility. The default archive directory is `data/archive`.

Configuring Data Archive

Data Archive is used to prune historical data from the current ODS schema to the Archive ODS schema.

Before starting the archive process, make sure that you have a datasource set up for the archive database. The archive schema must be located in a different database schema from the ODS schema. Currently, the archive schema must reside on the same SID (Oracle) or the same database instance (SQL Server) as the ODS schema, and the two schemas must be associated with the same database vendor. For example, they must both be either Oracle or MSSQL schemas. This is necessary because each vendor has different variations of SQL. Both data sources are configured within the Analytics page of the Advanced Configuration Facility.

Creating the Data Archive

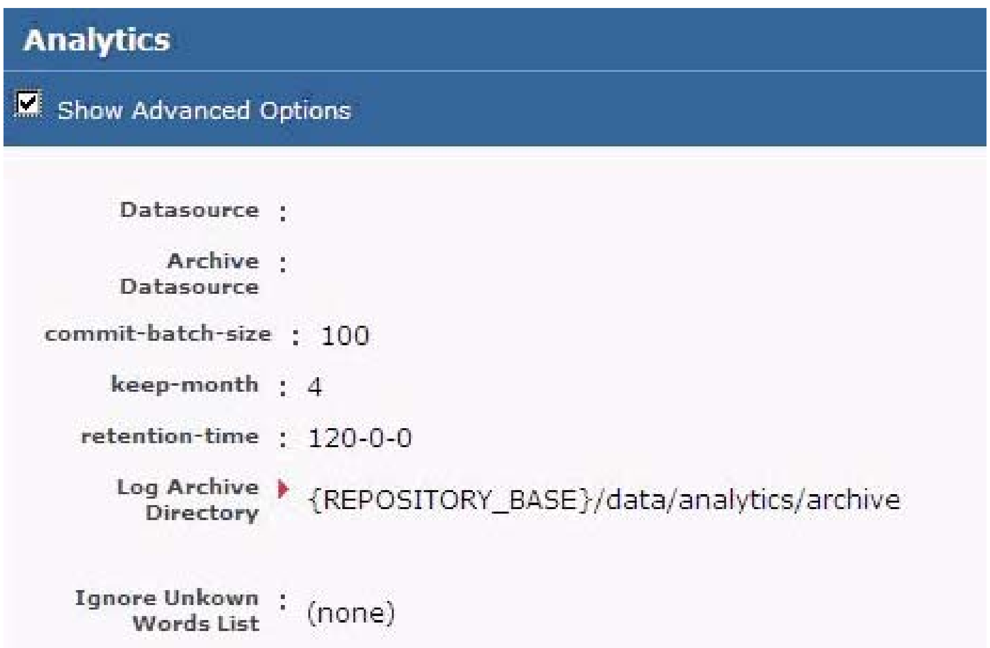
If the archive schema has not been created, run the following command from the ICE environment:

```
scheduler run DBInterface -c odsarchive
```

- Make sure that the archive schema is up to date before running the archive process (ICE environment)

```
scheduler run DBInterface -u odsarchive
```

- Make sure there is adequate disk space to store the amount of records to be archived. The archive process copies all records with REP_GLBL_* to the archive schema. The tables named REP_SESS* contain the older records to be copied to the archive schema and then deleted from the ODS schema. Currently the MS_IM* tables are not archived.
- Set the configuration parameters, **commit-batch-size** and **keep-month**.
  - The **commit-batch-size** parameter is used to set the number of records that are batched for UPDATE, DELETE or INSERT before a database commit is executed. The larger the number, the faster the archiving and log loading processes will be. However, the larger this parameter is, the more temp space and database locks are used. The default is 100.
  - The **keep-month** parameter is the number of months to be retained in the ODS schema. The default is 4 months.



Updating the Data Archive Configuration

On the Analytics page of the Advanced Configuration Facility you may configure how many months data to keep in the ODS schema after running the data archive command. The default value is three months.

If you change the default value or make any other configuration changes after creating the Data Archive, you must run the following script in the ICE prompt:

```
scheduler run DBInterface -u odsarchive
```

Manually Archiving Data

To move data from the ODS schema to the Archive ODS Schema enter the following command into the ICE Prompt:

```
scheduler run Analytics -ao
```

Deleting Data from the Archive

To delete the data stored in the Archive ODS schema from the system enter the following command into the ICE Prompt:

```
scheduler run DBInterface -d odsarchive
```

Viewing Archived Data

It is possible to view data after it has been archived. To do this you must change the Intelligent Search Analytics database instance from its current datasource to the Archive ODS datasource.

Create ODBC DSN for Archive Database

- Open the ODBC Data Source Administrator Panel.

  (For Windows, click Start > Administrative Tools > Data Sources (ODBC)
- Select the System DSN tab and click Add.
- Create a new ODBC DSN that points to the archive ods database.

You must then configure the Intelligent Search Analytics Warehouse instance to point to the Archive ODS

Modifying the Intelligent Search Analytics Datawarehouse

To modify the Intelligent Search Analytics archive datawarehouse:

- Open System Manager.
- Under **Tools** select **Advanced Config**.
- Select Analytics.
- Select Edit.
- Select the **Archive Datasource** from the drop down list, or edit list.