Oracle Knowledge Analytics User's Guide

A Guide to Using Analytics Reports

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Contents

About This Guide

This guide provides an overview of Oracle Knowledge Analytics and describes the basic features of the application user interface and general information on accessing and using both Intelligent Search and Information Manager analytics reports.

It is intended for analysts and general users who need to organize and present business intelligence data, and make decisions based on how support personnel and end-Knowledge users are interacting with Oracle.

This preface contains the following information:

In This Guide

This guide provides the following chapters:

Getting Started with Analytics	This section introduces the Analytics application and provides an overview of its components and use.
Using the Content Analysis Reports	This section describes the Content Analysis dashboard and the reports that help you analyze user interaction with Oracle Knowledge Information Manager articles and associated functionality.
Using the Search Analysis Reports	This section describes the Search Analysis dashboard and the reports that help you analyze user interaction with Oracle Knowledge Intelligent Search functionality.
Creating Custom Reports	This section provides information on creating custom analysis reports in Analytics.

Screen and Text Representations

The product screens, screen text, and file contents depicted in the documentation are examples. This guide attempts to convey the product's appearance and functionality as accurately as possible. Application screen content is compared for overall accuracy with screen shots in the guide prior to release. Updates are made where necessary. However, the actual product contents and displays might differ from the published examples.

References to Web Content

For your convenience, this guide refers 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.

Examples of Product Screens and Text

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.

Operating System Variations in Examples and Procedures

We generally use Linux screen displays and naming conventions in our examples and procedures. We include other operating system-specific procedures or steps as noted in section headings, or within topics, as appropriate.

We present command syntax, program output, and screen displays:

- in Linux format first
- in other Unix-specific variants only when necessary for proper operation or to clarify functional differences
- in Windows format only when necessary for clarity

CHAPTER 2

Getting Started with Analytics

This chapter introduces you to the basics of Analytics. It includes the following sections:

Introduction to Analytics

Oracle Knowledge Analytics (referred to as Analytics in this guide) is a business intelligence application that provides insight into the performance of Oracle Knowledge Intelligent Search and Information Manager implementations. The Analytics application includes intuitive dashboards and packaged reports that provide insight into the most important aspects of knowledge management performance and user interaction.

Analytics features include data integration, end-user access to application data for creating custom reports, and a comprehensive set of reporting tools packaged within Oracle's Business Intelligence presentation environment.

You can use Analytics to:

- understand user behavior, such as why users visit your site, and what they try to achieve.
- assess the quality of Oracle Knowledge answers and determine whether users are finding the information they need.
- determine if important information is missing from your application content.

How Analytics Can Help Your Organization

Analytics reports are designed to support the business intelligence activities of the various managers and staff throughout your organization. This section lists general organizational roles and how Analytics data can help fulfill the responsibilities of each role; note that your company may use different roles or titles for similar tasks.

Chief Service Officers

Chief Service Officers establish the policies and objectives for the customer service groups and ensure that they are in accordance with executive goals and corporate strategies. Analytics provides the dashboards and reports that monitor high-level metrics tied to customer satisfaction or dissatisfaction, Knowledge Base cost benefit analysis, knowledge teams members productivity, and the overall knowledge base efficiency.

Knowledge Directors

Knowledge Directors want to ensure that the content quality, search capability, knowledge team participation and productivity rates, and system performance are all tracking to optimal levels. Analytics provides summary and detailed reports that analyze all areas of the knowledge base.

Customer Service Managers

Customer Service Managers want to know how their team members (agents) are interacting with the content and search functionality in their knowledge base. Analytics provides reports that analyze agent interaction in the knowledge base and analyze search engine metrics; this data helps customer service managers respond effectively to customer problems and emerging issues.

Knowledge Analysts

Knowledge Analysts want to ensure that the content in the knowledge base is fresh, relevant and useful; they may also be responsible for monitoring the efficiency of authoring workflows. Analytics provides reports that measure the age and viewing history of the content and analyze the effectiveness of the authoring workflows and associated workflow steps; this data can help determine which areas of the knowledge base require updating or tuning.

Search Experience Analysts

Search Experience Analysts want information that supports the monitoring and tuning of the knowledge base search engine. Analytics enables search experience analysts to create and monitor KPIs and provides reports that can help identify the root causes of search performance problems.

How Analytics Works

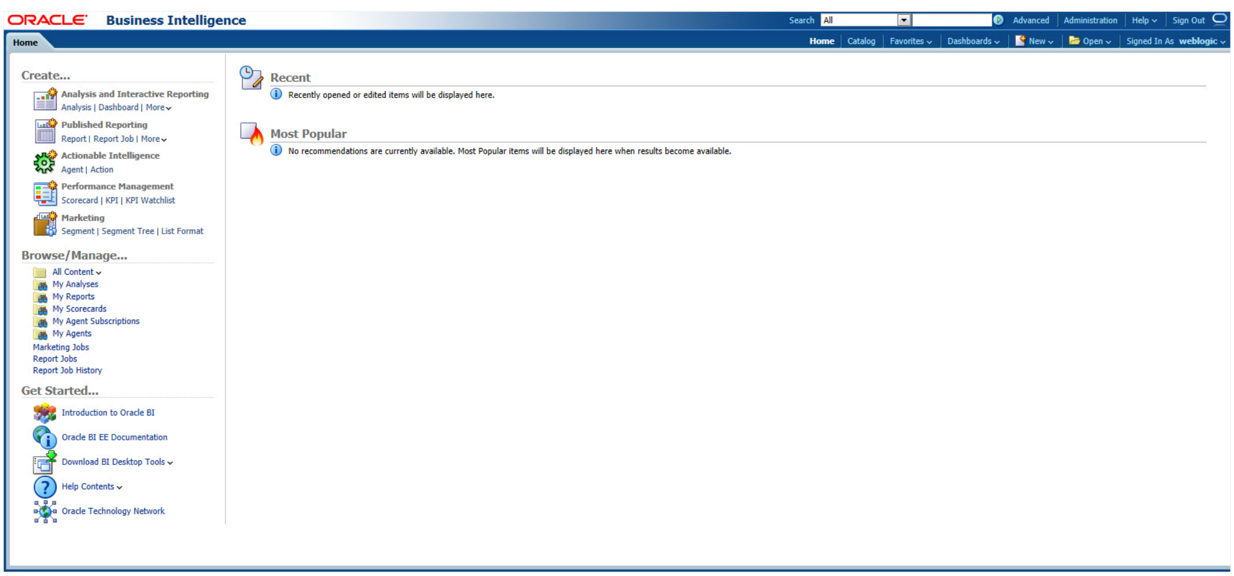
An Analytics application consists of multiple components configured to extract, store, and present data collected from one or more configured Intelligent Search or Information Manager instances. Analytics components include:

- the ETL server, which uses a configured Oracle Knowledge instance to execute the data extraction, transform, and load (ETL) processes.
- the data warehouse, which stores the extracted Intelligent Search and Information Manager log data, repository data and additional metadata used to create the report.
- a configured Oracle Business Intelligence Enterprise Edition (OBIEE) instance, which provides the user interface for generating, viewing, and working with reports.

Important! Analytics components and processes are explained in detail in the *Oracle® Knowledge Analytics Administrator's Guide*. Analytics requires an installed and configured OBIEE application. See the *Oracle® Knowledge Analytics Installation Guide* for installation information.

Analytics and OBIEE

Oracle Knowledge Analytics uses a configured instance of Oracle Business Intelligence Enterprise Edition (OBIEE) installed on the Reports server. OBIEE is a comprehensive enterprise business intelligence platform and toolset that provides a full range of data insight capabilities. OBIEE collects the Analytics data and delivers the data in prebuilt report formats that you can customize to meet your business needs. OBIEE also allows you to create custom dashboards, reports and other business intelligence objects.



OBIEE is explained in detail in the *Oracle® Business Intelligence Enterprise Edition User Guide.*

The Analytics Dashboards

Dashboards provide personalized views of your business and external information. Analytics uses dashboards to organize Oracle Knowledge data into sets of Content Analysis (Information Manager) and Search Analysis (Intelligent Search) reports. The content within each dashboard is organized as a set of dashboard pages identified by tabs at the top of the dashboard.

Analytics provides the following dashboards:

- **Knowledge Analysis**. This dashboard provides a summary of all Analytics reports.
- **Content Analysis.** This dashboard displays the Information Manager analytic reports.
- **Search Analysis.** This dashboard displays the Intelligent Search analytic reports.

If you create custom dashboards, they will also display in the Dashboards menu. "Creating Custom Reports" for an introduction to creating custom reports, and the *Oracle® Business Intelligence Enterprise Edition User Guide* for more detailed information.

The Analytics Reports

Analytics provides reports that display information about your site content, how users interact with content, and the responsiveness of your system in serving those users, including:

- the average age (based on the publication date) of the articles in your knowledge base.
- the amount of activity surrounding users accessing the content.
- which questions users ask.
- the answers to the questions.
- the answers on which the user clicks and how the user rates the answers.

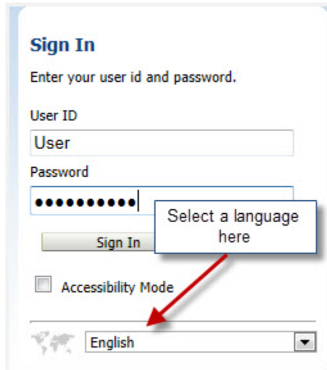
Signing into Analytics

The default format of the Oracle Knowledge Analytics URL is:

```
http://<hostname>:7001/analytics
```

where `<hostname>` is the domain or server that hosts the application.

To sign into Analytics, enter the URL for your organization's application in the browser address field.



The Oracle Business Intelligence **Sign In** dialog prompts you to enter your **User ID** and **Password**.

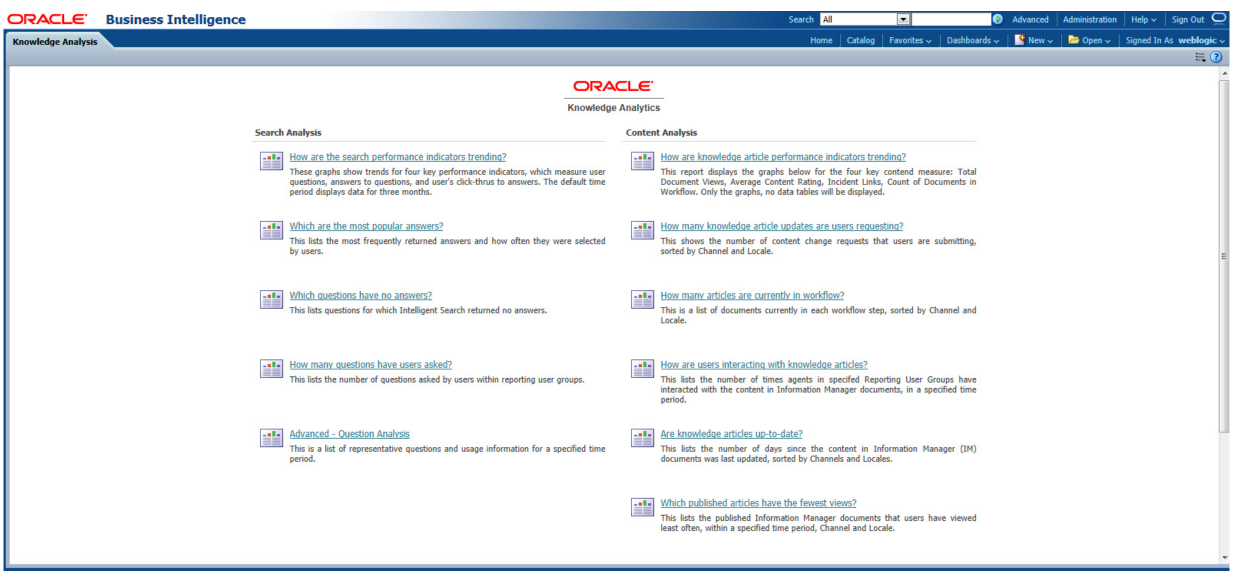
You can change the language of the user interface from the menu on the **Sign In** window.

Accessing Analytics Reports

Use this procedure to display the Analytics dashboards and reports.

1. Sign into **OBIEE** and enter your user ID and password in the **Sign In** window.

   The **Knowledge Analysis Dashboard** page displays.



   If the Knowledge dashboard does not appear automatically when you log on, select **Dashboards, Knowledge Analysis**.

   - You can also select a dashboard at the OBIEE homepage in the **Recent** area.

2. Select a report by one of the following methods:

   - Select a report on the **Knowledge Analysis** dashboard.

- At the **Dashboards** menu, select **Content Analysis** (for Information Manager reports) or **Search Analysis** (for Intelligent Search reports). Then select a tab on the dashboard to view the report.

Using KPIs

A key performance indicator (KPI) is a measurement that defines and tracks specific business goals and strategic objectives. KPIs measure how well various important aspects of your knowledge management application are performing with respect to goals that you establish for your organization. Analytics KPIs are defined in the BI catalog.

Analytics KPIs display on KPI Watchlists, which are included in the **Search Analysis** and **Content Analysis** dashboards, as described in later chapters in this guide. Analytics compares actual values from your application to each KPI's configured target value, and then uses a configured threshold value to determine the KPI's status.

Viewing KPI Status

A KPI watchlist is a list of related KPIs. It displays the status (OK, Warning, or Critical), the actual and target values, and the threshold and threshold variance of each KPI on the list.

Search KPI Watchlist

This lists the KPIs related to Search performance.

Search KPI Watchlist

Objects View Summary: ✓ OK (4)

Label	Status	Actual	Target	Variance	% Variance
Question Count	✓	400	399	1	0.25%
Question CT Rate	✓	0.0%	(1.0%)	1.0%	-100.00%
Questions with Answers Rate	✓	2.3%	1.3%	1.0%	80.00%
Sessions with Search Activity	✓	139	138	1	0.72%

Analytics ships with a Content KPI Watchlist that appears on the Content dashboard and a Search KPI Watchlist that appears on the Search dashboard.

Setting the KPI Values

To use Analytics effectively, you must set up the target and threshold values for each KPI on the KPI Watchlist You can set the threshold or an administrator can set it with the values you select. You can find the procedures for setting the target and threshold value in the *Oracle Knowledge Analytics Administrator's Guide*.

Actual and Target Values

Each KPI has an actual value and a target value. The *actual value* is the current measure of the KPI; this value is set and you do not need to change it.

Important! Although you can change the actual value, we strongly recommend that you do not change it. You will change the value of the KPI and it will no longer be an effective or reliable metric.

A *target value* is the measure that reflects your organization's goals and requirements. In most cases, the target value will reflect the actual value, but it can also be a value that is independent of the actual value. For example, if the actual value of a KPI is:

the measure for <*the total amount of questions asked*>

and the default target value is:

the measure for <*the total amount of questions asked*> - 1

your organization's values might be:

the measure for <*the total amount of questions asked*> *- 100*

or

the measure for <*the total amount of questions asked with ratings*>

Threshold Values

A threshold determines whether the variance of the actual value from the target value indicates *OK, Warning, or Critical* performance status. For example, if a KPI threshold equals 100% or greater (OK), a value of 90%-99% might equal Warning, and any value below 90% would equal Critical.

Best Practices for Setting Up Targets and Thresholds

Consider the following when setting up your targets and thresholds.

- Set up your objectives. Analytics KPIs are shipped with default target and threshold values; however, these default values are intended for demonstration purposes only. You must provide values based on your organization's objectives.
- Establish a baseline measure. After you set up your objectives, set up a baseline measure, or reference point, on which to base your calculations. You might run Analytics for about month to get an idea of the metrics you use - for example a baseline for your company might be 10,000 questions.

Reading Variances

A *variance* is the value by which the KPI's actual value differs from its target value. It appears as a column on the KPI checklist. For example, if the actual value for a Content KPI is 337 and its target is 336, then the variance is 1.

Summary: ✓ OK (4)

	Status	Actual	Target	Variance	% Variance
	✓	337	336	1	0.30%
	✓	45	44	1	2.27%
	✓	3.2	2.2	1.0	46.43%
	✓	33	32	1	3.13%

The *% Variance* is the percent by which the KPI's actual value differs from its target value. For example if the actual value for a Content KPI is 337 and its target is 336, then the variance as a percent is 0.30%

CHAPTER 3

Using the AnswerFlow Analysis Reports

Oracle Knowledge AnswerFlow (AnswerFlow) is a guided knowledge delivery application that allows you to build interactive processes based on the user's responses to a series of questions. An AnswerFlow *process* is a set of steps created by your organization to guide end-users to specific goals, such as trouble-shooting issues or enrolling in programs or services.

When an AnswerFlow user creates a process, the user sets up one or more steps within the process to be a *goal* step. The goal step(s) usually indicates the end of the process.

Analytics provides a set of reports that display AnswerFlow data that helps you gain insight into the rate at which processes are started, executed, and completed most or least often. These reports provide data that can help you determine:

- the number of processes have achieved their goals (completed)
- which processes are used the most (or least) often
- which steps in each process are being used most often
- the rate at which the processes have been successfully achieved (goals)

This chapter describes the following AnswerFlow Analysis dashboard tabs and corresponding reports:

Tab	Report	Report Description
Most Popular Processes	**Which processes have been used most often?**	This report shows the AnswerFlow processes that were started most often in a specified time period
Most Popular Steps	**Which steps in each process are being used most often**	This report shows the steps within each process that was started in a specified time period.
Goals Achieved	**Goals achieved for processes**	This report shows the number of processes that were started in a specified time period, and which of those processes achieved their goals.
Goal Achievement Rate	**How many processes have achieved their goals**	This report shows the processes that achieved their goals, thereby reaching a successful completion, in a specified time period.
Highest Abandonment Rate	**Which processes have the highest abandonment rate?**	This report shows which processes were started but did not achieve their goal

Reading the AnswerFlow Process Terminology

- When an AnswerFlow user begins a process, it is called a process *Start.*
- When an AnswerFlow process is executing its steps, it is called *Execution*.
- When an AnswerFlow process has completed the goal step (has finished), it has *Achieved Goal*, or *Is Goal.*

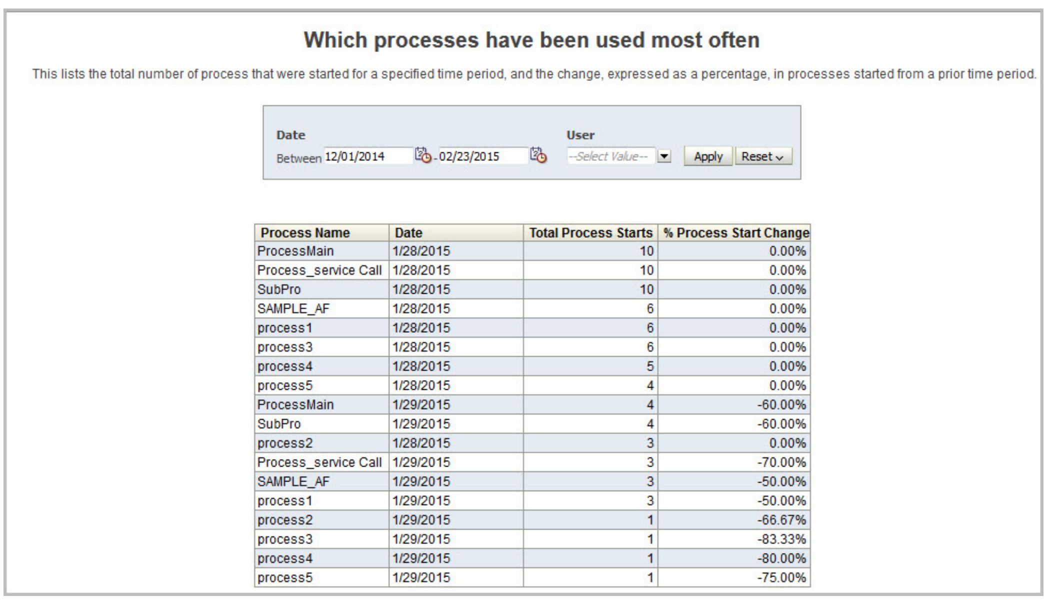
Most Popular Processes

Which processes have been used most often?

This report shows the AnswerFlow processes that were started most often in a specified time period. It is sorted by the highest number of process starts so you can determine quickly which processes are used most often.

This report also allows you to compare the number of processes started in the current time period with those of a prior period, and shows the percentage of change (increase or decrease in use) between the two periods. You can also filter this report to see the number of processes a particular user has executed.

You can run this report to identify which processes that are executed most often, compare the number of processes executed in the current time period to prior time periods, and determine which users are executing the most processes.


Which processes have been used most often

This lists the total number of process that were started for a specified time period, and the change, expressed as a percentage, in processes started from a prior time period.

Date

Between 12/01/2014 - 02/23/2015

User

--Select Value-- Apply Reset

Process Name	Date	Total Process Starts	% Process Start Change
ProcessMain	1/28/2015	10	0.00%
Process_service Call	1/28/2015	10	0.00%
SubPro	1/28/2015	10	0.00%
SAMPLE_AF	1/28/2015	6	0.00%
process1	1/28/2015	6	0.00%
process3	1/28/2015	6	0.00%
process4	1/28/2015	5	0.00%
process5	1/28/2015	4	0.00%
ProcessMain	1/29/2015	4	-60.00%
SubPro	1/29/2015	4	-60.00%
process2	1/28/2015	3	0.00%
Process_service Call	1/29/2015	3	-70.00%
SAMPLE_AF	1/29/2015	3	-50.00%
process1	1/29/2015	3	-50.00%
process2	1/29/2015	1	-66.67%
process3	1/29/2015	1	-83.33%
process4	1/29/2015	1	-80.00%
process5	1/29/2015	1	-75.00%

The report columns display:

Process Name	The name of the AnswerFlow process.
Date	The date the process was started.
Total Process Starts	The number of times this process executed during the selected time period.

% Process Start Change The change, expressed as a percentage, of the total processes starts from the prior time period to the current time period.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the current month and the previous two months by default.

You can specify which AnswerFlow user executed processes by selecting from the **User** menu. The report displays data for all defined users by default.

Most Popular Steps

Which steps in each process are being used most often

This report shows the steps within each process that was started in a specified time period, and the number of times each step was executed. It is sorted by the highest number of times the step was executed, so you can quickly determine which steps were used most often.

The report also shows which of the executed process steps achieved their goals.

For example, *Process ABC* is started 10 times; it has three steps. *Step 1* is executed 10 times, *Step 2* is executed 14 times, and *Step 3* is executed 10 times; therefore *Step 2* is executed most often in this process, in this time period, and appears on the report above *Step 1*.

Note: A process must be executed before you can view this report.

Which steps in each process are being used most often?

This lists the processs and process steps that were started and executed in a specified time period, and which steps achieved their goals.

Date
Between 08/01/2014 - 10/21/2014

User
--Select Value-- Apply Reset

Process Name	Date	Step Name	Step Type	Is Goal	Total Process Starts	Total Step Executions
Sample_AF	9/16/2014	Branch (1)	BRANCH	N	2	36
Sample_AF	9/16/2014	Page (1)	DISPLAY	N	2	36
Sample_AF	9/16/2014	Set Variable Values (1)	SET_VARIABLE	N	2	36
Sample_AF	9/3/2014	Branch (1)	BRANCH	N	1	36
Proc_ServiceCallAnalytics	9/3/2014	Service Call (1)	SERVICE_CALL	N	1	18
Proc_ServiceCallAnalytics	9/8/2014	Service Call (1)	SERVICE_CALL	N	1	18
Proc_SubAnalytics	9/3/2014	Process Call (1)	CALL_PROCESS	N	1	18
Proc_SubAnalytics	9/8/2014	Process Call (1)	CALL_PROCESS	N	1	18
Proc_SubProcess_1	9/3/2014	Process Call (1)	CALL_PROCESS	N	1	18
Proc_SubProcess_1	9/8/2014	Process Call (1)	CALL_PROCESS	N	1	18
Sample_AF	9/3/2014	Page (1)	DISPLAY	N	1	18
Sample_AF	9/3/2014	Page (2)	DISPLAY	Y	1	18
Sample_AF	9/3/2014	Page (3)	DISPLAY	N	1	18
Sample_AF	9/3/2014	Set Variable Values (1)	SET_VARIABLE	N	1	18
Sample_AF	9/8/2014	Branch (1)	BRANCH	N	1	18
Sample_AF	9/8/2014	Page (1)	DISPLAY	N	1	18
Sample_AF	9/8/2014	Page (2)	DISPLAY	Y	1	18
Sample_AF	9/8/2014	Set Variable Values (1)	SET_VARIABLE	N	1	18
Sample_AF	9/16/2014	Page (2)	DISPLAY	Y	1	18
Sample_AF	9/16/2014	Page (3)	DISPLAY	N	1	18
SubProcess1	9/3/2014	Page (1)	DISPLAY	Y	1	18
SubProcess1	9/8/2014	Page (1)	DISPLAY	Y	1	18
Sub_Analytics	9/3/2014	Page (1)	DISPLAY	N	1	18
Sub_Analytics	9/8/2014	Page (1)	DISPLAY	N	1	18

The report columns display:

Process Name	The name of the process that was started.
Date	The date the process was started.
Step Name	The name of the step in the process.
Step Type	The type of step, for example, *Branch*, *Display*, or *Service Call.*
Is Goal	This is a flag (**Y**es or **N**o) that indicates whether a step has achieved its goal.
Total Processes Starts	The total number of times a process was started for the time period.
Total Step Executions	The total number of times a step was started in the specified time period.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the current month and two previous months.

You can specify the user who executed the process by selecting from the **User** menu. The report displays data for all defined users by default.

Goals Achieved

Goals achieved for processes

This report shows the processes that achieved their goals, thereby reaching a successful completion, in a specified time period. It also provides data about the goals that were reached.

When an AnswerFlow designer creates a process, the user sets up one or more steps within the process to be a goal. The goal step(s) usually indicates the end of the process or some other significant step.

To use this report, you select a date range and select Apply to see the processes that achieved goals for that time period. You can also select filters to display data for a specific process or a specific user who started the process.

This report enables you to:

- view all processes started in a specified time period
- view the goals that were achieved
- view the goal name, type, and the number of times the goals was achieved

This information provides insight into the rate at which processes are started and executed to completion, and how the process completions trended over time.

Goals achieved for processes

This lists the processes that reached a successful completion and the names and types of goals achieved.

Date	User	Process Name	
Between 12/01/2014 - 02/23/2015	--Select Value--	--Select Value--	Apply Reset

Process Name	Date	Goal Name	Goal Type	Goals Achieved
ProcessMain	1/28/2015	Process Call (1)	CALL_PROCESS	10
ProcessMain	1/29/2015	Process Call (1)	CALL_PROCESS	4

Refresh - Print - Export

The report columns display:

Process Name	The name of the process that was started.
Date	The date the process was started
Goal Name	The name of the goal step
Goal Type	The type of step, for example, *Branch*, *Display*, or *Service Call.*
Goals Achieved	The number of times the goal step was achieved within a process execution. For example *Process ABC* was started 10 times, and the process achieved the goal each time; therefore the **Goals Achieved** is 10. If the process was started 15 times, and the goal was achieved 10 times, the **Goals Achieved** is still 10.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the current month and two previous months.

You can specify the user who executed the process by selecting from the **User** menu. The report displays data for all defined users by default.

You can specify a specific process to appear in the report by selecting from the **Process Name** menu. The report displays data for all defined processes by default.

Goal Achievement Rate

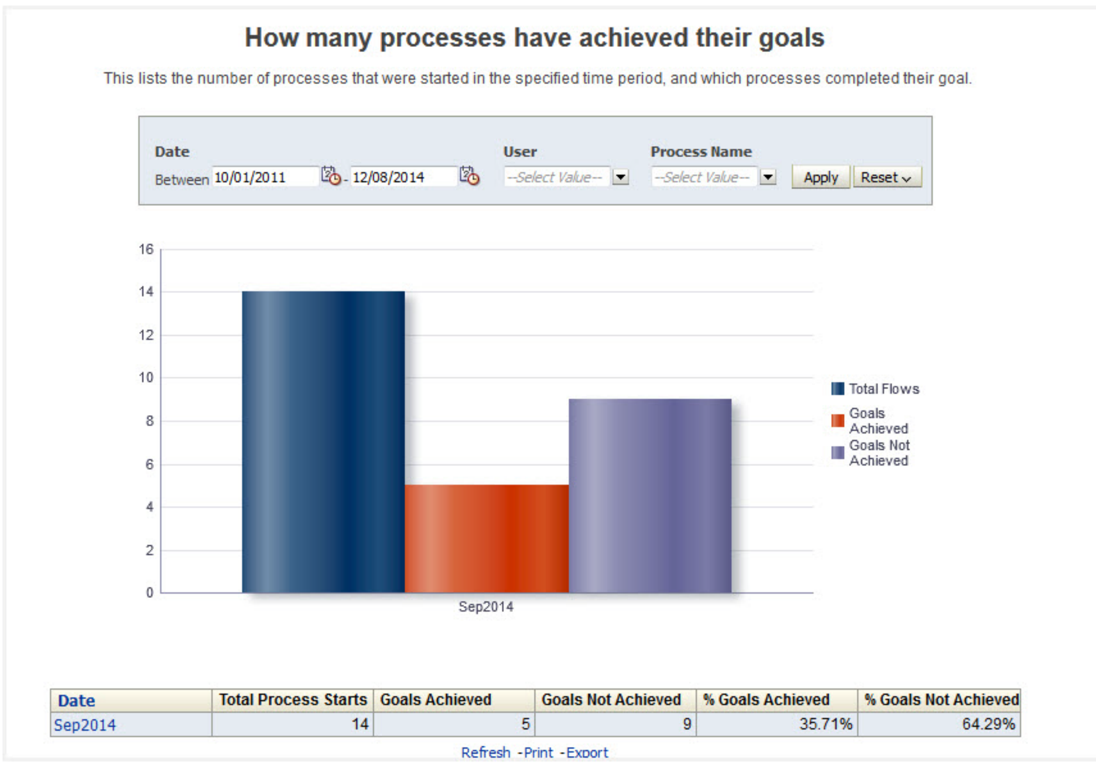
How many processes have achieved their goals

This report shows the number of processes that were started in a specified time period, and which of those processes achieved their goals. It also shows the percentage(%) of the processes started that achieved their goals.

When an AnswerFlow user creates a process, the user sets up one or more steps within the process to be a goal. The goal step(s) usually indicates the end of the process.

You can view the goals achieved in all flows started in a time period (the report default), or goals achieved in a single process, or all flows started by a specific user. To use this report, you select a date range in the Date field and then select **Apply**. The processes and process steps started in the specified time period appear in the report.

This report provides insight into the performance of the flows that were started in a time period, and identifies the flows that achieved their goals. It also shows how process performance is trending over time.



Date	Total Process Starts	Goals Achieved	Goals Not Achieved	% Goals Achieved	% Goals Not Achieved
Sep2014	14	5	9	35.71%	64.29%

The report columns display:

Total Process Starts	The total number of times a process was started for the time period.
Goals Achieved	The total number of processes in which the goals were achieved.
Goals Not Achieved	The total number of processes in which the goals were not achieved.
% Goals Achieved	The rate, or percentage(%), of the total processes that achieved their goals.
% Goals Not Achieved	The rate, or percentage(%), of the total processes that did not achieve their goals.

Refining the Report Data

You can specify the report's date range to appear in the report by selecting start and end dates in the **Date** field. The report displays data for the current month and previous two months.

You can specify a user who started the process to appear in the report by selecting from the **User** menu. The report displays data for all defined users by default.

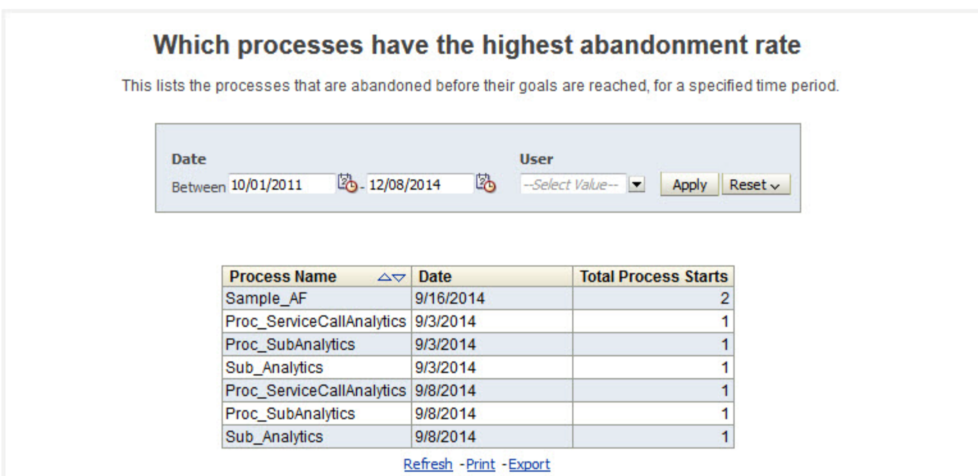
You can specify a specific process to appear in the report by selecting from the **Process Name** menu. The report displays data for all defined processes by default.

Highest Abandonment Rate

Which processes have the highest abandonment rate?

This report shows which processes were started but did not achieve their goal; in other words, the processes were abandoned before they reached a successful completion. When you select a date range and click **Apply**, Analytics returns all processes that were abandoned in the specified time period to the report.</p>

This report identifies which processes were started but were abandoned in a specified time period. You can use this data to identify the processes and process steps that may require tuning for better performance



Process Name	Date	Total Process Starts
Sample_AF	9/16/2014	2
Proc_ServiceCallAnalytics	9/3/2014	1
Proc_SubAnalytics	9/3/2014	1
Sub_Analytics	9/3/2014	1
Proc_ServiceCallAnalytics	9/8/2014	1
Proc_SubAnalytics	9/8/2014	1
Sub_Analytics	9/8/2014	1

The report columns display:

Process Name	The name of the process.
Date	The date the process was started
Total Process Starts	The total number of times the process was started.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the current month and two previous months.

You can specify the user who executed the process by selecting from the **User** menu. The report displays data for all defined users by default.

CHAPTER 4

Using the Content Analysis Reports

Analytics provides a set of reports that measure how users are interacting with your knowledge base content.

The data on the Content Analysis reports can help you determine:

- the knowledge base articles your users viewed the most and the least during a specified time period
- the average age (based on the publish date) of the articles in your knowledge base
- the status of articles in Information Manager workflows
- how users rate the articles in the knowledge base

This chapter describes the following Content Analysis dashboard tabs and corresponding reports:

Tab	Report	Description
Performance Indicators	**How are knowledge article performance indicators trending?**	This report shows performance and trending information for four key content performance indicators.
KPI Watchlist	**Content KPI Watchlist**	This tab shows the KPIs assigned to the Content reports.
Content Radars	**How are knowledge article KPIs trending?**	This report shows the radar chart of performance and trending information for four key content performance indicators (KPIs).
Recommendation Rate	**How many knowledge article updates are users requesting?**	This report shows the number of change requests that users, such as support agents, submitted against knowledge base articles.
Recommendations	**What are the content recommendations**	This report shows the types of recommendations users are submitting to existing content in the knowledge base.
Articles in WorkFlow	**How many articles are currently in workflow?**	This report shows the number of articles currently in each workflow step, sorted by channel and locale.
	Which articles are in a workflow step?	This report shows all the articles that currently reside in a selected workflow step.

Tab	Report	Description
User Interaction	**How are users interacting with knowledge articles?**	This report shows how users in various user groups interacted with knowledge base content.
Article Aging	**Are knowledge articles up-to-date?**	This report lists knowledge base articles by the number of days that have elapsed since they were updated and published.
Fewest Views	**Which published articles have the fewest views?**	This report lists the knowledge base articles that users have viewed least often.
Article Case Links	**Which articles are most often linked to cases?**	This report lists the knowledge base articles that agents have linked to cases (service requests) most frequently.
Advanced Knowledge Analysis	**Advanced - Knowledge Article Analysis**	This report provides comprehensive data about frequently viewed articles.
Recently Published	**Which articles were most recently published?**	This report lists the published articles, sorted by the most recent publish date.
Recently Drafted	**Which users have recently drafted articles?**	This report lists the users who have authored drafts of articles, sorted by the most recent date.
Article Views Trend	**Summary - How are article views trending?**	This report lists the number of article views and related usage data for a time period.
	Detail- How are article views trending?	This report lists the number of views and related usage data for each article in the selected locale.
Article Ratings	**Summary - What is the average article rating?**	This reports lists the average user rating for published articles over a time period.
	Detail- What is the average article rating?	This report lists the articles and the related rating information in the selected locale and time period.
Content Contributions	**Who has contributed to recently updated articles?**	This report lists the content authors who have contributed to selected articles in your organization’s knowledge base.
Article Citations	**Which articles have been cited most often?**	This report shows the articles that have been referenced, or cited, most often by other articles in the knowledge base.
Most Reused Articles	**Which articles have the highest reuse?**	This report displays the articles in the knowledge base that have the highest reuse or backlink rate for a specified time period.
Top Category Deflections	**Which content categories have the highest Content views resulting in deflections?**	This report shows the content categories that have the highest escalation deflection rate.

Tab	Report	Description
Lowest Category Deflections	**Which content categories have the lowest Content views resulting in deflections?**	This report shows the content categories that have the lowest number of content views (answers) that deflected users from creating escalations.
Escalation Trending	**How are escalations trending?**	This report provides a high-level view on how escalations are trending during a specified time period.

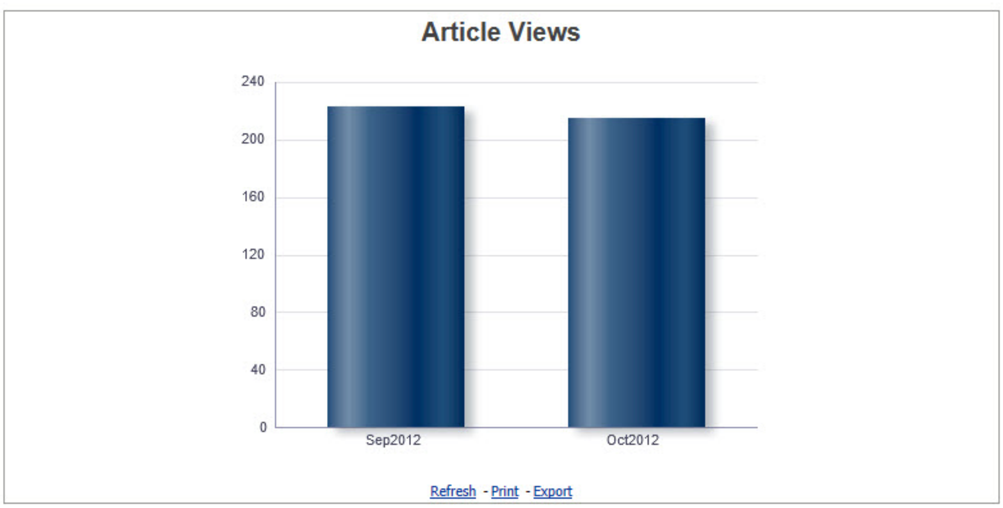
Performance Indicators

How are knowledge article performance indicators trending?

This report shows performance and trending information for four key content performance indicators. It provides a graphical high-level view of the number of articles that users are viewing, the number that support agents are linking to cases (service requests), the number that are being created, and how users are rating the content, over time. The default time period for this report spans the current month and the previous two months; you can change the date range to suit your business needs.

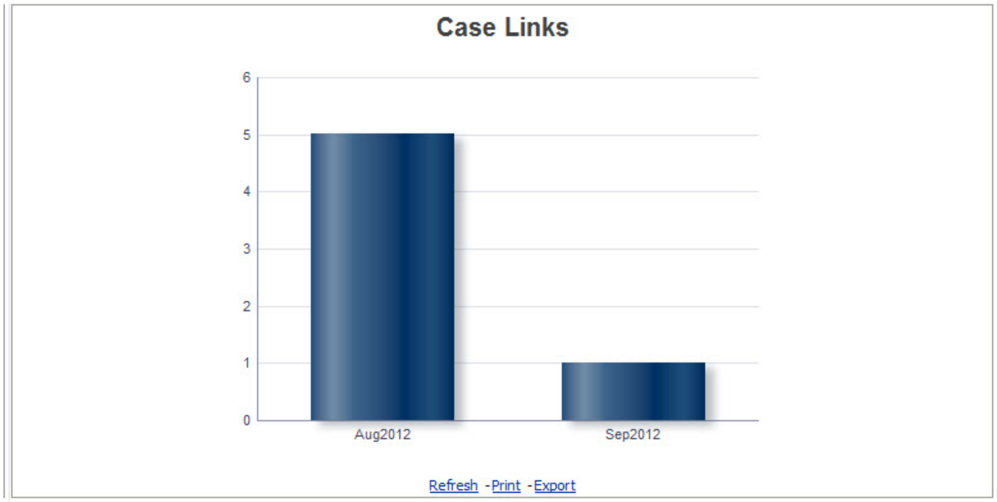
Important! When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity. For more accurate trending reports, compare data for complete months.

The content performance indicators are:



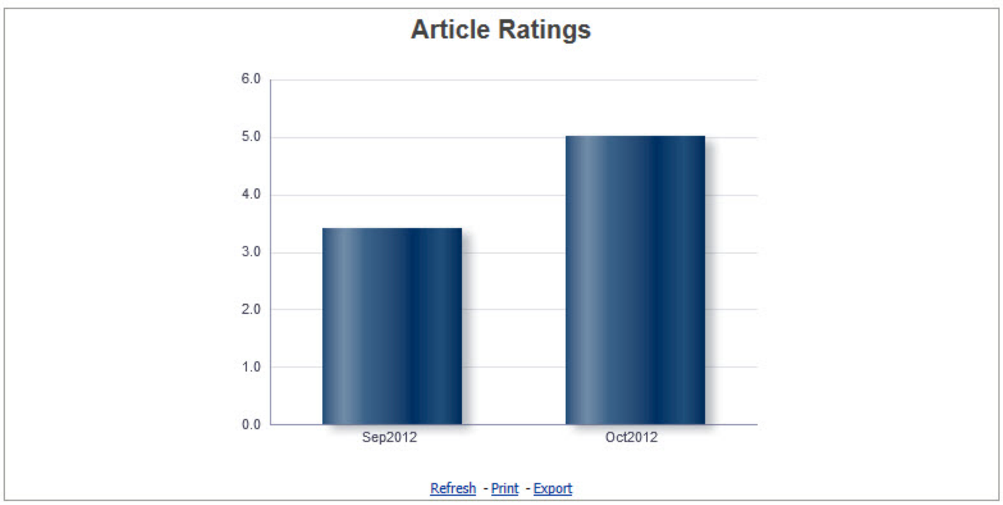
Article Views

This graph shows the total number of times users viewed published knowledge base articles.



Case Links

This graph shows the number of times that agents linked articles to cases (service requests).



Article Ratings

This graph shows the average of the rating scores that users assigned to knowledge base articles.This score is based on a 5-star rating system; 5 stars indicate that users found the content very useful in providing solutions, and 1 star indicates that users did not find the content useful.

Articles Entered Workflow

This graph shows the number of articles that entered a workflow, which is the process that routes an article for authoring, editing, review, and approval before it is published. Note that this indicator does not measure whether the articles completed a workflow; for example, if 20 articles entered a workflow in June but 10 of those articles did not complete the workflow until July, the number of articles entered in June is still 20.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the previous three months.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

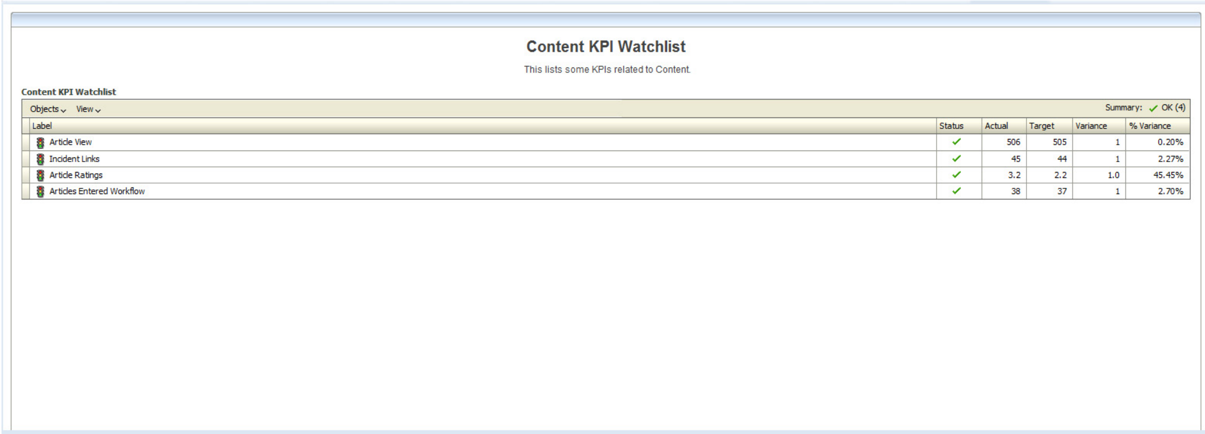
KPI Watchlist

Content KPI Watchlist

A KPI Watchlist is the method of distributing KPIs to end users. A key performance indicator (KPI) is a measurement that defines and tracks specific business goals and strategic objectives.A *watchlist* is a collection of KPIs that are built and stored in the Oracle BI Presentation Catalog.

The Content Watchlist shows the pre-configured KPIs that are related to the reports on the Analytics Search dashboard. These KPIs have measurable values and targets for questions that determine a score and performance status.

You can reconfigure one or all of the KPIs to meet your organization’s requirements. For example, you can change the target value or the threshold as well as create new KPIs. For more information and procedures on reconfiguring KIPs, see “Using KPIs” on page 8.


Content KPI Watchlist

This lists some KPIs related to Content.

Content KPI Watchlist

Objects View Summary: ✓ OK (4)

Label	Status	Actual	Target	Variance	% Variance
Article View	✓	506	505	1	0.20%
Incident Links	✓	45	44	1	2.27%
Article Ratings	✓	3.2	2.2	1.0	45.45%
Articles Entered Workflow	✓	38	37	1	2.70%

For a brief description of the pre-configured KPIs, see “Performance Indicators” on page 21.

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Label	The name of the KPI.
Status	The status of the KPI.The KPI can have a status of *OK*, *Warning*, or *Critical*. For more information, see “Using KPIs” on page 8.
Actual	The actual value of this KPI. An actual value is compared to the target value.
Target	The target value you modified to meet your organization’s requirements.
Variance	The variance assigned to the KPI. A variance is the value by which the KPI's actual value differs from its target value. For example, if the actual value for a KPI is *6000* and its target is *6500* then the variance is *-500*.
% Variance	The percent by which the KPI's actual value differs from its target value. For example, if the actual value for a KPI is *6000* and its target is *6500*, then the variance as a percent is *-7.7%*.

You can view the description of each KPI by selecting the **Object** drop-down menu > **Open KPI Definition**.

You can add or delete columns on the report by clicking the **View** drop-down menu and selecting **Show More Columns**. At the popup window, select the columns to show or remove.

Content Radars

How are knowledge article KPIs trending?

This report shows the radar chart of performance and trending information for four key content performance indicators (KPIs).Briefly, a radar chart (also called a spider chart or star chart) is a graphic tool that plots the same information as a bar graph, but instead displays data radiating from the center of the graph. Each data element has its own value axis.

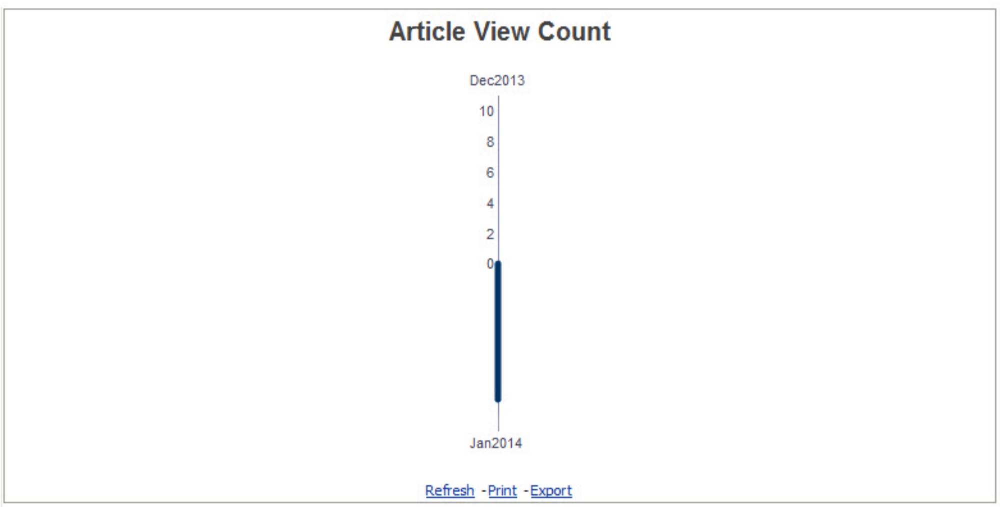
Note: You can also view bar graphs of the KPI data by selecting the Performance Indicators tab on this dashboard.

This report provides a high-level view of the number of articles users are viewing, the number of articles that support agents are linking to cases, the number of articles that are being created, and how users are rating the articles, over time. The default period spans the current month and the previous five months.

You can specify the report's date range by selecting start and end dates in the Date field.You can specify the locales (language and region) and channels that appear in the report by selecting from the Locale and Channel menus. The report displays data for all defined locales and channels by default.

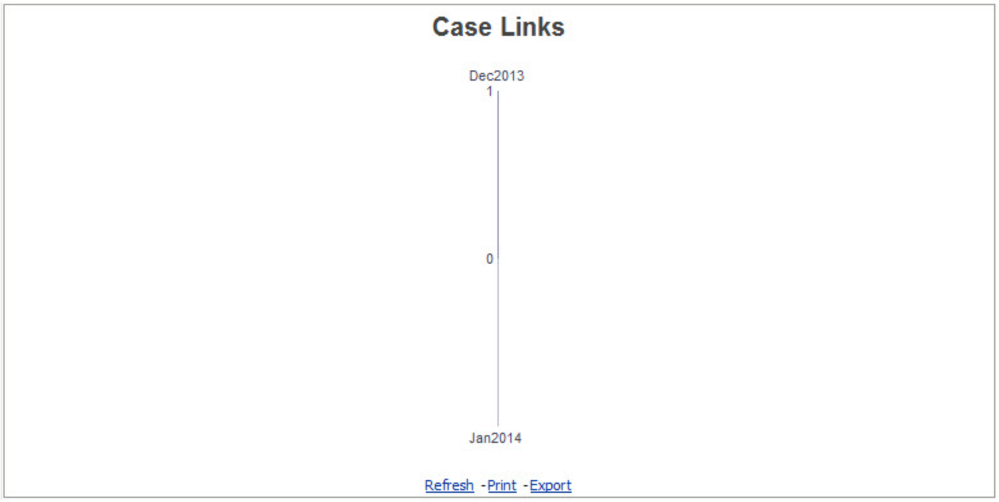
Important! When viewing this report for a period that includes the current month, note that it may not fully reflect the data for the entire six-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity. For more accurate trending reports, compare data for complete months.

The content performance indicators are:



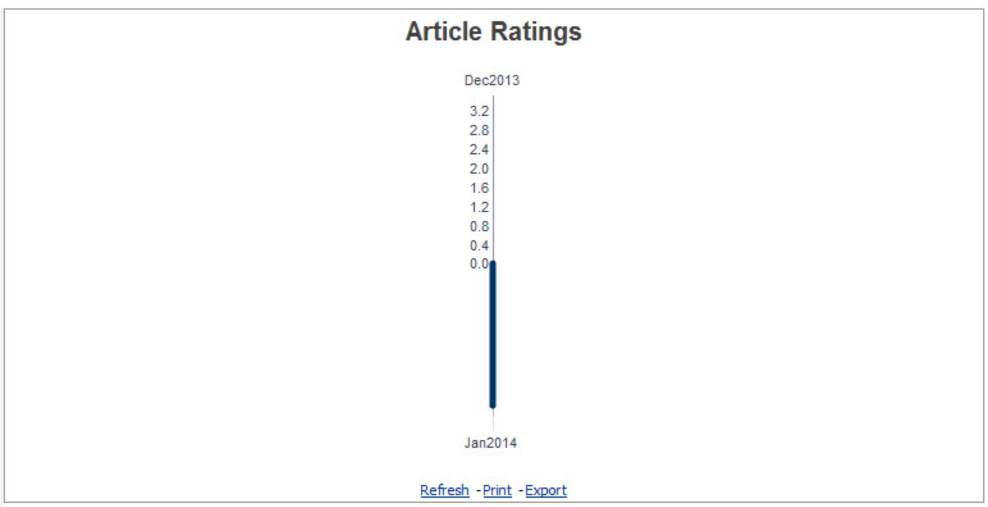
Article View Count

This radar shows the total number of times that users viewed published Information Manager articles.



Case Links

This radar shows the number of times that agents linked articles to cases (service requests).



Article Ratings

This radar shows the average of the rating scores that users assigned to articles. This score is based on a 5-star rating system; 5 stars indicates that users found the content very useful in providing solutions, and 1 star indicates that users did not find the content useful.

Articles in Workflow

This radar shows the number of articles that entered a workflow, which is the process that routes articles for authoring, editing, review, and approval before it is published. Note that this indicator does not measure whether the articles completed a workflow; for example, if 20 articles entered a workflow in June but did not complete the workflow until July, the number of articles in workflow is still 20.

Recommendation Rate

How many knowledge article updates are users requesting?

This report shows the number of requests to add or change knowledge base content that users, such as support agents, submitted over a specified time period. The report is sorted by channel and locale.

The data in this report can help you determine whether the content is providing useful solutions, and can also help you assess whether the volume of change requests is manageable by available resources.

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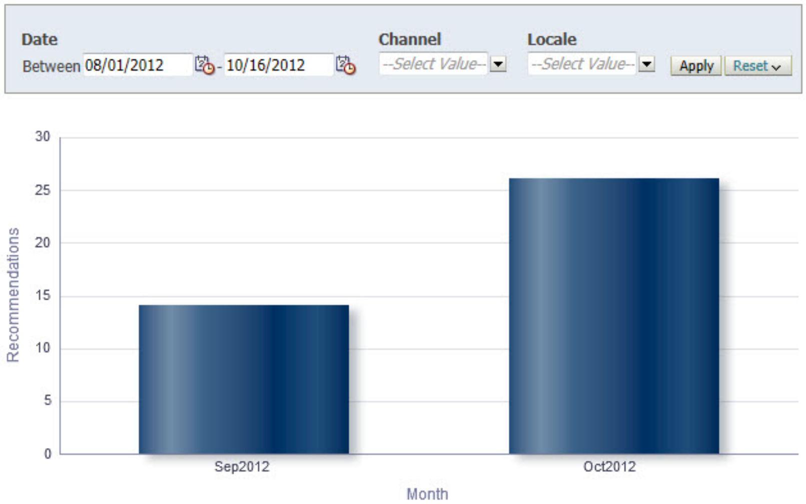
How many knowledge article updates are users requesting?

This lists the number of content change requests (recommendations) that users have submitted.
To sort the report place your cursor in a column header and click on an arrow.



Refresh - Print - Export

		Recommendations	
		Sep2012	Oct2012
Channel	Locale		
	Grand Total	14	26
Alerts	English United States	2	2
FAQs	English United States	7	11
Manuals	English United States	-	1
Marketing	English United States	1	6
Solutions	English United States	4	6

Refresh - Print - Export

The report columns display:

Channel	The name of the channel to which users submitted change requests. Channels are the content types such as *FAQs* or *Solutions*.
Locale	The language and region (for example, English United States) to which the article belongs.
Recommendations	The number of content requests that users submitted within the specified time period.
Grand Total	The total number of recommendations submitted for the time period.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the current month and the previous two months. For example, on July 15, the report would include data for the months of May, June, and the July 1st through 15th.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can view the report data by week by selecting a month in the **Recommendations** column. Select a week to view daily data.

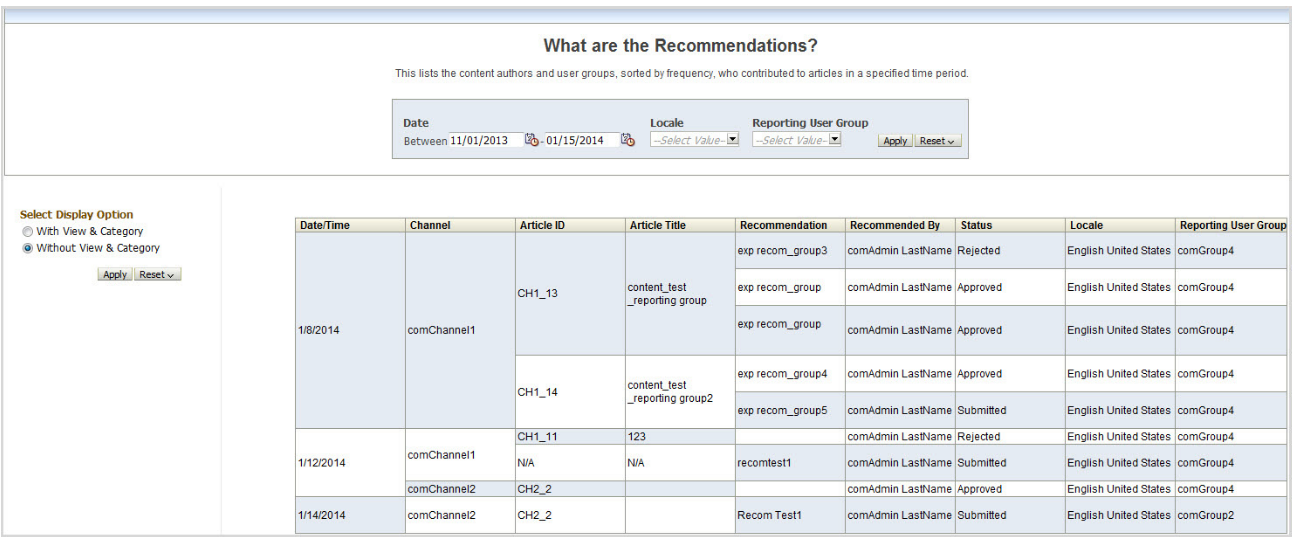
Recommendations

What are the content recommendations

This report shows the types of recommendations users are submitting to existing content in the knowledge base. It displays the actual recommendation text, the author of the recommendation, and article details such as the article identifier, type and locale. It also provides the current status of the recommendation, for example *Rejected* or *Accepted*.

You can narrow your search of recommendations by selecting the Date, Locale, Category, View, or Reporting User Group filters. This report data can help you evaluate the recommendation(s) and tune the content by assigning content authors to edit existing text or write new content based on the recommendation text.

Note: If you want to view information about the number of content recommendations that users have submitted to the content in your knowledge base, select the Recommendations tab, How many knowledge article updates are users requesting? report.


What are the Recommendations?

This lists the content authors and user groups, sorted by frequency, who contributed to articles in a specified time period.

Date Between 11/01/2013 - 01/15/2014 Locale --Select Value-- Reporting User Group --Select Value-- Apply Reset

Select Display Option
With View & Category
Without View & Category
Apply Reset

Date/Time	Channel	Article ID	Article Title	Recommendation	Recommended By	Status	Locale	Reporting User Group
1/8/2014	comChannel1	CH1_13	content_test _reporting group	exp recom_group3	comAdmin LastName	Rejected	English United States	comGroup4
				exp recom_group	comAdmin LastName	Approved	English United States	comGroup4
				exp recom_group	comAdmin LastName	Approved	English United States	comGroup4
		CH1_14	content_test _reporting group2	exp recom_group4	comAdmin LastName	Approved	English United States	comGroup4
				exp recom_group5	comAdmin LastName	Submitted	English United States	comGroup4
1/12/2014	comChannel1	CH1_11	123		comAdmin LastName	Rejected	English United States	comGroup4
		N/A	N/A	recomtest1	comAdmin LastName	Submitted	English United States	comGroup4
	comChannel2	CH2_2			comAdmin LastName	Approved	English United States	comGroup4
1/14/2014	comChannel2	CH2_2		Recom Test1	comAdmin LastName	Submitted	English United States	comGroup2

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the Category filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the View filter
Date/Time	The number of content requests that users submitted within the specified time period.
Channel	The type of content, for example FAQ or Solutions.
Article ID	The Information Manager identifier.
Article Title	The title of the article.

Recommendation	The text of the recommendation.
Recommended by	The user who authored the recommendation.
Status	The status of the reco.mmendation, for example, Accepted or Rejected
Locale	The language and region, such as English (US) or English (UK) of the cited articles. This column displays when you select the Locale filter.
Reporting User Group	The reporting user group to which the author of the recommendation belong.

Filtering the Report

You can specify the report's date range by selecting start and end dates in the **Date** menu.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the reporting user groups that appear in the report by selecting from the **Reporting User Group** menu. The report displays data for all defined user groups by default.

You can specify the Information Manager view or view hierarchy that appears in the report by selecting from the **View** menu. The report displays data for all defined views by default.

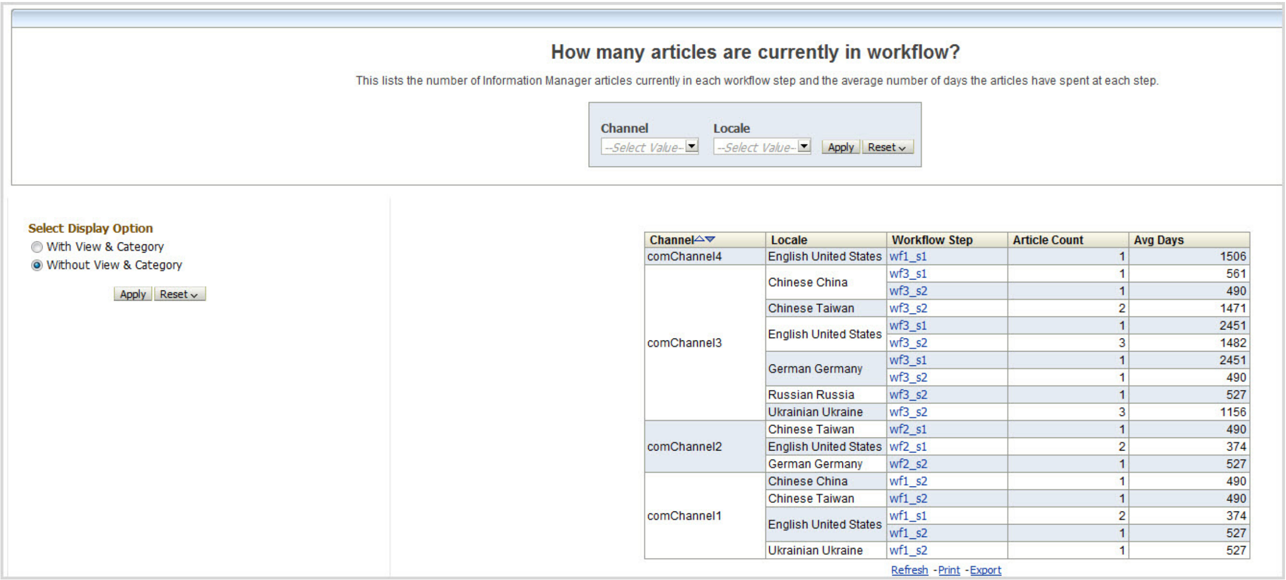
You can specify the Information Manager category or category hierarchy that appears in the report by selecting from the **Category** menu. The report displays data for all defined categories by default.

Articles in WorkFlow

How many articles are currently in workflow?

This report shows the number of articles currently in each workflow step, sorted by channel and locale. It also shows the average number of days that articles have spent in each step. Workflows are processes that route articles for editing, review, and approval prior to publishing.

This report can help identify bottlenecks in workflows and other factors affecting the knowledge management process. You can view details about the articles currently in a specific workflow by selecting the step name link in the **Workflow Step** column to open the *Which articles are in a workflow step*? report.



Channel	Locale	Workflow Step	Article Count	Avg Days
comChannel4	English United States	wf1_s1	1	1506
comChannel3	Chinese China	wf3_s1	1	561
		wf3_s2	1	490
	Chinese Taiwan	wf3_s2	2	1471
	English United States	wf3_s1	1	2451
		wf3_s2	3	1482
	German Germany	wf3_s1	1	2451
		wf3_s2	1	490
	Russian Russia	wf3_s2	1	527
	Ukrainian Ukraine	wf3_s2	3	1156
comChannel2	Chinese Taiwan	wf2_s1	1	490
	English United States	wf2_s1	2	374
	German Germany	wf2_s2	1	527
comChannel1	Chinese China	wf1_s2	1	490
	Chinese Taiwan	wf1_s2	1	490
	English United States	wf1_s1	2	374
		wf1_s2	1	527
	Ukrainian Ukraine	wf1_s2	1	527

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter
Channel	The name of the channel in which the workflow resides. Channels are the content types such as *FAQs* or *Solutions*.
Locale	The language and region (for example, English United States) of the workflow.
Workflow Step	The name of the workflow step.
Article Count	The number of articles in the workflow step.
Avg Days	The average number of days the articles remained in the workflow step.

Refining the Report Data

This report displays only current information; there is no date range available. *Current* refers to the most recent data available.

You can specify the channel that appears in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locale (language and region) that appears in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the content category (parent or child) that appears in the report by selecting from the **Category** menu. Categories organize the report content based on the business requirements of your organization. For more information on Categories, see the *Oracle Knowledge Information Manager Administration Guide*.

You can specify the repository view (parent or child) as defined by your organization that appears in the report by selecting from the **View** menu.

Which articles are in a workflow step?

This report displays when you select a workflow step on the *How many articles are currently in workflow?* report.

This report shows all the knowledge base articles that currently reside in the selected workflow step. It lists details that identify the article owner and the number of days that the article has spent in the step.

This report can help you identify and assess potential process bottlenecks, or problems with content, for example:

- is a particular article or type of article moving more slowly through the workflow than others?
- are some users less efficient than others in completing workflow tasks?
- is a particular workflow step slowing the progress of a large number of articles compared to other steps?

Which articles are in a workflow step?

This lists the Information Manager articles that currently reside in a selected workflow step.

Article ID	Article Title	Last Update By	Article Owner	Days Since Update	Days at Step
SO10	Set up your network accounts	Katie Ward	Katie Ward	20	20
SO11	Widgets	Katie Ward	Katie Ward	20	20
SO12	Wireless Data Transfer via AirAcme	Katie Ward	Katie Ward	20	20
SO13	USB Wired Data Transfer	Katie Ward	Katie Ward	20	20
SO15	How do I transfer data and keep a backup copy?	Katie Ward	Katie Ward	20	20
SO3	Improving your Battery Life	Katie Ward	Katie Ward	20	20
SO5	Securing your Voicemail	Katie Ward	Katie Ward	20	20
SO7	Set up the GSM Smart phone for POP3 email	Katie Ward	Katie Ward	20	20
SO8	Personalize your phone display	Katie Ward	Katie Ward	20	20
SO9	Configuring Call Logs and Messages	Katie Ward	Katie Ward	20	20

Return

The report columns display:

Article ID	The article identifier.
Article Title	The article title.
Last Update By	The name of the last user to update the article.
Article Owner	The name of the user assigned as the owner of the article.
Days Since Update	The number of days that elapsed since the article was last updated.
Days at Step	The number of days the article has resided at this step.

Refining the Report Data

You cannot modify the channels or locales on this report. To select new values, navigate back to the *How many articles are currently in workflow?* report

User Interaction

How are users interacting with knowledge articles?

This report shows how users in various user groups interacted with knowledge base articles, including creating content, viewing articles, making recommendations, and linking articles to cases (service requests).

You can define groups of users by role (support agents, knowledge managers), by business unit, or by any other logical grouping within your organization, using the Information Manager Management Console.

This report provides insight into:

- which content-related activities users, such as support agents, performed most often
- which user groups and individuals interacted most frequently with knowledge base content
- which content the agents found most useful

How are users interacting with knowledge articles?

This lists the users within defined Report User Groups and how they have interacted with Information Manager articles within a specified time period.

Date
Between 09/01/2012 - 09/30/2012

User Group
--Select Value-- Apply Reset

Report User Group	User ID	Name	Article Views	Incident Links	Recommendations	Articles Authored
N/A	adamm	Adam Malik	3	0	0	0
	gerhardb	Gerhard Brugger	0	0	0	11
	guest	Guest User	86	0	0	0
	mikeb	Mike Bayer	6	3	3	0
	steveo	Steve O'Donoghue	19	1	2	0
Tier One	glenn.hoddle	Glenn Hoddle	3	0	0	0
Tier Three	carolyn.bernstein	Carolyn Bernstein	17	0	0	0
	katiew	Katie Ward	74	2	6	8
	liamo	Liam O'Brien	2	1	1	0
	petert	Peter Tebbenhoff	0	0	0	1
Tier Two	carmel.lennon	Carmel Lennon	12	0	0	0
Grand Total			**222**	**7**	**12**	**20**

Refresh - Print - Export

The report columns display:

Reporting User Group	The reporting user group defined within Information Manager to which users are assigned.
User ID	The user's login ID.
Name	The user's first and last name.
Article Views	The total number of times that the user viewed any article.
Case Links	The number of times a user linked a knowledge base article to an case (service request).
Recommendations	The number of recommendations (change requests) the user has submitted.
Articles Authored	The number of articles that the user has created.

Refining the Report Data

You can change the date range by entering new start and end dates at the **Date** field. The default date range is the most recent complete calendar month.

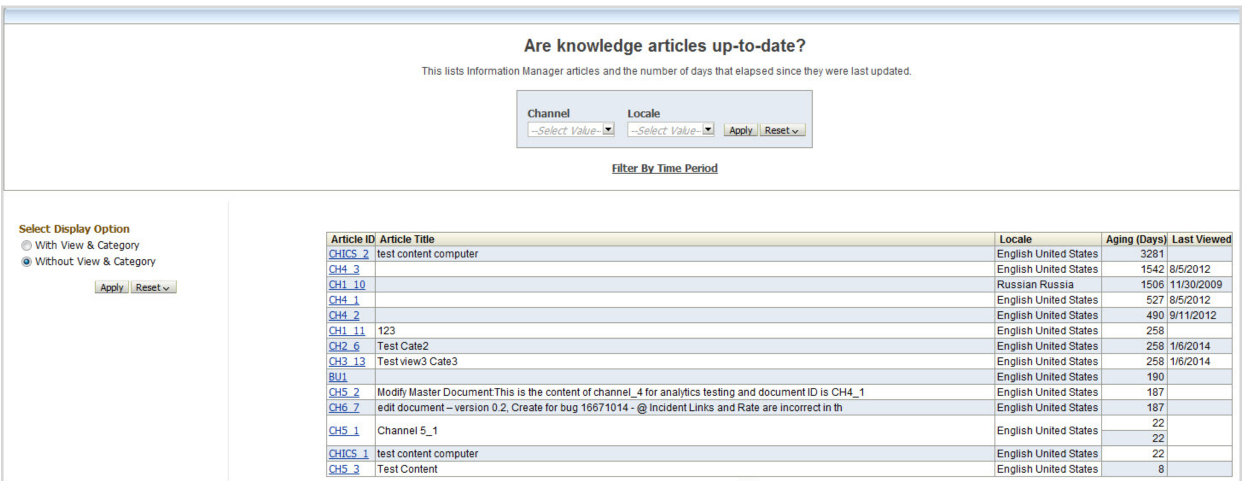
You can specify the report user groups that appear in the report by selecting from the **User Group** drop-down menu. The report lists all defined user groups by default.

Article Aging

Are knowledge articles up-to-date?

This report lists knowledge base articles sorted by the number of days that have elapsed since they were updated and published. It also shows the total number of times each article was viewed. You can filter the report by channel and locale.

Articles that have not been viewed recently may need to be updated with current information or may be obsolete. You can view articles in Information Manager to determine whether they should be updated or removed from the knowledge base; you can also investigate whether articles that have not been frequently viewed are properly indexed and searchable in the application.



Article ID	Article Title	Locale	Aging (Days)	Last Viewed
CHICS_2	test content computer	English United States	3281	
CH4_3		English United States	1542	8/5/2012
CH1_10		Russian Russia	1506	11/30/2009
CH4_1		English United States	527	8/5/2012
CH4_2		English United States	490	9/11/2012
CH1_11	123	English United States	258	
CH2_6	Test Cate2	English United States	258	1/6/2014
CH3_13	Test view3 Cate3	English United States	258	1/6/2014
BU1		English United States	190	
CH5_2	Modify Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_1	English United States	187	
CH6_7	edit document – version 0.2, Create for bug 16671014 - @ Incident Links and Rate are incorrect in th	English United States	187	
CH5_1	Channel 5_1	English United States	22 22	
CHICS_1	test content computer	English United States	22	
CH5_3	Test Content	English United States	8	

The report columns display:

Category The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter

View The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.

Article ID The article identifier.

Article Title The title of the article.

Locale The language and region of the article.

Article Views The number of views an article received.

Note: This column displays on the **Filter** reports only.

Aging (Days) The number of days since the content was last updated (published).

Last Viewed The date the article was last viewed by users.

Refining the Report Data

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can filter the reports to show specific groups of articles that received less than 100 views, sorted by the age of the article. Click **Filters** to see:

- **<100 Views Past 30 Days**. These articles received less than 100 views in the last 30 days.
- **<100 Views Past 60 Days.** These articles received less than 100 views in the last 60 days.

You can specify the content category (parent or child) that appears in the report by selecting from the **Category** menu. Categories organize the report content based on the business requirements of your organization. Categories are similar to channels; channels organize content by document type, such as FAQ or news, and categories organize content by business characteristic, such as product and model. For more information on Categories, see *Oracle Knowledge Information Manager Administration Guide*.

You can specify the repository view (parent or child) as defined by your organization that appears in the report by selecting from the **View** menu.

Fewest Views

Which published articles have the fewest views?

This report lists the knowledge base articles that users have viewed least frequently. Infrequent views can indicate that the content is expired, obsolete, or no longer relevant, or that the article is not properly indexed, and therefore not appearing in search results. The report is sorted by the number of views **(Article Views),** in ascending order.

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Article ID	The article identifier.

Article Title	The title of the article.
Locale	The language and region of the article.
Last Pub	The date the article was last published.
Article Views	The number of views that the article received.

Refining the Report Data

You can specify the content category (parent or child) that appears in the report by selecting from the **Category** menu. Categories organize the report content based on the business requirements of your organization. For more information on Categories, see *Oracle Knowledge Information Manager Administration Guide*.

You can specify the repository view (parent or child) as defined by your organization that appears in the report by selecting from the **View** menu.

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the most recent complete calendar month.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

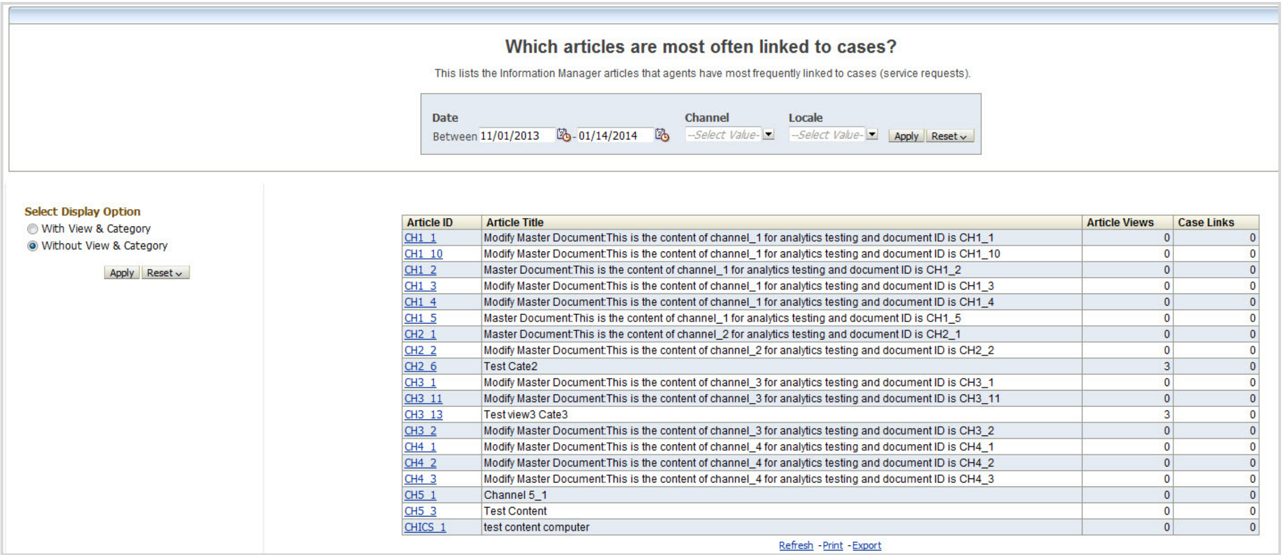
You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

Article Case Links

Which articles are most often linked to cases?

This report lists the knowledge base articles that agents have linked to cases (service requests) most frequently. The report is sorted by the number of cases linked to an article (**Case Links**) in descending order. The number of cases linked to an article indicates its value to agents; one or more case links indicate that a article is useful in providing solutions to end users.

To view the Category and View columns, select the **With Category and View** radio button.



Which articles are most often linked to cases?

This lists the Information Manager articles that agents have most frequently linked to cases (service requests).

Date
Between 11/01/2013 - 01/14/2014
Channel --Select Value--
Locale --Select Value--
Apply Reset

Select Display Option
With View & Category
Without View & Category
Apply Reset

Article ID	Article Title	Article Views	Case Links
CH1_1	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_1	0	0
CH1_10	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_10	0	0
CH1_2	Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_2	0	0
CH1_3	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_3	0	0
CH1_4	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_4	0	0
CH1_5	Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_5	0	0
CH2_1	Master Document:This is the content of channel_2 for analytics testing and document ID is CH2_1	0	0
CH2_2	Modify Master Document:This is the content of channel_2 for analytics testing and document ID is CH2_2	0	0
CH2_6	Test Cate2	3	0
CH3_1	Modify Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_1	0	0
CH3_11	Modify Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_11	0	0
CH3_13	Test view3 Cate3	3	0
CH3_2	Modify Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_2	0	0
CH4_1	Modify Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_1	0	0
CH4_2	Modify Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_2	0	0
CH4_3	Modify Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_3	0	0
CH5_1	Channel 5_1	0	0
CH5_3	Test Content	0	0
CHICS_1	test content computer	0	0

Refresh - Print - Export

The report columns display:

Category	The name of the Information Manager category or category hierarchy.
View	The name of the Information Manager view or view hierarchy.
Article ID	The article identifier.
Article Title	The article title.
Article Views	The number of times users viewed the published article.
Case Link	The total number of cases (service requests) that were linked to the article.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** menu. The default date range is the most recent complete calendar month.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

Advanced Knowledge Analysis

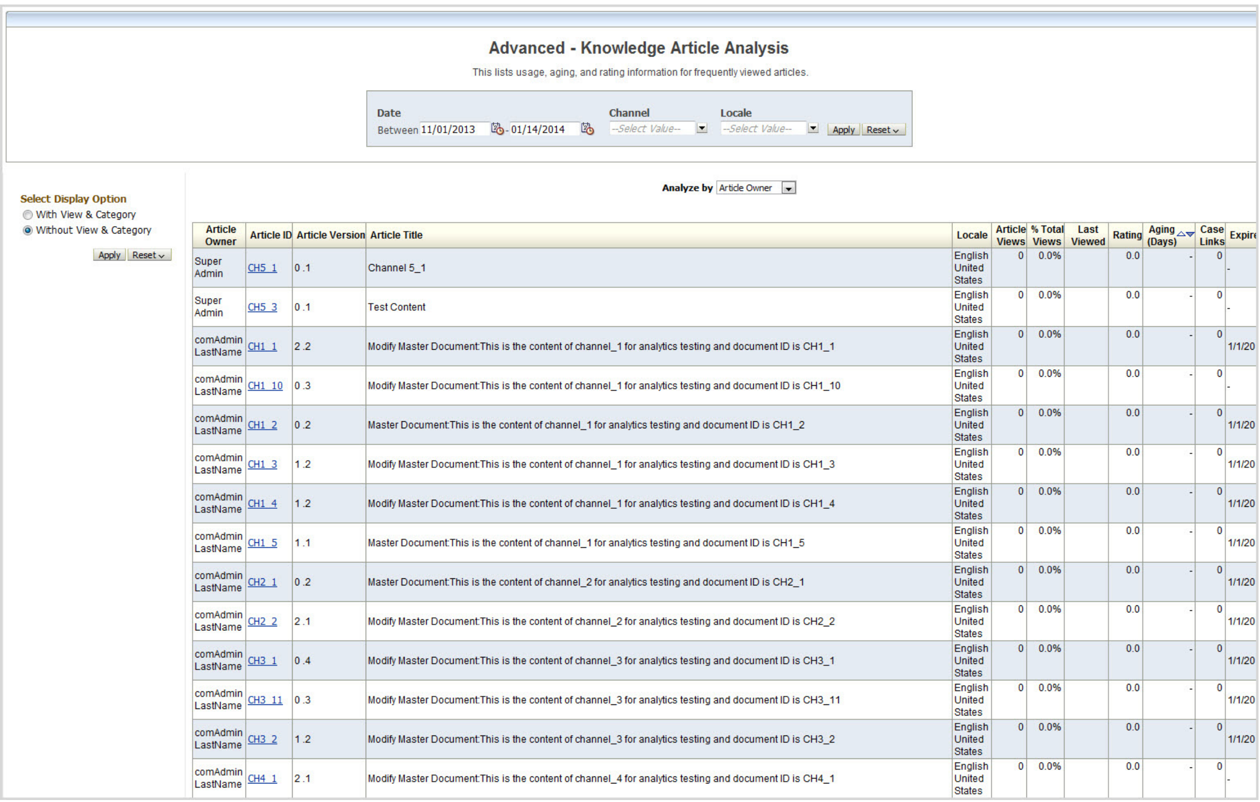
Advanced - Knowledge Article Analysis

This report provides comprehensive information about frequently viewed articles, such as how often they were viewed, their age, how they were rated, and how often they were linked to cases. It provides insight into the overall health of the knowledge management application.

Modifying the Report Display

The report displays the Article Owner field in the leftmost position by default; you can modify the report to analyze the data by additional attributes by selecting from the **Analyze by** menu. The **Analyze by** menu contains the following options:

Article Owner	The name of the Information Manager user who owns the article.
Version	The version of the article.
Orig Author	The name of the Information Manager user who created the original article.
Orig Pub Date	The date the original version of the article was published.
Last Updated	The date the article was last updated.
Last Update by	The user who last updated the article.



Article Owner	Article ID	Article Version	Article Title	Locale	Article Views	% Total Views	Last Viewed	Rating	Aging (Days)	Case Links	Expire
Super Admin	CH5_1	0 .1	Channel 5_1	English United States	0	0.0%		0.0	-	0	-
Super Admin	CH5_3	0 .1	Test Content	English United States	0	0.0%		0.0	-	0	-
comAdmin LastName	CH1_1	2 .2	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_1	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH1_10	0 .3	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_10	English United States	0	0.0%		0.0	-	0	-
comAdmin LastName	CH1_2	0 .2	Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_2	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH1_3	1 .2	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_3	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH1_4	1 .2	Modify Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_4	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH1_5	1 .1	Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_5	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH2_1	0 .2	Master Document:This is the content of channel_2 for analytics testing and document ID is CH2_1	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH2_2	2 .1	Modify Master Document:This is the content of channel_2 for analytics testing and document ID is CH2_2	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH3_1	0 .4	Modify Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_1	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH3_11	0 .3	Modify Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_11	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH3_2	1 .2	Modify Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_2	English United States	0	0.0%		0.0	-	0	1/1/20
comAdmin LastName	CH4_1	2 .1	Modify Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_1	English United States	0	0.0%		0.0	-	0	-

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Article ID	The article identifier.

Article Version	The major and minor version of the article.
Article Title	The title of the article.
Locale	The language and region to which the article belongs.
Article Views	The number of times the article was viewed by users.
% Total Views	The number of times an article was viewed / (over) the total number of article views for this time period, expressed as a percentage.
Last Viewed	The date the article was last viewed.
Rating	The average rating score that users assessed to the content. This score is based on the 5-star rating; 5 stars indicate users found the content very useful in providing solutions, and 1 star indicates users did not find the content to be useful.
Aging (Days)	The number of days since the content was last updated (published).
Case Links	The number of times the article was linked to a case (service request).
Expires	The date that the article will no longer be published, and will no longer be available as an answer to users' questions.

Refining the Report Data

You can specify the date range for the report at the **Date** field.The report displays data for the current day and the previous seven days by default.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

Recently Published

Which articles were most recently published?

This report lists the published articles in all or specified channels and locales, sorted in descending order by the date they were published. It enables you to easily identify the most recently published articles, and includes the identifier data such as the article title or author. This report also shows the number of times users viewed each published article. You can use this report to:

- identify which articles have been most recently published
- identify and understand the data that was added to or changed from an original article; this new data may be beneficial for other solutions

You can select a link in the **Article ID** column to see a preview of the article. If your system is not configured to link to articles, consult your system administrator or refer to the *Oracle Knowledge Analytics Administrator’s Guide* for more information.

Article ID	Latest Version	Article Title	Locale	Article Views	Version Author	Published
CH5_3	1.0	Test Content	English United States	0	Super Admin	1/6/2014
CH5_1	1.0	Channel 5_1	English United States	0	Super Admin	12/23/2013
CHICS_1	1.0	test content computer	English United States	0	workflow LastName	12/23/2013
CH5_2	1.0	Modify Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_1	English United States	0	Super Admin	7/11/2013
CH6_7	2.0	edit document – version 0.2, Create for bug 16671014 - @ Incident Links and Rate are incorrect in th	English United States	0	Super Admin	7/11/2013
BU1	1.0		English United States	0	Super Admin	7/8/2013
CH1_11	1.0	123	English United States	0	Super Admin	5/1/2013
CH2_6	1.0	Test Cate2	English United States	3	Super Admin	5/1/2013
CH3_13	1.0	Test view3 Cate3	English United States	3	Super Admin	5/1/2013
CH4_2	2.0		English United States	2	comAdmin LastName	9/11/2012
CH4_1	2.0		English United States	2	comAdmin LastName	8/5/2012
CH1_10	1.0		Russian Russia	1	comAdmin LastName	11/30/2009
CH4_3	1.0		English United States	6	comAdmin LastName	10/25/2009
CHICS_2	1.0	test content computer	English United States	0	workflow LastName	1/20/2005

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Article ID	The article identifier. Select the link to display a preview of the article.
Latest Version	The latest version number of the published article.
Article Title	The title of the article.
Locale	The locale (language and region) in which the article resides.
Article Views	The number of times users viewed this version of the article.
Version Author	The user who authored of this version of the article.
Published	The date the article was published.

Refining the Report Data

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

Recently Drafted

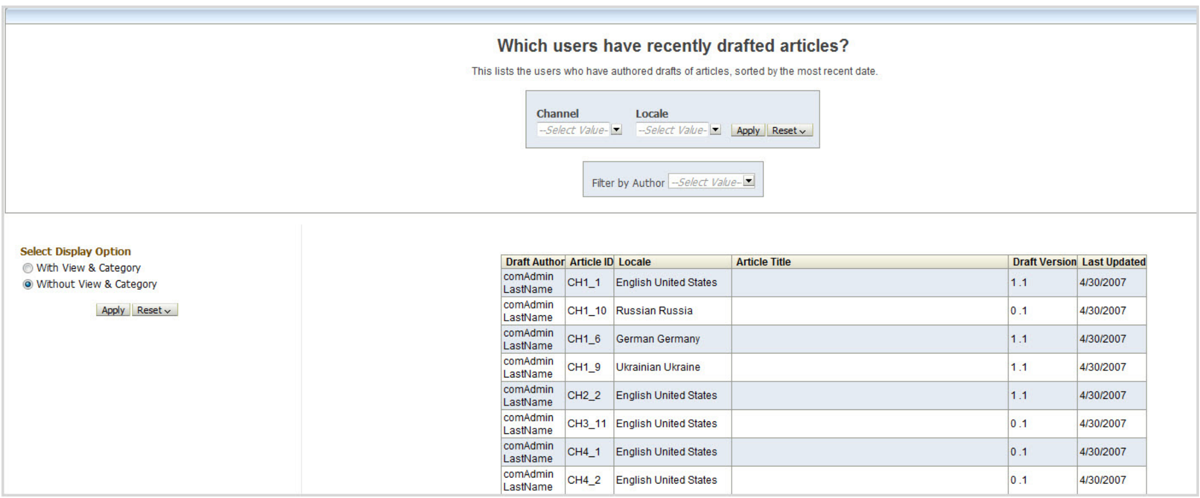
Which users have recently drafted articles?

This report lists the users who have authored one or more article drafts (articles that are not yet published) in all or selected channels and locales. Typically, these drafts are completed but have not yet entered into the workflow process. This report also shows related creation data, such as the version number, for each draft the user has authored.

You can view a list of drafts from all authors or select an author from the Filter by Author menu. This report is based on the most recent data available; it is sorted in descending order by the date the draft was **Last Updated**. You can use this report to:

- identify which users are actively creating new draft articles to solve customer issues
- monitor the number of drafts each user is creating and the dates of each draft
- monitor the channels and locales to determine which areas are producing the most or least number of drafts

Note: This report lists the article *drafts* only. To view published articles, select the **Recently Published** tab on the **Content** Dashboard.



Draft Author	Article ID	Locale	Article Title	Draft Version	Last Updated
comAdmin LastName	CH1_1	English United States		1.1	4/30/2007
comAdmin LastName	CH1_10	Russian Russia		0.1	4/30/2007
comAdmin LastName	CH1_6	German Germany		1.1	4/30/2007
comAdmin LastName	CH1_9	Ukrainian Ukraine		1.1	4/30/2007
comAdmin LastName	CH2_2	English United States		1.1	4/30/2007
comAdmin LastName	CH3_11	English United States		0.1	4/30/2007
comAdmin LastName	CH4_1	English United States		0.1	4/30/2007
comAdmin LastName	CH4_2	English United States		0.1	4/30/2007

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Draft Author	The user who authored the draft.
Article ID	The article identifier.
Locale	The locale (language and region) in which the article resides.
Article Title	The title of the article.

Draft Version	The version of the article. An article draft version number is always **.1** (0.1, 1.1, 2.1, etc.). The published version number is **1** (2, 3, etc.). A **0.1** version number is a first draft. As the draft progresses through a workflow, the version numbers continue upward (0.2, 0.3 etc.). A **1.0** (2.0, 3.0) version number indicates this draft has completed the workflow and is published or scheduled for publishing at a later date. An article that does not enter a workflow but is updated and immediately published has a version number of **1** (2, 3, etc.) A **1.1** (2.1, 3.1, etc.) version number indicates this draft is an update to a published article.
Last Updated	The date the draft was last updated.

Refining the Report Data

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

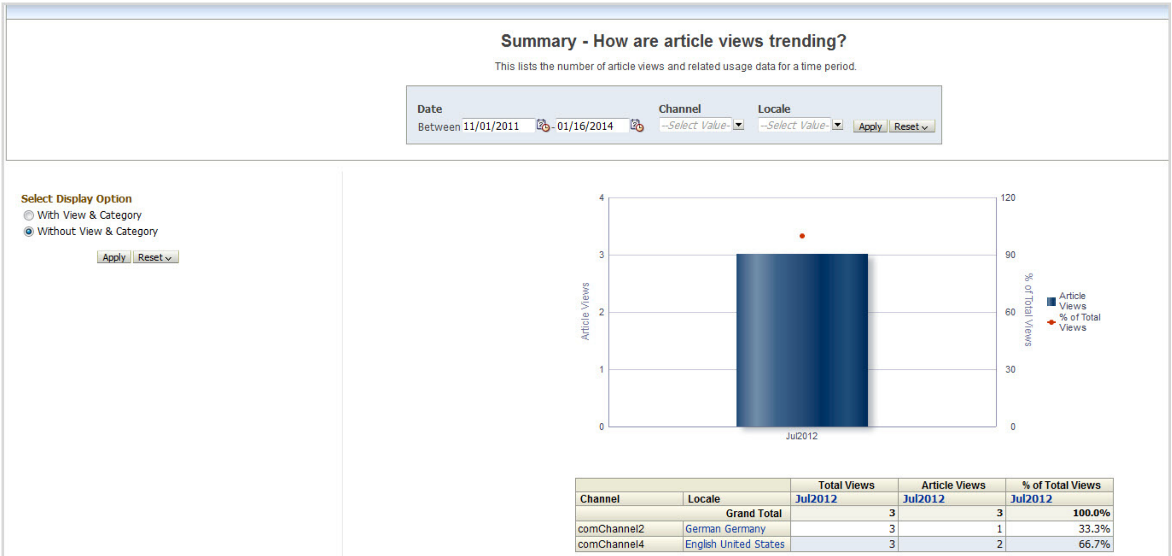
Article Views Trend

Summary - How are article views trending?

This report lists the number of article views in all or selected channels and locales, and shows how those numbers trended for a selected date range. It also shows the number of article views as a percentage of the total article views for channels and locales.

You can use this report to analyze the channels and locales in which users are viewing articles most or least frequently, and to compare data over a period of time to identify any trends. This report can help you:

- focus on trends within specific channels and locales to determine usage patterns
- compare how channels trended over time, noting increases and decreases; this data may indicate that some channels require additional resources or maintenance
- understand how content delivery (such as types of channels) affects article views



The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Channel	The content type, such as News or Solutions, of the articles users viewed.
Locale	The language and region, such as English (US), to which the article belongs.
Total Views	The total number of views for the article in this locale, by month.
Article Views	The number of times users viewed this version of the article, by month.
% of Total Views	The number of times an article was viewed / (over) the total number of article views for this time period, expressed as a percentage
Grand Total	The total number of article views, and the percentage of total views, in the channels and selected date range

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is three months, including the current month.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

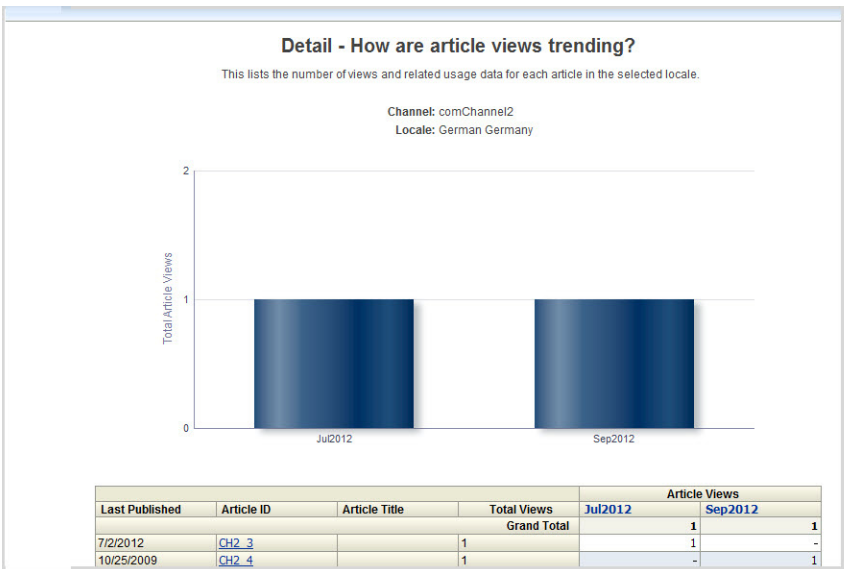
You can select a **Month** in the report to view the weekly data, and then select a **Week** to view the daily data.

Detail- How are article views trending?

This report shows the number of times users viewed each article in the locale you selected on the **Summary - How are article views trending?** report. It lists the total number of views and the article views for each month. You can select a Month to view data by week; the date range is set on the Summary report.

This report can help you gain insights into which articles in the locale are serving users needs well (article views that are trending high) and which articles may require additional tuning and maintenance (article views that are trending low).

You can select a link in the **Article ID** column to preview each article. If your application is not configured to link to articles, consult your system administrator or refer to the *Oracle Knowledge Analytics Administrator's Guide* for more information.



The report columns display

Last Published	The date the article was last updated (published).
Article ID	The article identifier.
Article Title	The title of the article.
Total Views	The total number of views for the article in this locale.
Article Views	The number of times users viewed this version of the article, by month.

Article Ratings

Summary - What is the average article rating?

This report shows the average user rating for articles in all or selected channels and locales, and how the ratings trended over a period of time. It also shows the number of times users have rated the articles during the same time period. This report enables you to:

- compare the average ratings across channels and locales
- compare the number of times users rated articles across channels and locales

- identify areas where ratings are trending higher or lower. This information helps you determine which areas are meeting your users' needs effectively, and which areas may require additional resources or maintenance.

For example, over a six-month time period, you may notice that the average ratings for all locales and channels were consistent except for the English (UK) locale, for which ratings declined. To determine what action to take, you might:

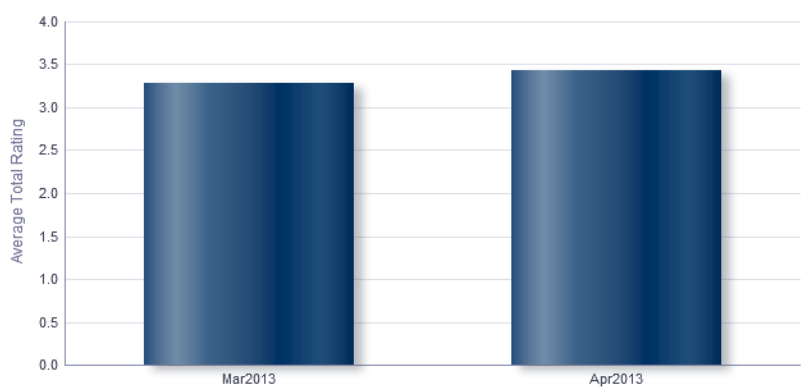
- select the English (UK) link in the **Locale** column of this report to view rating details
- select each month in the report to view the weekly rating data for articles in the English (UK) locale

This analysis helps you determine that the content in the English UK locale requires additional maintenance and tuning.

Summary - What is the average article rating?

This lists the average user rating for published articles over a time period.

Date	Channel	Locale		
Between 03/01/2013 - 05/03/2013	--Select Value--	--Select Value--	Apply	Reset



		Avg Rating		Article Ratings	
		Mar2013	Apr2013	Mar2013	Apr2013
Channel	Locale				
	Grand Total	**3.3**	**3.4**	**12**	**10**
Channel 1	English United States	-	3.0	-	1
channel_1	Chinese Taiwan	2.0	-	1	-
	English United States	4.0	4.0	2	4
	German Germany	1.0	-	1	-
	Ukrainian Ukraine	-	2.5	-	2
channel_2	English United States	3.0	5.0	1	1
	German Germany	-	1.0	-	1
	Russian Russia	3.0	-	1	-
channel_3	English United States	3.0	-	2	-
	Russian Russia	4.0	-	1	-
	Ukrainian Ukraine	5.0	-	1	-
channel_4	English United States	4.5	5.0	2	1

The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.

View	The name of the Information Manager view or view hierarchy.This column displays when you select the **View** filter.
Channel	The content type, such as News or Solutions, in which users rated articles.
Locale	The language and region, such as English (US), to which the article belongs.
Avg Rating	The average of all the user ratings for the article. For example, if 20 articles are listed on the report, and 10 of them were rated 5 times while the other 10 were rated 15 times, the average rating would be 10.
Article Ratings	The number of times users rated the article.
Grand Total	This shows the average of all average ratings (**Avg Rating)** for each month. It also shows the sum of all article ratings (**Article Ratings**) for each month.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** menu. The default date range is three months, including the current month.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the channels that appear in the report by selecting from the **Channel** menu. The report displays data for all defined channels by default.

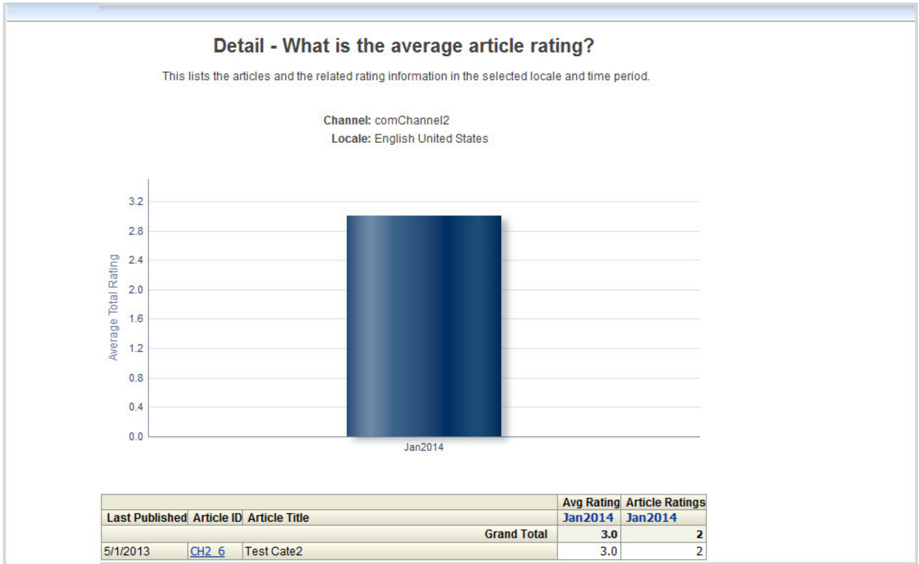
You can select a **Month** in the report to view the weekly data, and then select a **Week** to view the daily data.

Detail- What is the average article rating?

This report shows the average content rating and the number of ratings for each article in the locale you selected on the “Summary - How are article views trending?” report. It is sorted in descending order by the **Last Published** date.

You can use this report to identify which articles received ratings that trended higher or lower than ratings for the other articles in the same locale. This information can help you determine the areas that may require additional resources or content maintenance.

Note: You can select a link in the **Article ID** column to preview each article. If your application is not configured to link to articles, consult your system administrator or refer to the *Oracle Knowledge Analytics Administrator’s Guide* for more information.



The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Last Published	The date the article was last updated (published).
Article ID	The article identifier.
Article Title	The average of all the user ratings for the article. For example, if 20 articles are listed on the report and 10 of them were rated 5 times, while the other 10 were rated 15 times, the average rating would be 10.
Avg Rating	The average of all the user ratings for the article. For example, if 20 articles are listed on the report and 10 of them were rated 5 times, while the other 10 were rated 15 times, the average rating would be 10.
Article Ratings	The number of times users rated the article.
Grand Total	This shows the average of all average ratings (**Avg Rating)** for each month. It also shows the sum of all article ratings (**Article Ratings**) for each month.

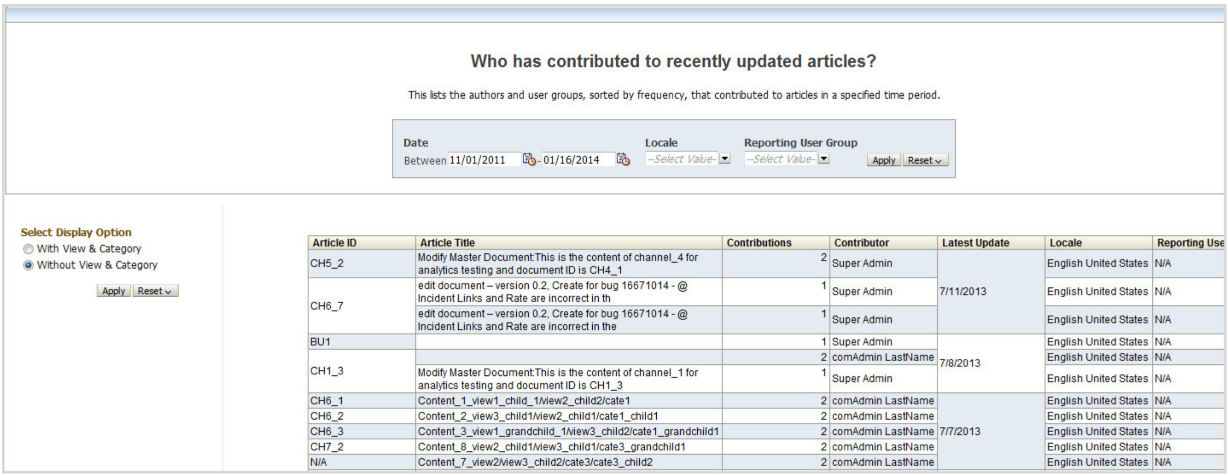
Content Contributions

Who has contributed to recently updated articles?

This report lists the content authors who have contributed to selected articles in your organization's knowledge base and the dates and number of times each author updated the article. It provides article details (article title and ID) and contributor details such as the date of the update and the number of times an author contributed updates. You can view a list of all the articles in the knowledge base or narrow your search by selecting a date range, locale, user group or category.

For example, you want to view all content contributors to articles pertaining to automotive products for a six-month period. You set the date range for the desired dates at the **Date** filter and select *Automotive Products* at the **Category** filter. You also select a particular user group at the **Reporting User Group** filter. The report returns all articles on automotive products in the date range and all the contributors who authored or updated the articles.

This report can provide insight into the authoring performance of various reporting groups and individual content authors. This information can help determine actions such as performance recognition, team changes or training opportunities.



The report columns display:

Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Article ID	The Information Manager identifier.
Article Title	The title of the article.
Contributions	The number of times the users created or updated articles.
Contributor	This is a user who has contributed to the article.
Last Update	The date and time of the last time the article was updated.
Locale	The locale (the language and region, such as English (US)) of the articles. This column displays when you select the **Locale** filter.
Reporting User Group	The reporting group to which the contributor belongs.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** menu. The default date range is three months, including the current month.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the reporting user groups that appear in the report by selecting from the **Reporting User Group** menu. The report displays data for all defined channels by default.

Top Content Contributors

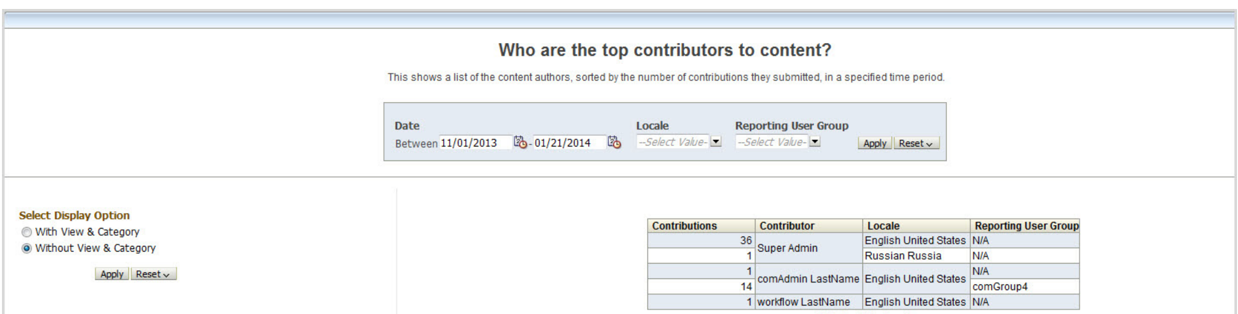
Who are the top contributors to content?

This report shows the content authors who provide content that successfully deflects escalations. It is sorted by the number of times each author contributed (created or updated) to the content, so the content authors who contributed most frequently during a specified time period appear at the top of the report. your knowledge base’s

This report lists the content authors who have contributed to articles in your organization's knowledge base. It is sorted by the number of times each author contributed (created or updated) to the content, so the content authors who contributed most frequently during a specified time period appear at the top of the report. You can narrow the data shown by selecting one or all of the filters (for example View, Category).

This report can help you:

- determine which content authors and reporting user groups are contributing to the content most, or least, frequently
- compare the contributions of each content author from different time periods
- assess the performance of your content authors over time



The report columns display:

View	The name of the Information Manager view or view hierarchy. A view is an attribute defined in information Manager that controls the types of documents a user can view. This column appears when you select the *With View & Category option.*
Category	The name of the Information Manager category. A category is an attribute defined in Information Manager that defines the content, such as FAQ, or Product associates. This column appears when you select the *With View & Category option.*
Contributions	The number of times the users created or updated an article.
Contributor	A user or content author who has contributed to the article.
Locale	The language and region, such as English (US) or English (UK) of the cited articles. This column displays when you select the Locale filter.

Reporting User Group	The reporting user group to which the author of the recommendation belongs

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** menu. The default date range is three months, including the current month.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the reporting user groups that appear in the report by selecting from the **Reporting User Group** menu. The report displays data for all defined reporting user groups by default.

Article Citations

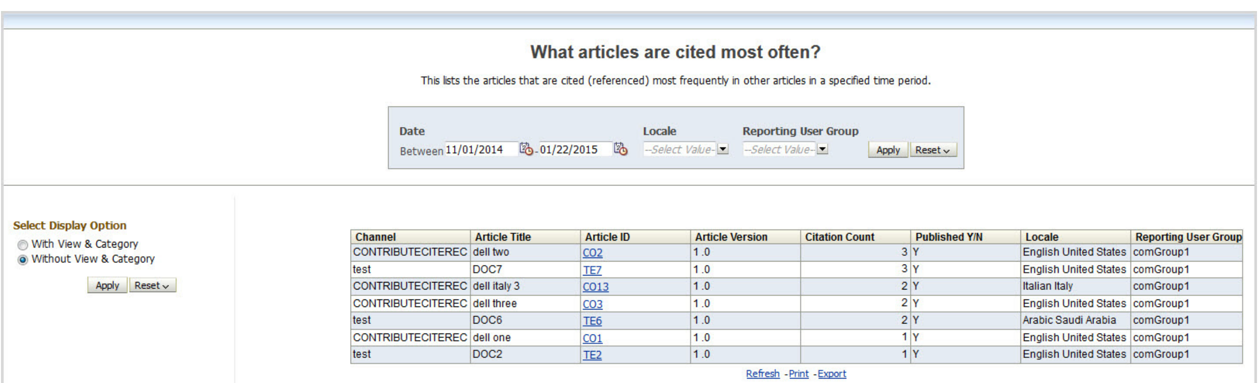
Which articles have been cited most often?

This report shows the articles that have been referenced, or cited, most often by other articles in the knowledge base. It is sorted by the **Citation Rate**, or the number of times the article was cited and identifies the article, the author of the article cited, and author's reporting user group.

This report helps you identify and monitor the value of the articles in your knowledge base; the more references an article receives, the more useful and valuable the content in that article.

With this data you can make decisions such as enlisting an author of a highly-referenced article to produce other articles or edit existing articles, or publishing an article if it is not yet published, or even merging content from several highly-referenced articles into one new article. It also helps identify which reporting groups are producing the most useful content.

You can filter the reports by locale, reporting group and date range.



Channel	Article Title	Article ID	Article Version	Citation Count	Published Y/N	Locale	Reporting User Group
CONTRIBUTECITEREC	dell two	CO2	1.0	3	Y	English United States	comGroup1
test	DOC7	TE7	1.0	3	Y	English United States	comGroup1
CONTRIBUTECITEREC	dell italy 3	CO13	1.0	2	Y	Italian Italy	comGroup1
CONTRIBUTECITEREC	dell three	CO3	1.0	2	Y	English United States	comGroup1
test	DOC6	TE6	1.0	2	Y	Arabic Saudi Arabia	comGroup1
CONTRIBUTECITEREC	dell one	CO1	1.0	1	Y	English United States	comGroup1
test	DOC2	TE2	1.0	1	Y	English United States	comGroup1

The report columns display:

Channel	The type of content, for example *FAQ* or *Solutions*.
Article Title	The title of the article.
Article ID	The Information Manager identifier.
Article Version	The version of the article.

Citation Rate	The number of times an article was cited (referenced) in other articles.
Published Y/N	This flag indicates whether the article has been published.
Locale	The language and region, such as English (US) or English (UK) of the cited articles. This column displays when you select the **Locale** filter.
Category	The name of the Information Manager category or category hierarchy. This column displays when you select the **Category** filter.
View	The name of the Information Manager view or view hierarchy. This column displays when you select the **View** filter.
Reporting User Group	The reporting user group to which the author of the cited article belongs.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** menu.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the reporting user groups that appear in the report by selecting from the **Reporting User Group** menu. The report displays data for all defined reporting user groups by default.

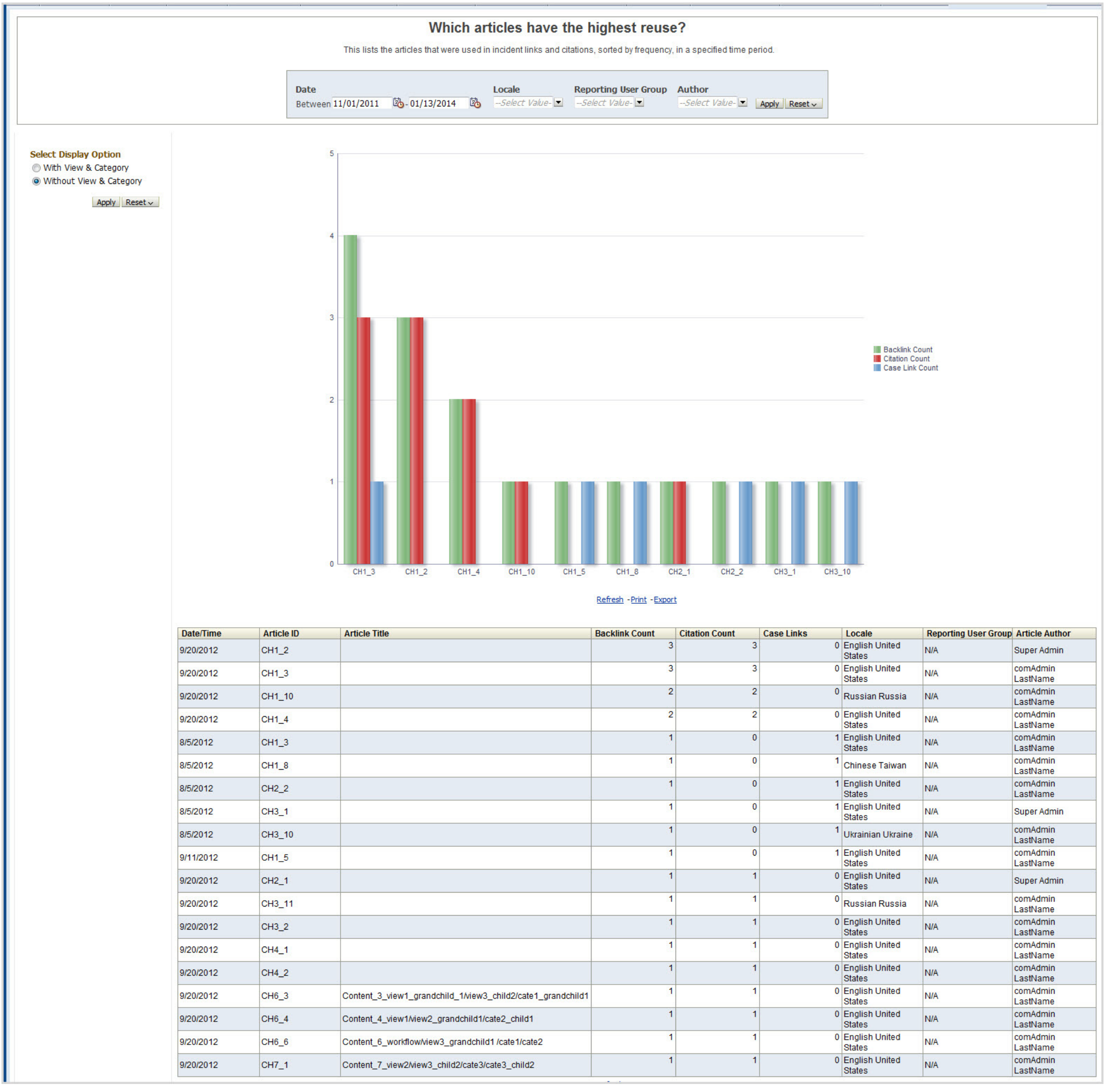
You can specify the Information Manager view or view hierarchy that appears in the report by selecting from the **View** menu. The report displays data for all defined views by default.

Most Reused Articles

Which articles have the highest reuse?

This report displays the articles in the knowledge base that have the highest reuse or backlink rate for a specified time period. A *backlink* is the sum of the number of citations and number of case links in which an article was used. For example, if for a three-month period an article was linked to cases 50 times and cited in other articles 30 times, the backlink count is 80. If an article was linked 25 times to a case and cited in other articles zero times, the backlink count is 25.

This report provides insight into how the articles in the knowledge base are used and which articles are used most frequently. It also enables you to can monitor the overall reuse count as well as the individual counts for citation rate and case links. This information helps you to determine the most popular content in terms of reuse within the knowledge base.



Date/Time	Article ID	Article Title	Backlink Count	Citation Count	Case Links	Locale	Reporting User Group	Article Author
9/20/2012	CH1_2		3	3	0	English United States	N/A	Super Admin
9/20/2012	CH1_3		3	3	0	English United States	N/A	comAdmin LastName
9/20/2012	CH1_10		2	2	0	Russian Russia	N/A	comAdmin LastName
9/20/2012	CH1_4		2	2	0	English United States	N/A	comAdmin LastName
8/5/2012	CH1_3		1	0	1	English United States	N/A	comAdmin LastName
8/5/2012	CH1_8		1	0	1	Chinese Taiwan	N/A	comAdmin LastName
8/5/2012	CH2_2		1	0	1	English United States	N/A	comAdmin LastName
8/5/2012	CH3_1		1	0	1	English United States	N/A	Super Admin
8/5/2012	CH3_10		1	0	1	Ukrainian Ukraine	N/A	comAdmin LastName
9/11/2012	CH1_5		1	0	1	English United States	N/A	comAdmin LastName
9/20/2012	CH2_1		1	1	0	English United States	N/A	Super Admin
9/20/2012	CH3_11		1	1	0	Russian Russia	N/A	comAdmin LastName
9/20/2012	CH3_2		1	1	0	English United States	N/A	comAdmin LastName
9/20/2012	CH4_1		1	1	0	English United States	N/A	comAdmin LastName
9/20/2012	CH4_2		1	1	0	English United States	N/A	comAdmin LastName
9/20/2012	CH6_3	Content_3_view1_grandchild_1/view3_child2/cate1_grandchild1	1	1	0	English United States	N/A	comAdmin LastName
9/20/2012	CH6_4	Content_4_view1/view2_grandchild1/cate2_child1	1	1	0	English United States	N/A	comAdmin LastName
9/20/2012	CH6_6	Content_6_workflow/view3_grandchild1 /cate1/cate2	1	1	0	English United States	N/A	comAdmin LastName
9/20/2012	CH7_1	Content_7_view2/view3_child2/cate3/cate3_child2	1	1	0	English United States	N/A	comAdmin LastName

The report columns display:

Date/Time	The date the recommendation was submitted.
Article ID	The Information Manager identifier.
Article Title	The title of the article.
Backlink Count	The sum of the number of citations and the number of case links in which an article was used. For example, if an article was cited in 50 articles and was linked to 50 cases (service requests), the backlink count would be 100.
Citation Count	The number of times an article was referenced (cited) in other articles.
Case Links	The number of times an article was linked to an case.
Locale	The locale (the language and region, such as English (US)) of the recommendation.

Reporting User Group	The reporting user group of the author.
Author	The author of the reused article.

Refining the Report Data

You can specify the Information Manager view or view hierarchy that appears in the report by selecting from the **View** menu. The report displays data for all defined views by default.

You can specify the Information Manager category or category hierarchy that appears in the report by selecting from the **Category** menu. The report displays data for all defined categories by default.

You can specify the report's date range by selecting start and end dates in the **Date** menu. The default date range is three months, including the current month.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the reporting user group that appear in the report by selecting from the **Reporting User Group** menu.

You can specify a content author to appear in the report by selecting from the **Author** menu.

Top Category Deflections

Which content categories have the highest Content views resulting in deflections?

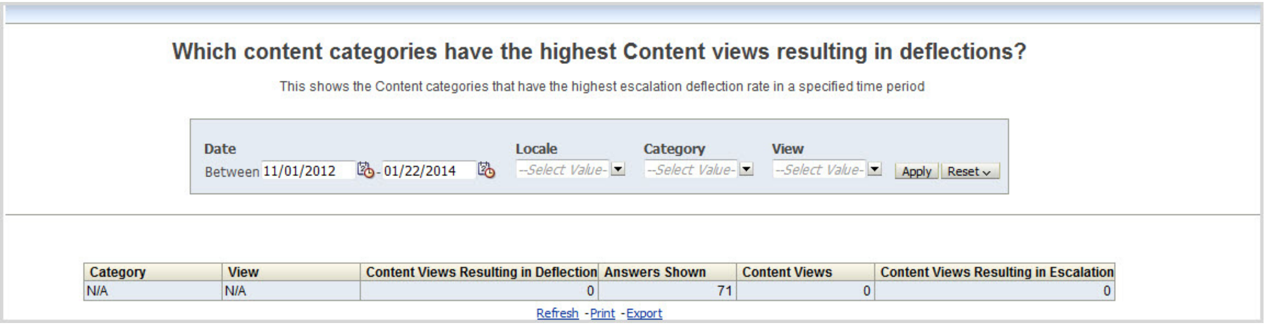
This report shows the content categories that have the highest escalation deflection rate. A *category* is an attribute defined in an Information Manager repository that enables you to associate content items with any characteristic or business requirement, such as product and model.

A deflection occurs when users begin to create (begin to type) escalations but do not complete them because the desired answer appears in the list of answers that Analytics returns, or they simply abandon the search.

When a user begins an escalation (begins typing a case in a Create a Case field or textbox), Analytics tries to deflect the escalation by returning a list of answers for the category that may provide the appropriate answer called **Answers Shown**. If the user selects and views an Answers Shown, it is counted as a **Content View**.

If the user finds the appropriate answer in one or more of the Content Views, then the deflection is successful (**Content Views Resulting in Deflection)**. If the user does not find an answer in the Content Views and continues to create an escalation, then the deflection is not successful (**Content Views Resulting in Escalation**). By default, this report is sorted by the content views resulting in Content Views Resulting in Escalation.

This report helps you determine the top content categories in your knowledge base that provide content that successfully deflects escalations.



The report columns display:

Category	The name of the Information Manager category.
Answers Shown	The number of times an answer associated with the category was shown during an attempted deflection of an escalation (creating a case).
Content Views	The number of times a user actually selects and views the content of one of the **Answers Shown** during an attempted deflection.
Content Views Resulting in Deflection	The number **Content Views** that resulted in a deflection of an escalation (the user did not create a case or selected **Yes** when prompted).
Content Views Resulting in Escalations	The number Content Views that resulted in an escalation (the user created a case or selected **No** when prompted).

Refining the Report Data

You can specify the report's date range by selecting start and end dates from the **Date** menu.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the Information Manager view or view hierarchy that appears in the report by selecting from the **View** menu. The report displays data for all defined views by default.

You can specify the Information Manager category or category hierarchy that appears in the report by selecting from the **Category** menu. The report displays data for all defined categories by default.

Lowest Category Deflections

Which content categories have the lowest Content views resulting in deflections?

This report shows the content categories that have the lowest number of content views (answers) that deflected users from creating escalations. A category is an attribute defined in an Information Manager repository that enables you to associate content items with any characteristic or business requirement, such as product and model.

A deflection occurs when users begins to create (begin to type) an escalation but does not complete it because they find the answer in the list that Analytics returns or simply choose not to continue.

When a user begins an escalation (begins typing a case in a Create a Case field or text box), Analytics tries to deflect the escalation by returning a list of answers for the category that may provide the appropriate answer, called *Answers Shown*. If the user selects and views one of the Answers Shown, it is counted as a *Content View*. If the user finds an appropriate answer in one or more of the Content Views, then the deflection is successful (*Content Views Resulting in Deflection*)**.** If the user does not find an answer in the Content Views and continues to create an escalation, then the deflection is not successful (*Content Views Resulting in Escalation*). By default, this report is sorted by Content Views Resulting in Escalation.

This report helps you determine the content categories in your knowledge base that are least helpful and possibly require tuning of the content.

The report columns display:

Category	The name of the Information Manager category.
Answers Shown	The number of times an answer associated with the category was shown during an attempted deflection of an escalation (creating a case).
Content Views	The number of times a user actually selects and views the content of one of the **Answers Shown** during an attempted deflection.
Content Views Resulting in Deflection	The number **Content Views** that resulted in a deflection of an escalation (the user did not create a case or selected **Yes** when prompted).
Content Views Resulting in Escalations	The number Content Views that resulted in an escalation (the user created a case or selected **No** when prompted).

Refining the Report Data

You can specify the report's date range by selecting start and end dates from the **Date** menu.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can specify the Information Manager view or view hierarchy that appears in the report by selecting from the **View** menu. The report displays data for all defined views by default.

You can specify the Information Manager category or category hierarchy that appears in the report by selecting from the **Category** menu. The report displays data for all defined categories by default.

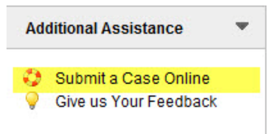
You can specify the Information Manager category or category hierarchy that appears in the report by selecting from the Category menu. The report displays data for all defined categories by default.

Escalation Trending

How are escalations trending?

This report provides a high-level view on how escalations are trending during a specified time period.

An escalation occurs when a user searches the knowledge base but does not find an answer and then submits a case online. For example, if users search the Oracle Knowledge InfoCenter for an answer or solution but are not successful, the user escalates the search by submitting a case:



This report enables you to:

- view the number of escalations in a time period
- view the number of attempted escalations and deflections fin a time period
- determine if escalations are trending up (more escalations) or trending down (less escalations) over time by comparing escalations in a specified time period, for example escalations in one three-month period to the next three-month time period

You can use this data to determine if your knowledge base engine or content requires tuning. For example, if several users are requesting the same answers and not finding them in the knowledge base, this might indicate that the content needs to be added or tuned. Or, if the content is available but users are not finding it, this might indicate that the search engine needs to be tuned.

The report columns display:

Date/Time The date the escalation was submitted.

Locale	The locale (the language and region, such as English (US)) of the escala-tion.
Reporting User Group	The reporting user group associated with the escalation.
Escalations Attempted	The number of times users attempted to create escalations by selecting a Create Incident/Case link in the application.
Count of Cases	The number of escalations created in this time period.
Escalations Deflected	The number of times escalations were deflected. A deflection occurs when users begins to create an escalation but does not complete it. For example, a user begins to create a case but then finds the answer in the search list.

Refining the Report Data

You can specify the Information Manager view or view hierarchy that appears in the report by selecting from the **View** menu. The report displays data for all defined views by default.

You can specify the Information Manager category or category hierarchy that appears in the report by selecting from the **Category** menu. The report displays data for all defined categories by default.

You can specify the report's date range by selecting start and end dates in the **Date** menu. The default date range is three months, including the current month.

You can specify the locales that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

CHAPTER 5

Using the Search Analysis Reports

Analytics provides a set of reports that display Intelligent Search data which measures the effectiveness of your search engine and analyzes users' overall search experience at your knowledge base. These reports provide data that can help you determine:

- the answers most (or least) frequently returned to users' questions
- how useful the answers are to users
- the average number of attempts users need to find desired answers
- how the search application is performing overall

This chapter describes the following Search Analysis dashboard tabs and corresponding reports:

Tab	Report	Report Description
Performance Indicators	**How are search performance indicators trending?**	This report shows performance and trending information for four key search performance indicators.
KPI Watchlist	**Search KPI Watchlist**	This report shows the KPIs that monitor the search-related performance of your knowledge management application.
Search Radars	**Search KPI Watchlist**	This report shows the radar charts of performance and trending information for four key search performance indicators (KPIs).
Popular Answers	**Which are the most popular answers?**	This report lists the most popular answers to users' questions.
Questions Without Answers	**Which questions have no answers?**	This report displays the number of questions for which Intelligent Search returned no answers.
User Question Count	**How many questions have users asked?**	This report shows the number of questions that users within user groups have asked.
Advanced Question Analysis	**Advanced - Question Analysis Summary**	This report provides comprehensive information for the questions asked and click-thru activity over a specified time period.
	Question Analysis Detail	This report lists the actual questions associated with the representative question you selected from the Advanced - Question Analysis Summary report.
	Answer Analysis	This report shows the answers for the actual question you selected from the Question Analysis Detail report.

Popular Questions	**What are the most popular questions?**	This report lists the representative questions users asked and related usage data for a time period.
Least Popular Answers	**Which are the least popular answers?**	This report lists the answers that were returned least often to users' questions for a given time period.
Intents Triggered	**Which intents are triggered most often?**	This tab lists the KPIs assigned to the reports on the Search dashboard.
Highest Deflection Rate	**Which questions have the highest deflection rate?**	This report shows a list of questions, sorted by highest number, for which users attempted to open an escalation but were successfully deflected by answers in your knowledge base.
Lowest Deflection Rate	**Which questions have the lowest deflection rate?**	This report shows a list of questions, sorted by lowest number, for which users attempted to open an escalation but were successfully deflected by answers in your knowledge base.

Performance Indicators

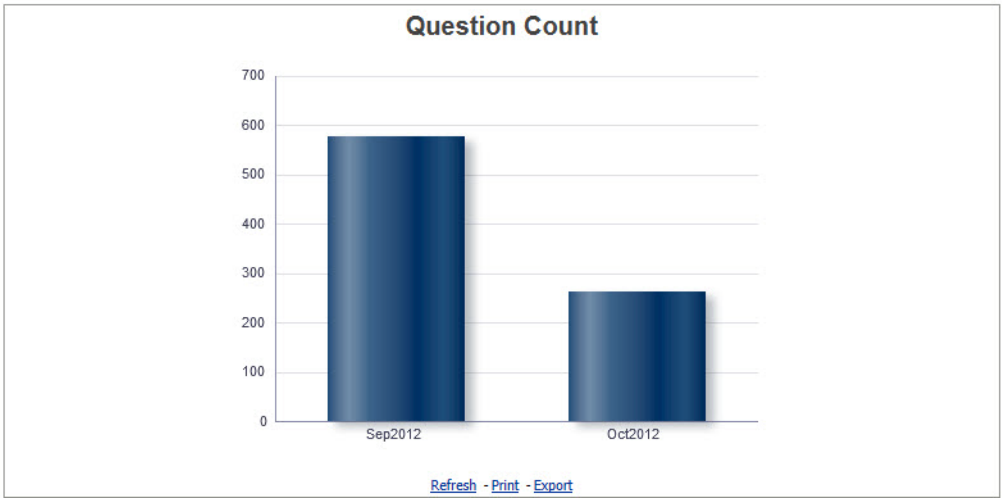
How are search performance indicators trending?

This report shows performance and trending information for four key search performance indicators. It provides a high-level view of the number of questions users are asking, the number of questions for which search provided an answer, and the number times users selected (clicked-thru) an answer, over time.

This report provides a summary of the search engine activity and effectiveness for a specified time period.

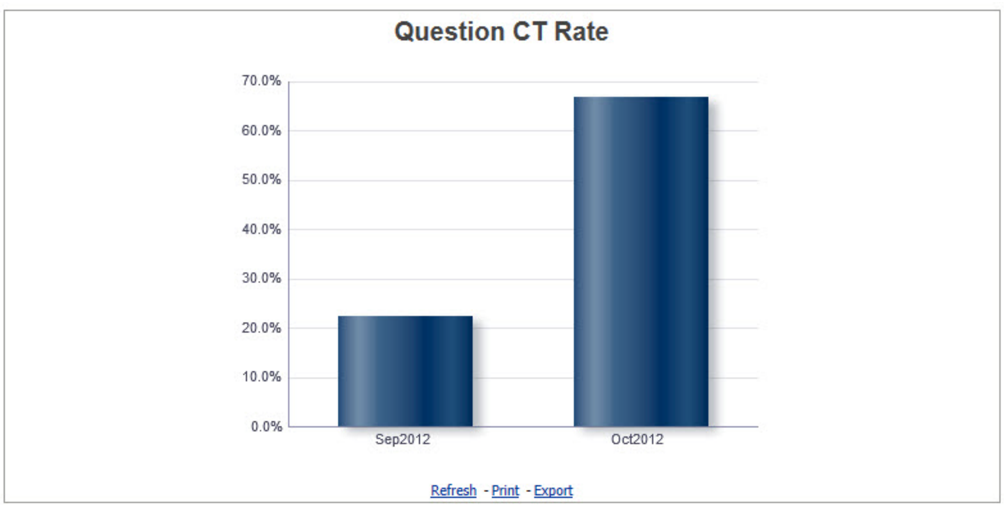
Important! When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity. For more accurate trending reports, compare data for complete months.

The search performance indicators are:



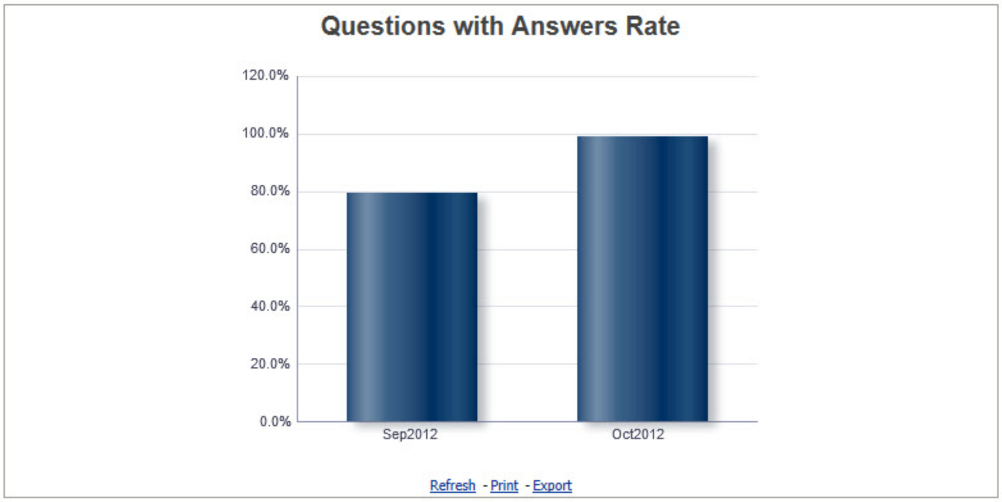
Question Count

This graph shows the number of questions asked in a time period.



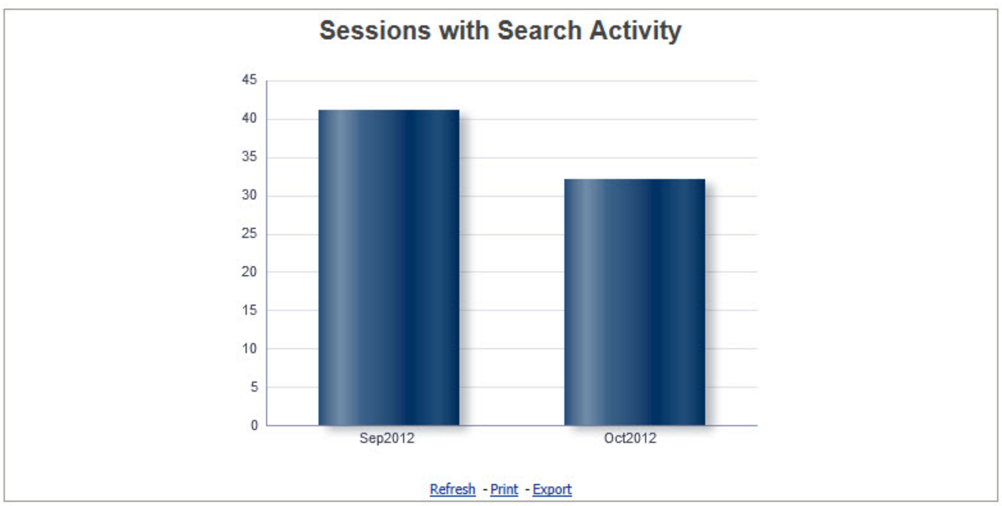
Question CT Rate

This graph shows the number of times a question received at least one click-thru, expressed as a percentage.



Questions with Answers Rate

This graph shows the number of questions that received at least one answer in the search results.



Sessions with Search Activity

This graph shows the number of sessions in which users asked at least one question.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the current month and the previous two months.

Important! When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only 5 days of activity. For more accurate trending reports, compare data for complete months.

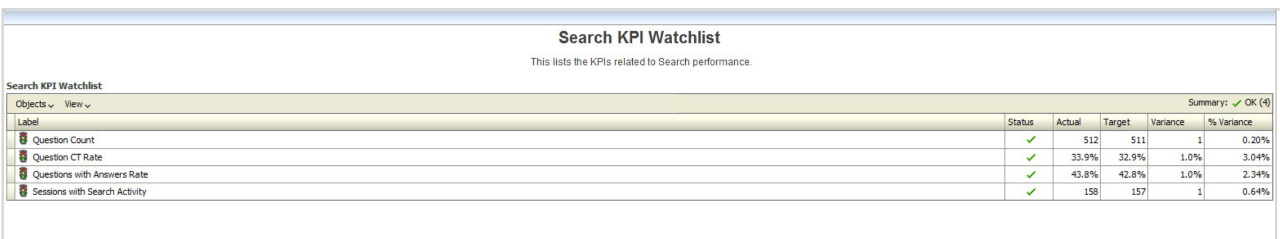
You can specify which of the question sources defined for your application appear in the report by selecting from the **Question Source** and menus.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

KPI Watchlist

Search KPI Watchlist

The KPI watchlist shows the Key Performance Indicators (KPIs) that monitor the search-related performance of your knowledge management application. KPIs measure how well various important aspects of your knowledge management application are performing with respect to goals that you define for your organization.



Label	Status	Actual	Target	Variance	% Variance
Question Count	✓	512	511	1	0.20%
Question CT Rate	✓	33.9%	32.9%	1.0%	3.04%
Questions with Answers Rate	✓	43.8%	42.8%	1.0%	2.34%
Sessions with Search Activity	✓	158	157	1	0.64%

The KPIs on this watchlist are:

- **Question Count.** Compares the number of questions asked to your organization's specified goal or objective.
- **Question CT Rate.** Compares the rate at which click-thrus have occurred on questions to your organization's specified goal or objective.
- **Questions with Answers Rate.** Compares the rate (percentage) of times when the questions asked returned at least one answer to your organization's specified goal or objective.
- **Sessions with Search Activity.** Compares the number of end-user sessions where at least one search occurred to your organization's specified goal or objective.

Interpreting KPI Status

Analytics compares actual values from your application to each KPI's configured target value, and then uses a configured threshold value to determine the KPI's status. KPIs display a status of *OK* (Green), *Warning* (Yellow), or *Critical* (Red), depending on how your application is performing.

Important! Analytics KPIs are shipped with default target, and threshold values; however, these default values are intended for demonstration purposes only. To use KPIs effectively, you must configure them to reflect your organization's business requirements.

You can determine whether KPIs are currently set to reflect your organization's business goals by viewing the current settings in OBIEE using the process described in the 'About Analytics KPI Variances and Thresholds' section of the Oracle Knowledge Analytics User Guide. See the Oracle Business Intelligence Enterprise Edition Users Guide for more information on configuring KPIs.

Monitoring Search Performance using KPIs

When KPIs are configured with specific values for your organization, you can use them to gain quick insight into your application's search-related performance and identify critical aspects of your application that may need immediate attention. When a KPI displays as Warning or Critical, you can take necessary corrective action, including using related Analytics reports to determine the cause(s) of performance issues.

Search Radars

How are search performance indicators trending?

This report shows the radar charts of performance and trending information for four key search performance indicators (KPIs). Briefly, a radar chart (also called a spider chart or star chart) is a graphic tool that plots the same information as a bar graph, but instead displays data radiating from the center of the graph. Each data element has its own value axis.

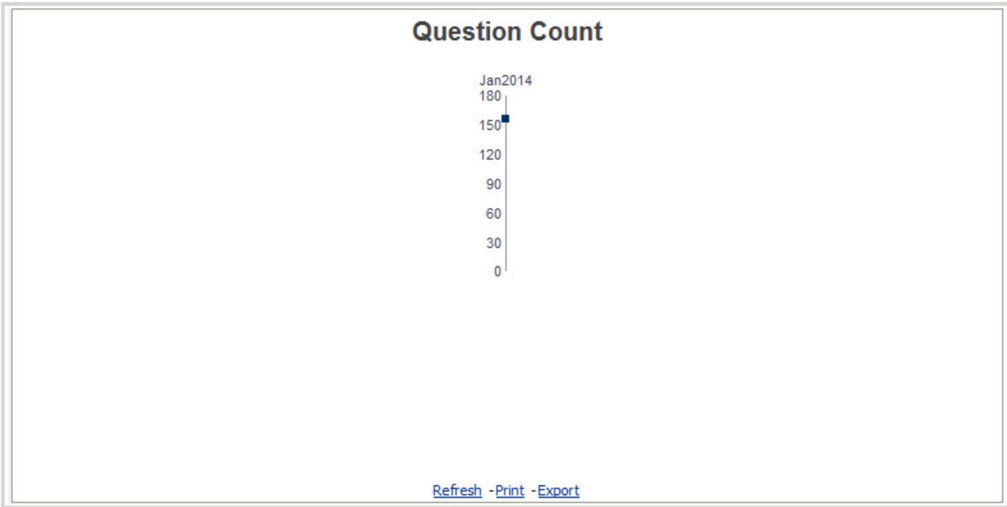
Note: You can also view bar graphs of the KPI data by selecting the Performance Indicators tab on this dashboard.

This report provides a high-level view of the number of questions users are asking, the number of questions for which search provided an answer, and the number times users selected (clicked-through) an answer, over time. The default period spans the current month and the previous six months.

You can specify the report's date range by selecting start and end dates in the Date field. You can specify the locales (language and region) that appears in the report by selecting from the Locale menu. The report displays data for all defined locales by default.

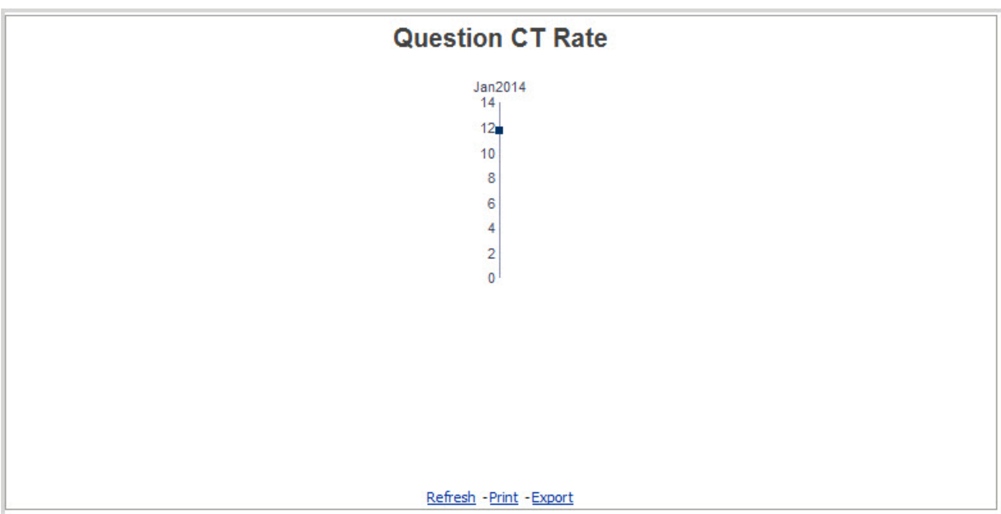
Important! When viewing this report for a period that includes the current month, note that it may not fully reflect the data for the entire six-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity. For more accurate trending reports, compare data for complete months.

The key search performance indicators are:



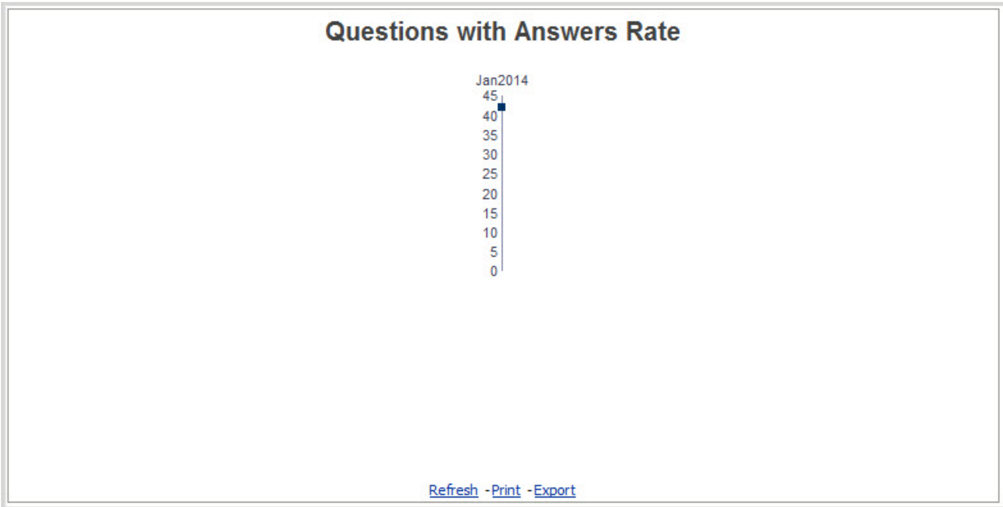
Question Count

The number of questions that users asked.



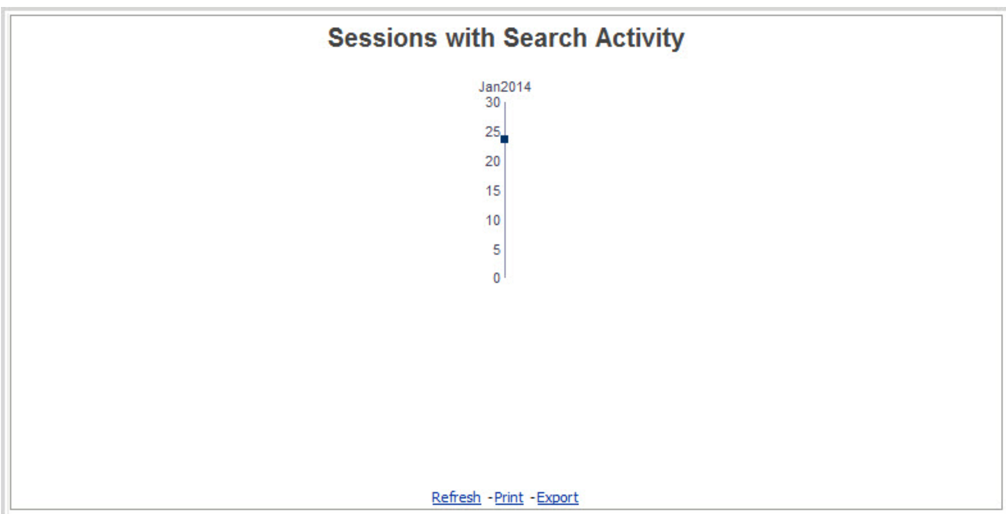
Question CT Rate

The number of times that a question received at least one click-thru (CT), expressed as a percentage. A *click-thru* is counted when at least one answer is selected, or clicked, for a question. Whether one answer is clicked or ten answers are clicked for one question, it is counted as one click-thru.



Questions with Answers Rate

The number of questions that received at least one answer in the search results, expressed as a percentage.



Sessions with Search Activity

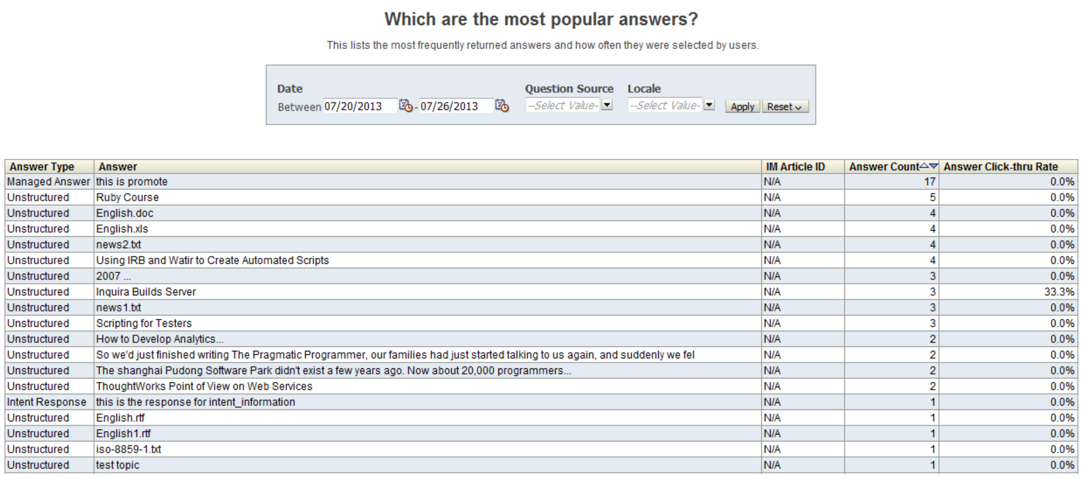
The number of sessions in which users asked at least one question

Popular Answers

Which are the most popular answers?

This report lists the most popular (frequently occurring) answers to users' questions within a specified time period. It identifies the type of answer (for example, a knowledge base article or web page) and displays the number of times the answer was presented to users and the rate at which users selected that answer.

This report helps you determine which results the search application is returning most often, and which content user selected most often.


Which are the most popular answers?

This lists the most frequently returned answers and how often they were selected by users.

Date: Between 07/20/2013 - 07/26/2013 | Question Source: --Select Value- | Locale: --Select Value- | Apply | Reset

Answer Type	Answer	IM Article ID	Answer Count	Answer Click-thru Rate
Managed Answer	this is promote	N/A	17	0.0%
Unstructured	Ruby Course	N/A	5	0.0%
Unstructured	English.doc	N/A	4	0.0%
Unstructured	English.xls	N/A	4	0.0%
Unstructured	news2.txt	N/A	4	0.0%
Unstructured	Using IRB and Watir to Create Automated Scripts	N/A	4	0.0%
Unstructured	2007 ...	N/A	3	0.0%
Unstructured	Inquira Builds Server	N/A	3	33.3%
Unstructured	news1.txt	N/A	3	0.0%
Unstructured	Scripting for Testers	N/A	3	0.0%
Unstructured	How to Develop Analytics...	N/A	2	0.0%
Unstructured	So we'd just finished writing The Pragmatic Programmer, our families had just started talking to us again, and suddenly we fel	N/A	2	0.0%
Unstructured	The shanghai Pudong Software Park didn't exist a few years ago. Now about 20,000 programmers...	N/A	2	0.0%
Unstructured	ThoughtWorks Point of View on Web Services	N/A	2	0.0%
Intent Response	this is the response for intent_information	N/A	1	0.0%
Unstructured	English.rtf	N/A	1	0.0%
Unstructured	English1.rtf	N/A	1	0.0%
Unstructured	iso-8859-1.txt	N/A	1	0.0%
Unstructured	test topic	N/A	1	0.0%

The report columns display:

Answer Type
This is the Answer Type column which lists the following types:

- **Unstructured** answers can be knowledge base articles or web content. For knowledge base answers, the report displays the title and the article identifier. For web content, the report displays the page title, if available, or the page's URL.
- **Structured** answers result from database queries; the report displays the text of the database field.
- **Managed Answers** are custom answers that are created and maintained in the Language Workbench; the report displays the text of the managed answer.
- **Intent Responses** are answers that result from questions that match Intents configured in the Dictionary Manager; the report displays the text or link of the knowledge base article or web content.
- **Process Wizard** answers result from a question matching a process wizard. Process Wizards are custom dialog-style answers that respond to specified questions by presenting a sequence of steps that solicit more specific information from users and in turn provide custom results.

Answer
The article title, a web page title, a URL, or text from a Managed Answer or Intent Response, depending on the Answer Type.

IM Article ID
The article identifier, if applicable.

Answer Count
The number of times this answer was displayed within the specified time period.

Answer Click-Thru Rate
The number of times users selected the answer, expressed as a percentage. For example, an answer that was displayed 10 times and clicked on by users 5 times has an answer click-thru rate of 50%.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the current day and the previous seven days by default.

You can specify which of the question sources defined for your application will appear in the report by selecting from the **Question Source** menu. The report displays data for all defined question sources by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

Questions Without Answers

Which questions have no answers?

This report displays the number of questions for which Intelligent Search returned no answers, sorted by the number of occurrences.

This report can help you identify problems with Intelligent Search performance that may require application tuning or content management to resolve. For example, a frequently asked question that is not being answered may indicate:

- the Language Dictionary needs updating or tuning
- the application content needs updating
- there is a content processing issue that is preventing existing content from being returned as the answer
- there is an issue preventing the question from being answered in some locales while being answered in others

Actual Questions	Locale	Question Count
[illegible]	English United States	64
[illegible]	English United States	38
[illegible]	English United States	3
[illegible]	English United States	2
[illegible]	Indonesian Indonesia	1
[illegible]	English United States	1
[illegible]	English United States	1
[illegible]	Indonesian Indonesia	1
[illegible]	Indonesian Indonesia	1
[illegible]	English United States	1
[illegible]	English United States	1
[illegible]	English United States	1
[illegible]	English United States	1
[illegible]	English United States	1
[illegible]	English United States	1

For each unanswered question, the report displays:

Actual Questions	The text of the question.
Locale	The language and region (for example, English United States) in which the question was asked.
Question Count	The number of times the question was asked.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the current day and the previous seven days by default.

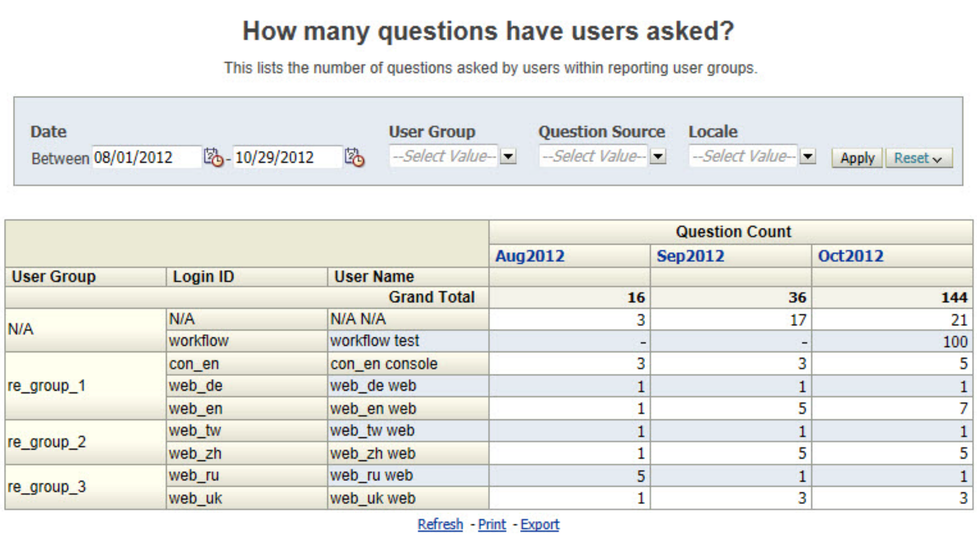
You can specify which of the question sources defined for your application will appear in the report by selecting from the **Question Source** menu. The report displays data for all defined question sources by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

User Question Count

How many questions have users asked?

This report shows the number of questions that users have asked. The report groups users and sorts results by the reporting groups defined for your application, in alphabetical order. This report helps you identify the reporting groups and users that are most actively using the search application, and can also help identify usage trends over time.


How many questions have users asked?
This lists the number of questions asked by users within reporting user groups.

Date Between 08/01/2012 - 10/29/2012 | User Group --Select Value-- | Question Source --Select Value-- | Locale --Select Value-- | Apply | Reset

			Question Count		
			Aug2012	Sep2012	Oct2012
User Group	Login ID	User Name			
		Grand Total	16	36	144
N/A	N/A	N/A N/A	3	17	21
	workflow	workflow test	-	-	100
re_group_1	con_en	con_en console	3	3	5
	web_de	web_de web	1	1	1
	web_en	web_en web	1	5	7
re_group_2	web_tw	web_tw web	1	1	1
	web_zh	web_zh web	1	5	5
re_group_3	web_ru	web_ru web	5	1	1
	web_uk	web_uk web	1	3	3

Refresh - Print - Export

The report columns display:

Reporting Group	The reporting group that users belong to.

Login ID	The login ID for each user.
User Name	The user name for each user.
Question Count	The number of questions that the user asked.
Grand Total	The total number of questions asked for the time period.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the current month, which includes only data for the elapsed days and weeks, and the two most recent complete calendar months.

Note: If there is no data for a month, week, or day within the reporting period, the report will not display a column for that time period.

You can specify which of the question sources defined for your application will appear in the report by selecting from the **Question Source** menu. The report displays data for all defined question sources by default.

You can specify the reporting user groups that appear in the report by selecting from the **User Group** menu. The report displays data for all defined reporting user groups by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

You can view detailed weekly data for a specific month by selecting it in the **Question Count** column, then select a week within that month to view daily data for that week.

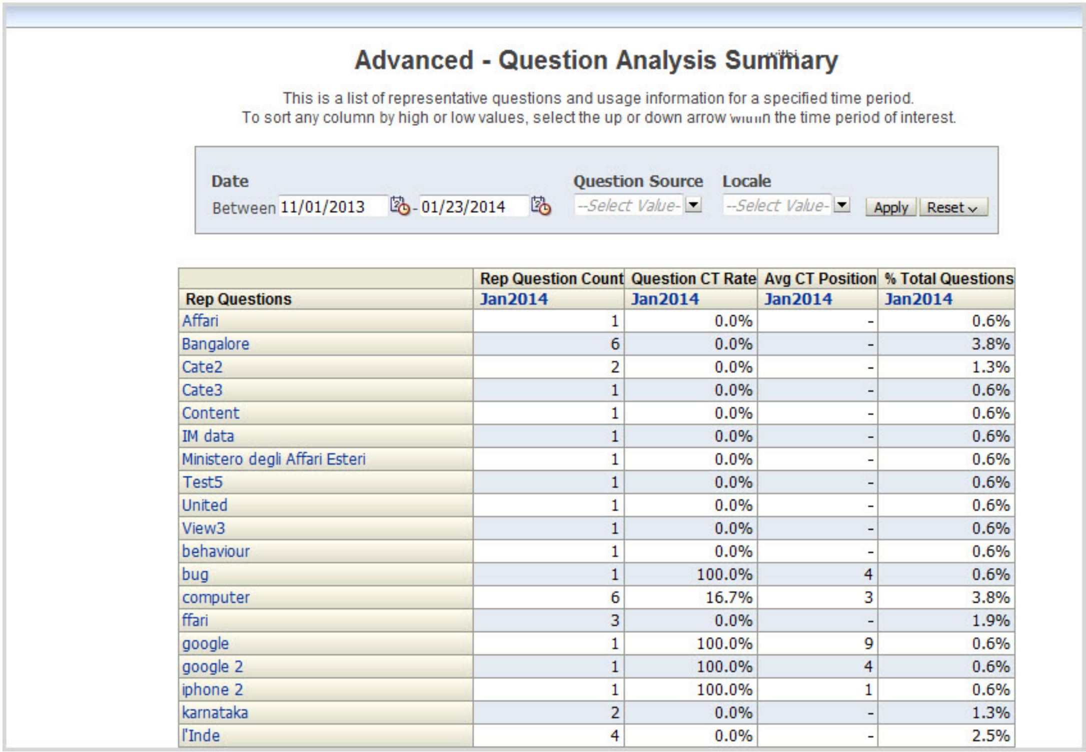
Advanced Question Analysis

Advanced - Question Analysis Summary

This report provides comprehensive information for the questions asked and click-thru activity over a specified time period. It shows a list of representative questions and a summary of attributes that help determine which questions are asked most frequently. To view the most popular questions for the latest time period, place the cursor in the time period column header and sort using the down arrow.

You can drill down on a representative question to view the actual questions and related attributes on the *Question Analysis Detail* report; drill down on an actual question to view the answers and answer types on the *Answer Analysis* report.

This report helps you identify which questions are asked frequently (high *Rep Question Count*), but may not be answered well (low *Question CT Rate*), and also provides insight into question trends by comparing current results to those of previous time periods.



Advanced - Question Analysis Summary

This is a list of representative questions and usage information for a specified time period.
To sort any column by high or low values, select the up or down arrow within the time period of interest.

Date Between 11/01/2013 - 01/23/2014 | Question Source --Select Value-- | Locale --Select Value-- | Apply | Reset

	Rep Question Count	Question CT Rate	Avg CT Position	% Total Questions
Rep Questions	Jan2014	Jan2014	Jan2014	Jan2014
Affari	1	0.0%	-	0.6%
Bangalore	6	0.0%	-	3.8%
Cate2	2	0.0%	-	1.3%
Cate3	1	0.0%	-	0.6%
Content	1	0.0%	-	0.6%
IM data	1	0.0%	-	0.6%
Ministero degli Affari Esteri	1	0.0%	-	0.6%
Test5	1	0.0%	-	0.6%
United	1	0.0%	-	0.6%
View3	1	0.0%	-	0.6%
behaviour	1	0.0%	-	0.6%
bug	1	100.0%	4	0.6%
computer	6	16.7%	3	3.8%
ffari	3	0.0%	-	1.9%
google	1	100.0%	9	0.6%
google 2	1	100.0%	4	0.6%
iphone 2	1	100.0%	1	0.6%
karnataka	2	0.0%	-	1.3%
l'Inde	4	0.0%	-	2.5%

The report columns display:

Rep Question
A question that represents a group of actual questions with the same concepts and search engine attributes. For example, for the representative question, *How do I remove images from my mobile phone?*, the actual questions might be:

- How do I delete photos on my mobile phone?
- How do I remove pictures from my cell phone?
- How do I select snapshots to delete from my mobile phone?

Rep Question Count
The number of representative questions asked for a specified time period.

Question CT Rate
The percentage of questions asked that received at least one click-thru answer. A click-thru is counted when at least one answer is clicked for a question. So, whether one answer is clicked or ten answers are clicked for one question, it is counted as one click-thru.

Avg CT Position
The average location of all the clicked positions for each question asked. A clicked position refers to the number of answers clicked for a question. For example, for *Question A*, the user clicks on *Answer 1*, *Answer 2*, and *Answer 3*; the average click-thru position is the sum of the answer positions (in this case 1+2+3=6) / (divided by) the number of clicks (3), so the average click-thru position is 2.

This data shows how far down the list of answers the user needs to click to find most useful answer. If the average answer position is high (several clicks performed), this could indicate that the answer is positioned too far down on the list.

% Total Questions	The total number of questions asked, expressed as a percentage.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the current month and previous two months.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

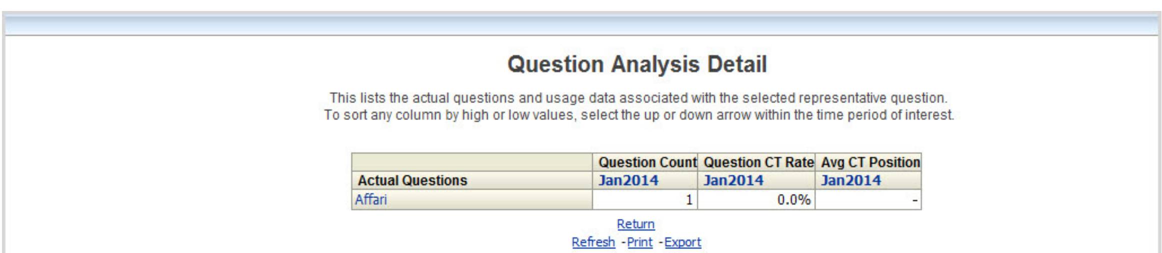
You can specify which of the question sources defined for your application will appear in the report by selecting from the **Question Source** menu. The report displays data for all defined question sources by default.

You can drill down on each month in the report to view the data by each week. Drill down on a week to view the data by each day.

Question Analysis Detail

This report lists the actual questions associated with the representative question you selected from the *Question Analysis Summary* report. It shows the usage and click-thru activity for a specified time period. You can drill down on an actual question to view the answers that displayed for that questions on the *Answer Analysis* report.

This detailed information helps you compare data from different time periods to identify areas in the search engine that require tuning. For example, if you have actual questions that are asked frequently but have low click- thru scores, this could indicate the search engine requires some tuning to make sure all possible question variations are returning relevant results.


Question Analysis Detail

This lists the actual questions and usage data associated with the selected representative question.
To sort any column by high or low values, select the up or down arrow within the time period of interest.

	Question Count	Question CT Rate	Avg CT Position
Actual Questions	Jan2014	Jan2014	Jan2014
Affari	1	0.0%	-

Return
Refresh - Print - Export

The report columns display:

Actual Questions	The actual questions associated with the selected representative question.
Question Count	The number of times each question was asked during the specified time period.
Question CT Rate	The percentage of questions asked that received at least one click-thru answer.

Avg CT Position The average position of the answer within search results. A clicked position refers to the number of answers clicked for a question. For example, for *Question A*, the user clicks on *Answer 1*, *Answer 2*, and *Answer 3*; the average click-thru position is the sum of the answer positions (in this case 1+2+3=6) / (divided by) the number of clicks (3), so the average click-thru position is 2. This data shows how far down the list of answers the user needs to click to find most useful answer.

This data shows how far down the list of answers the user needs to click to find most useful answer. If the average answer position is high (several clicks performed), this could indicate that the answer is positioned too far down on the list.

Refining the Report Data

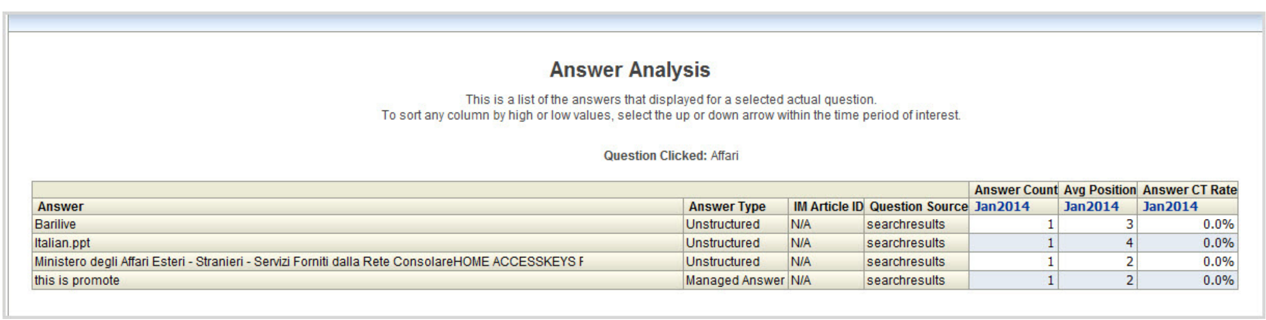
The filters for this report are set on the *Question Analysis Summary* report. To select another data range, locale and/or question source, navigate back to the report to select the new values.

You can drill down on each month in the report to view the weekly data; drill down on the week to view the daily days. You can drill down on an actual question to view the answers that were returned on the *Answer Analysis* report.

Answer Analysis

This report shows the answers for the actual question you selected on the *Question Analysis Detail* report. It also lists usage and click-thru data for each answer, over a specified time period.

This report can help you determine if tuning changes (dictionary updates, adding or modifying content) are needed to improve the search experience and compare data from different time periods to identify trends.



Answer Analysis

This is a list of the answers that displayed for a selected actual question.
To sort any column by high or low values, select the up or down arrow within the time period of interest.

Question Clicked: Affari

Answer	Answer Type	IM Article ID	Question Source	Answer Count Jan2014	Avg Position Jan2014	Answer CT Rate Jan2014
Barilive	Unstructured	N/A	searchresults	1	3	0.0%
Italian.ppt	Unstructured	N/A	searchresults	1	4	0.0%
Ministero degli Affari Esteri - Stranieri - Servizi Forniti dalla Rete ConsolareHOME ACCESSKEYS F	Unstructured	N/A	searchresults	1	2	0.0%
this is promote	Managed Answer	N/A	searchresults	1	2	0.0%

The report columns display:

Answer Type	The Answer Type column lists the following types: • **Unstructured** answers can be knowledge base articles or web content. For knowledge base answers, the report displays the title and the article identifier. For web content, the report displays the page title, if available, or the page's URL. • **Structured** answers result from database queries; the report displays the text of the database field. • **Managed Answers** are custom answers that are created and maintained in the Language Workbench; the report displays the text of the managed answer. • **Intent Responses** are answers that result from questions that match Intents configured in the Dictionary Manager; the report displays the text or link of the knowledge base article or web content. • **Process Wizard** answers result from a question matching a process wizard. Process Wizards are custom dialog-style answers that respond to specified questions by presenting a sequence of steps that solicit more specific information from users and in turn provide custom results.
Answer	The title of the answer.
IM Article ID	The knowledge base article identifier. If the answer is not delivered from an Information Manager source, this columns displays N/A.
Answer Count	The number of times an answer displayed for an actual question.
Avg Position	The average position of the answer within search results. For example, if an answer was displayed 30 times in response to the selected question; as the first answer 10 times, as the second answer 15 times, and as the third answer 5 times (10 + 30 + 15 +55), the Avg Answer Position would be 2 (55/30, rounded up from 1.83).
Answer CT Rate	The rate, or number of times expressed as a percentage, that users clicked an answer that displayed for a question.

Refining the Report Data

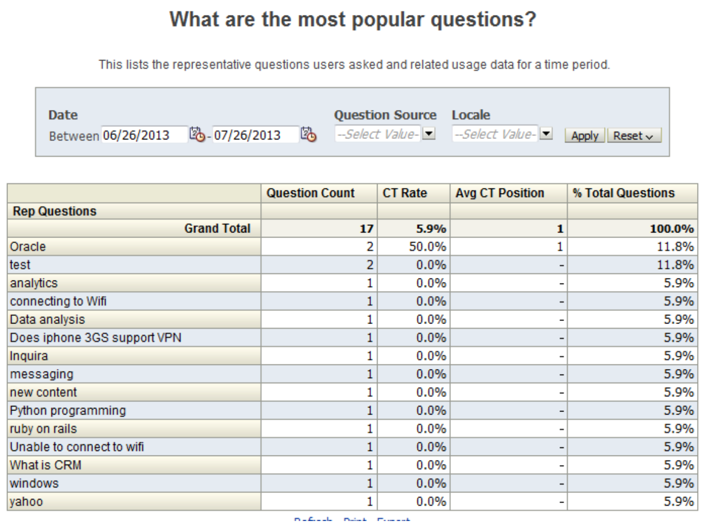
You can drill down on the **Month** columns to view the weekly data; drill down on a week to view the daily data.

Popular Questions

What are the most popular questions?

This report lists the representative questions in all or selected locales in a time period, and is sorted in descending order by the number of times users asked each question. It enables you to quickly determine which questions were asked most frequently. You can view all questions or those from a selected source, such as the web. This report also shows the related usage metrics, such as the number of click-thrus, for each question. You can use this report to:

- identify the most common issues users have encountered
- determine the efficiency of the search engine in identifying answers to the questions
- determine the volume of questions asked in a time period



What are the most popular questions?

This lists the representative questions users asked and related usage data for a time period.

Date
Between 06/26/2013 - 07/26/2013 Question Source --Select Value- Locale --Select Value- Apply Reset

	Question Count	CT Rate	Avg CT Position	% Total Questions
Rep Questions				
Grand Total	**17**	**5.9%**	**1**	**100.0%**
Oracle	2	50.0%	1	11.8%
test	2	0.0%	-	11.8%
analytics	1	0.0%	-	5.9%
connecting to Wifi	1	0.0%	-	5.9%
Data analysis	1	0.0%	-	5.9%
Does iphone 3GS support VPN	1	0.0%	-	5.9%
Inquira	1	0.0%	-	5.9%
messaging	1	0.0%	-	5.9%
new content	1	0.0%	-	5.9%
Python programming	1	0.0%	-	5.9%
ruby on rails	1	0.0%	-	5.9%
Unable to connect to wifi	1	0.0%	-	5.9%
What is CRM	1	0.0%	-	5.9%
windows	1	0.0%	-	5.9%
yahoo	1	0.0%	-	5.9%

The report columns display:

Rep Questions — This is a question that represents a group of actual questions with the same concepts and search engine attributes. For example, for the representative question *How do I reset my password?*, the actual questions might be, *Where do I change my password?*, *How do I create a new password?*, and *How do I change my password?*

Question Count — The number of times users asked this question.

CT Rate — The number of times (frequency), expressed as a percentage, that a question receives at least one response click-thru. A click-thru is counted when users select (click on) one or more responses; therefore, even if a user clicks on 10 responses for a question, the click-thru rate is still 1.

Avg CT Position — The average position of the answer within search results. A clicked position refers to the number of answers clicked for a question. For example, for *Question A*, the user clicks on *Answer 1*, *Answer 2*, and *Answer 3*; the average click-thru position is the sum of the answer positions (in this case 1+2+3=6) / (divided by) the number of clicks (3), so the average click-thru position is 2.

This data shows how far down the list of answers the user needed to click to find most useful answer. For example, if the average answer position is high (several clicks performed), this could indicate that the answer is positioned too far down on the list.

% Total Questions — The percentage of the total number of questions asked in this time period.

Grand Total — The total number or percentage for each column in the report

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is three months, including the current month.

You can specify the report's locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

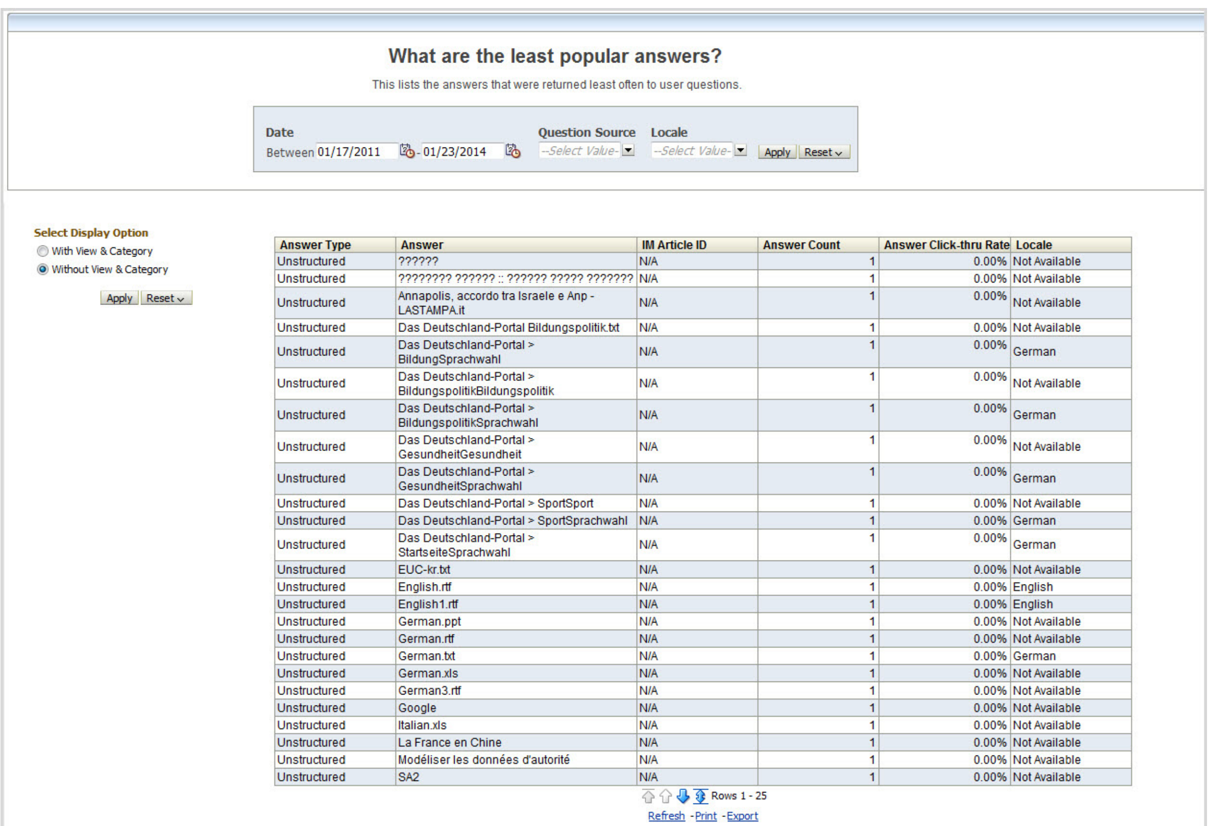
You can specify which of the question sources defined for your application will appear in the report by selecting from the **Question Source** menu. The report displays data for all defined question sources by default.

Least Popular Answers

Which are the least popular answers?

This report lists the answers that were returned least often to users' questions for a given time period. The default time period for this report is seven days; you can select a different date ranges that suits your requirements. It is an inverse of the **What are the most popular answers?** report.

This report provides details for each answer listed such as the answer type such as structured or unstructured, or an intent or managed answer, and the number of times the answer was returned for a question and the rate at which users have selected it. It can help you determine which answer content is least useful to users, which might indicate actions to freshen or retune the content, or to retune the search engine.


What are the least popular answers?

This lists the answers that were returned least often to user questions.

Date
Between 01/17/2011 - 01/23/2014
Question Source --Select Value-
Locale --Select Value-
Apply Reset

Select Display Option
With View & Category
Without View & Category
Apply Reset

Answer Type	Answer	IM Article ID	Answer Count	Answer Click-thru Rate	Locale
Unstructured	??????	N/A	1	0.00%	Not Available
Unstructured	???????? ?????? :: ?????? ????? ???????	N/A	1	0.00%	Not Available
Unstructured	Annapolis, accordo tra Israele e Anp - LASTAMPA.it	N/A	1	0.00%	Not Available
Unstructured	Das Deutschland-Portal Bildungspolitik.txt	N/A	1	0.00%	Not Available
Unstructured	Das Deutschland-Portal > BildungSprachwahl	N/A	1	0.00%	German
Unstructured	Das Deutschland-Portal > BildungspolitikBildungspolitik	N/A	1	0.00%	Not Available
Unstructured	Das Deutschland-Portal > BildungspolitikSprachwahl	N/A	1	0.00%	German
Unstructured	Das Deutschland-Portal > GesundheitGesundheit	N/A	1	0.00%	Not Available
Unstructured	Das Deutschland-Portal > GesundheitSprachwahl	N/A	1	0.00%	German
Unstructured	Das Deutschland-Portal > SportSport	N/A	1	0.00%	Not Available
Unstructured	Das Deutschland-Portal > SportSprachwahl	N/A	1	0.00%	German
Unstructured	Das Deutschland-Portal > StartseiteSprachwahl	N/A	1	0.00%	German
Unstructured	EUC-kr.txt	N/A	1	0.00%	Not Available
Unstructured	English.rtf	N/A	1	0.00%	English
Unstructured	English1.rtf	N/A	1	0.00%	English
Unstructured	German.ppt	N/A	1	0.00%	Not Available
Unstructured	German.rtf	N/A	1	0.00%	Not Available
Unstructured	German.txt	N/A	1	0.00%	German
Unstructured	German.xls	N/A	1	0.00%	Not Available
Unstructured	German3.rtf	N/A	1	0.00%	Not Available
Unstructured	Google	N/A	1	0.00%	Not Available
Unstructured	Italian.xls	N/A	1	0.00%	Not Available
Unstructured	La France en Chine	N/A	1	0.00%	Not Available
Unstructured	Modéliser les données d'autorité	N/A	1	0.00%	Not Available
Unstructured	SA2	N/A	1	0.00%	Not Available

Rows 1 - 25

Refresh - Print - Export

The report columns display:

Answer Type	.The Answer Type column lists the following types: • **Unstructured** answers can be knowledge base articles or web content. For knowledge base answers, the report displays the title and the article identifier. For web content, the report displays the page title, if available, or the page's URL. • **Structured** answers result from database queries; the report displays the text of the database field. • **Managed Answers** are custom answers that are created and maintained in the Language Workbench; the report displays the text of the managed answer. • **Intent Responses** are answers that result from questions that match Intents configured in the Dictionary Manager; the report displays the text or link of the knowledge base article or web content. **Process Wizard** answers result from a question matching a process wizard. Process Wizards are custom dialog-style answers that respond to specified questions by presenting a sequence of steps that solicit more specific information from users and in turn provide custom results.
Answer	The title of the answer.
IM Article ID	The knowledge base article identifier. If the answer is not delivered from an Information Manager source, this columns displays N/A.
Answer Count	The number of times an answer displayed for an actual question.
Avg Position	The average position of the answer within search results. For example, if an answer was displayed 30 times in response to the selected question; as the first answer 10 times, as the second answer 15 times, and as the third answer 5 times (10 + 30 + 15 +55), the Avg Answer Position would be 2 (55/30, rounded up from 1.83).
Answer Click-thru Rate	The rate, or number of times expressed as a percentage, that users clicked an answer that displayed for a question.
Locale	The locale (language and region) of the answer.

Filtering the Report

You can specify the report's date range by selecting start and end dates in the **Date** field. The report displays data for the current day and the previous six days by default.

You can specify which of the question sources defined for your application will appear in the report by selecting from the **Question Source** menu. The report displays data for all defined question sources by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

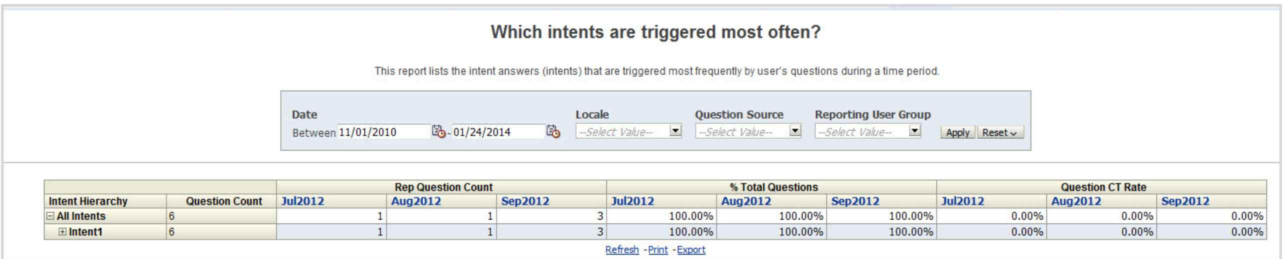
Intents Triggered

Which intents are triggered most often?

This report lists the intent answers (intents), defined by your organization, that are triggered most frequently by user’s questions. It lists the number and types of questions (representative and actual questions) that triggered the intents, and the rate (percentage) of click-thrus that occurred on each intent. It also displays the number of questions that triggered child (sub-level) intents.

*Intent*s include the types of information that can match several similar questions. For example, a *Product Ordering and Sales Support* intent might be triggered by questions about your organization's product ordering and sales process, such as *How do I order the product online?* or *How do I track my online order*?

This information helps you identify the areas of high interest on your website, for example a new product line, and monitor the areas to ensure that relevant questions are triggering the intent. It also enables you to monitor the click thru activity to understand how well the intents are meeting users needs.


Which intents are triggered most often?

This report lists the intent answers (intents) that are triggered most frequently by user's questions during a time period.

Date Between 11/01/2010 - 01/24/2014 | Locale --Select Value-- | Question Source --Select Value-- | Reporting User Group --Select Value-- | Apply | Reset

		Rep Question Count			% Total Questions			Question CT Rate		
Intent Hierarchy	Question Count	Jul2012	Aug2012	Sep2012	Jul2012	Aug2012	Sep2012	Jul2012	Aug2012	Sep2012
⊟ All Intents	6	1	1	3	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%
⊞ Intent1	6	1	1	3	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%

Refresh - Print - Export

The report columns display:

Intent	The name of the intent as it is defined in the Dictionary. An intent is a dictionary object that corresponds to a general or specific business purpose or goal, such as *open account*. Intents are organized so that responses are tailored to specific variants, such as *open checking account,* or *open money market account*. This column shows the top level or parent intent. To see the child levels, click the **+** (plus sign).
Question Count	The total number of questions that triggered the specified intent for the selected time period on the report.
Rep Question Count	The total number of representative questions asked that triggered the intent during a specified time period. A representative question represents a group of actual questions with the same concepts and search engine attributes. For example, for the representative question *How do I reset my password?*, the actual questions might be, *Where do I change my password?*, *How do I create a new password?*, and *How do I change my password?*
% Total Questions	This shows the Question Count as the percentage of all questions asked in the knowledge base during a time period.
Question CT Rate	The rate of click-thrus where at least one click-thru occurred on the intent for each question asked.

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range spans the current month and the previous two months.

Important! When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only 5 days of activity. For more accurate trending reports, compare data for complete months.

You can specify which of the question sources defined for your application appear in the report by selecting from the **Question Source** and menus.

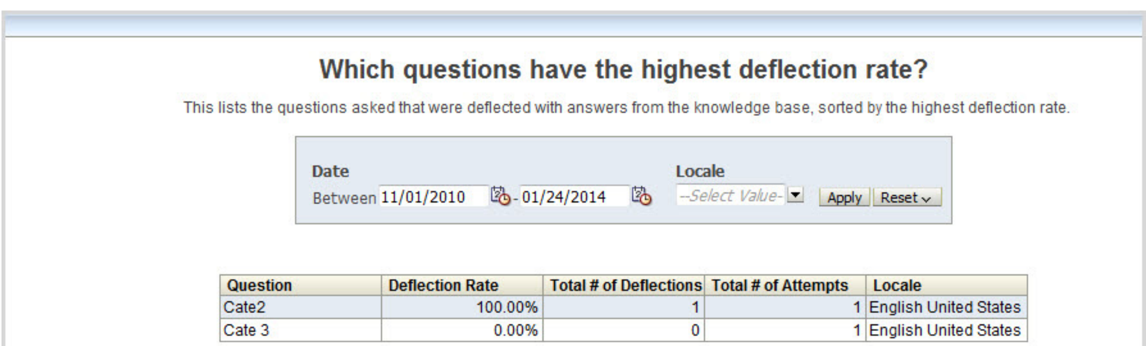
You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

Highest Deflection Rate

Which questions have the highest deflection rate?

This report shows a list of questions for which users attempted to open an escalation but were successfully deflected by answers in your knowledge base. It is sorted by the questions with the highest rate of deflections in a specified time period. When users begin an escalation (begin typing a case in a Create a Case field or text box), Analytics tries to deflect (divert) the escalation by returning a list of answers that may provide an appropriate answer. When users find the information for the question in one or more of the returned answers, the attempted escalation is deflected.

This report helps you determine which documents in your knowledge base are most effective in deflecting support cases. The higher the rate of deflections, more effective the content is to users.



The report columns display:

Question	This is a question that users attempted to escalate
Deflection Rate	The rate of deflection of each attempted escalation. The calculation for this rate is *100 *(times) the Total # of Deflections /(over)the Total # of Attempts).*
Total # of Deflections	The number of times this question was deflected. A deflection occurs when a user begins to create an escalation but abandons it because Analytics returned the appropriate answers.
Total # of Attempts	The number of times an escalation was attempted for this question.

Locale The language and location (for example, English (US) and English (UK)) for the question.

Filtering the Report

You can specify the report's date range by selecting start and end dates in the **Date** field. The report displays data for the current day and the previous seven days by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

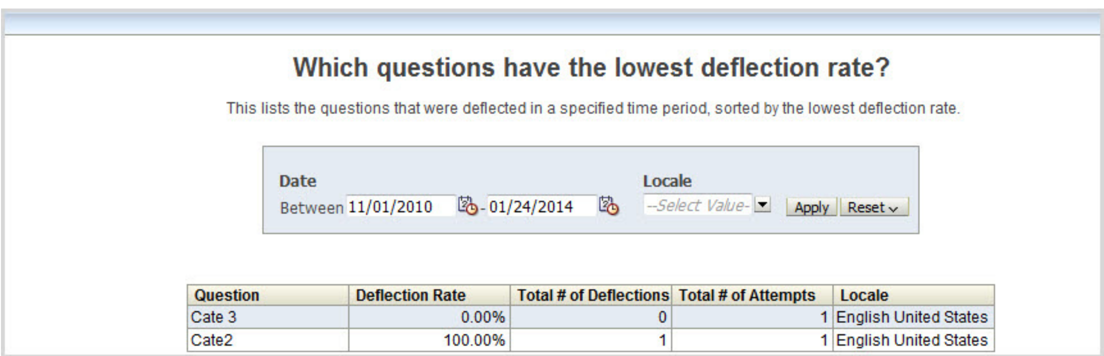
Lowest Deflection Rate

Which questions have the lowest deflection rate?

This report shows a list of questions for which users attempted to open an escalation but were successfully deflected by answers in your knowledge base most. It is sorted by the questions with the lowest rate of deflections in a specified time period.

When users begin an escalation (begin typing a case in a Create a Case field or text box), Analytics tries to deflect (divert) the escalation by returning a list of answers that may provide an appropriate answer. When users find the information for the question in one or more of the returned answers, the attempted escalation is deflected.

This report helps you determine which documents in your knowledge base are the least effective in deflecting support cases. The lower the rate of deflections, the less effective the content is to users. After running this report, you may consider actions that tune the content in your knowledge base or tune the search engine



Question	Deflection Rate	Total # of Deflections	Total # of Attempts	Locale
Cate 3	0.00%	0	1	English United States
Cate2	100.00%	1	1	English United States

The report columns display:

Question This is a question that users attempted to escalate

Deflection Rate The rate of deflection of each attempted escalation. The calculation for this rate is *100 *(times) the Total # of Deflections /(over)the Total # of Attempts).*

Total # of Deflections The number of times this question was deflected. A deflection occurs when a user begins to create an escalation but abandons it because Analytics returned the appropriate answers.

Total # of Attempts The number of times an escalation was attempted for this question.

Locale	The language and location (for example, English (US) and English (UK)) for the question.

Filtering the Report

You can specify the report's date range by selecting start and end dates in the **Date** field. The report displays data for the current day and the previous seven days by default.

You can specify the locales (language and region) that appear in the report by selecting from the **Locale** menu. The report displays data for all defined locales by default.

CHAPTER 6

Creating Custom Reports

You can create and save your own custom reports using the data available in the Analytics reporting database, which supplies the data for the packaged reports. Custom reports can be simple or complex, depending on your needs, and you can include filters or prompts or advanced formatting as needed. Custom reports allow you to focus on data specific to your business and concerns.

Important! We recommend that you read the OBIEE documentation on custom reports, and that you participate in OBIEE training classes to gain expertise in using the product.

The data that is available to use in the reports includes:

- **Subject Areas.** These are OBIEE components that contain dimensions and facts that you can add to your report. For more information, see "Analytics Subject Areas" on page 86
- **Dimensions.** These are categories of data that reflect your company's business goals that you can add to your report. For more information, see "About Dimensions" on page 83.
- **Measures.** These are the measures available to quantify the dimensions your reports. For more information, see "About Measures" on page 84.

Note: The information provided in this chapter is an overview designed to get you started. For complete instructions on creating reports in OBIEE, see *Oracle® User's Guide for Oracle Business Intelligence Enterprise Edition*.

Custom Reports Best Practices

The dashboards, reports, dimensions and other objects that are shipped as part of the Analytics application out-of-the-box can be modified; however, we recommend that you do not make any modifications to them.

If you must modify Analytics objects, we recommend that you copy them, and modify only the copies.The Oracle Support team is limited in their capacity to assist when issues arise with objects that have been customized.

When creating a custom report, it is best to use data from one subject area. The fields from different subject areas may not have consistent relationships.

About Dimensions

Your report must include at least one dimension; reports typically include multiple elements fetched from one or more dimensions. Dimensions are attributes by which your business is defined; they provide a structure to the measurements (facts) and allow you to create different views of your business. For example, common knowledge base dimensions include *Users*, *Content*, *Questions*, *Responses*, *Locales,* etc.

To view the Analytics dimensions, and the Subject Areas to which they belong, see the Subject Area section, beginning on page 86.

About Measures

Measures (quantities) are applied to the dimensions; they can be simple sums, such as the number of users or articles, or calculated values, such as average rating for an article. Generally, a fact is a number. For example, for the dimension *User*, the facts might include the number of articles a user has viewed, or the number of recommendations a user has submitted.

To view a list of measures, and the Subject Areas and dimensions to which they belong, see Measures in the Subject Areas section, beginning on page 86.

About Filters

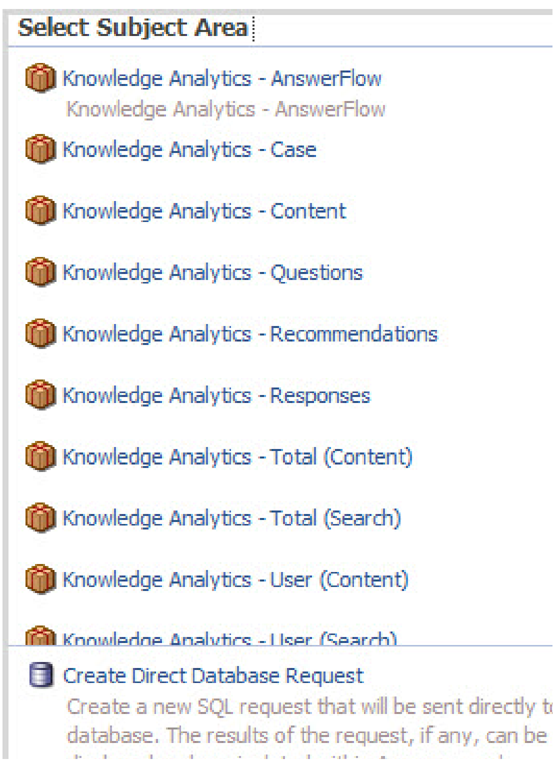
Filters limit the results that are displayed when you run a report. You can optionally add filters to your report to refine the data returned; based on the filters you add, only those results that match the criteria are shown. Filters can be applied directly to dimension and measure columns.

Creating a Custom Report

To create your report, select the periods, dimensions, and measures in the **Subject Areas** pane that create the columns of the report. When you select one of these elements, it displays as a report column the **Selected Columns** window. All reports must include at least one dimension.

Use the following procedure to create a basic custom report.

1 At the OBIEE homepage, select **New>Analysis.**

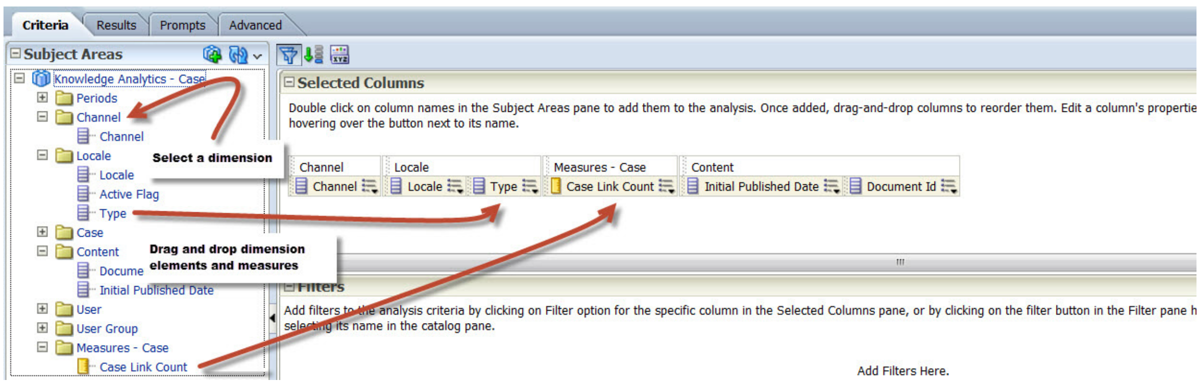


2 At the **Subject Area** prompt, select a subject area.

OBIEE displays a blank report designer. At the top of the report designer are the following tabs:

- **Criteria.** This is where you select periods, dimensions, and filters.
- **Results.** This displays a sample view of your report as currently designed.
- **Prompts.** This is where you specify optional prompts so that users can tighten the scope of the analysis.
- **Advanced.** This is where you specify optional XML or SQL commands to enhance or optimize your report.

3 Select the **Criteria** tab if not already selected and double-click on each dimension (located under the Subject Area) that you want to appear on your report.

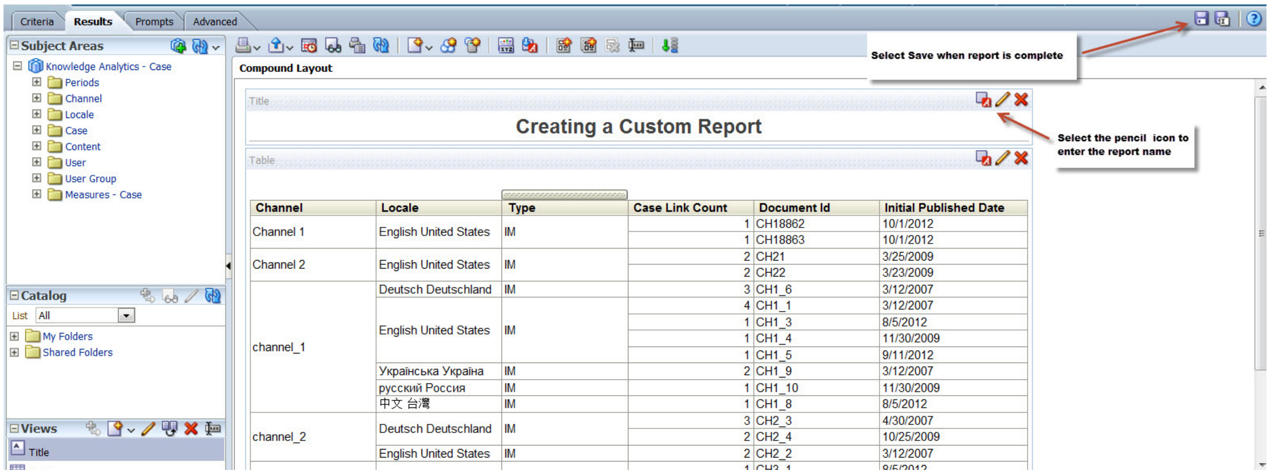


4 Drag and drop dimension elements to the **Selected Columns** area.

For example, to create a report based on the Knowledge Analysis - Case Subject Area, with columns that display the Channel, Locale (Type and Locale), Content (Document identifier and Initial Published Date), and the Case Link Count measure:

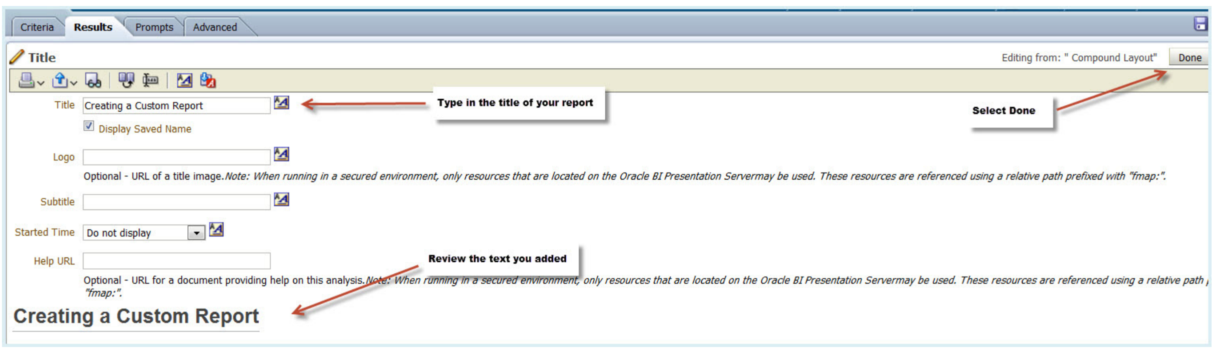
- Select the **Channel** dimension and drag-and-drop the **Channel** element to the Selected Columns area.
- Select the **Locale** dimension and drag and drop the **Locale** element and **Type** element to the Selected Columns area.
- Select the **Content** dimension and drag and drop the **Document id** element and **Initial Published Date** element to the Selected Columns area.
- Select **Measures** and drag and drop the **Case Links Count** fact.

5 After adding columns, and filters if desired, select the **Results** tab to check the appearance of the report.



The **Compound Layout** window displays the columns you selected.

6 In the **Compound Layout Title** box, select the pencil icon.



7 At the **Title** page, type in the title, review it, and then select **Done**.

8 When the report is complete, select **Save** in the upper-right corner of the report designer window.

Analytics Subject Areas

A subject area is an OBIEE component that contains folders of different dimensions that represent the information about the areas of your organization's business or about groups of users within your organization. Subject areas usually have names that correspond to the types of information that they contain; for example *Knowledge Analytics - Case* or *Knowledge Analytics - Recommendations*.

Analytics reports are based on a set of defined dimensions and their associated measures. Dimensions are the entities that you base reports on, such as users, articles, questions, and answers. Measures are the quantities that apply to the dimensions; they can be simple sums, such as the number of users or articles, or calculated values, such as average rating for an article.

The following tables provide the dimensions and measures for each subject area that is available for use in Analytics.

Knowledge Analytics - Answerflow

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the Dim User and User dimensions to report on aspects of users.
- Processes- Select the AnswerFlow dimension to report on aspects of processes.

The following table lists the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
AnswerFlow	Process ID	The identifier of the AnswerFlow process.
	Process Name	The name of the AnswerFlow process.
	Process Version	The version number of the AnswerFlow process.
	Process Execution ID	The unique value associated with each process execution. For example, *Process1* is executed 4 times but for each execution, the router loads a unique value. This is loaded against a process and it remains same for steps executed.
	Step ID	The identifier of a step in an AnswerFlow process.
	Step Name	The name of the step.
	Step Type	The type of step, for example *Branch* or *Display*.
User	Full Name	The full name of the user.
	First Name	The first name of the user.
	Last Name	The last name of the user.
	Login	The login ID of the user.

Measures

Measure	Definition
Process Execution Count	The number of times a process was executed.
Prev Total Execution Count	The previous day's total number of times a process was executed.
Total Process Executions	The total number of processes that were executed.
Total Goals Achv	The total number of process goals that were achieved
Total Steps Executions	The total number of steps that were executed.

Knowledge Analytics - Case

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User and User Group dimensions to report on aspects of users.
- Articles - Select the Channel, Locale, and Content dimensions to report on aspects of articles.
- Incidents - Select the Case dimension and the Case measures to report on aspects of incidents.

The following table lists the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Channel	Channel	The Information Manager channel (content source) name.
Locale	Locale	The language and region of the article.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
Case	Case	The name of the case (incident).
	Priority	The Incident value. This value comes from Information Manager; the default is **1**.
Content	Document Id	The Information Manager article identifier.
	Initial Published Date	The date the article was first published.
Content Version	Article Title	The title of the article.
	Major Version	The value that increments when an article is updated.
	Minor Version	The value that increments when an article progresses through a workflow step.
	Document Version	The published version of the article.
	Type	The type of version.
	Published Flag	Indicates whether the version is published.
	Content Version Added Date	The date the version was added to the knowledge base.
	Content Version Deleted Date	The date the version was deleted from the knowledge base.
	Content Version Published Date	The date the version was published. **Note:** The *published* date is separate from *go live* date.
	Expiration Date	The date the article expires.
	Last Update Date	The date the article was last updated.
	Last Viewed Date	The date the article was last viewed.
User	Full Name	The full name of the user.
	First Name	The first name of the user.
	Last Name	The last name of the user.
	Login	The login ID of the user.
User Group	User Group	The reporting user group that users belong to.
	Reporting User Group Flag	A flag that indicates that this group is a reporting user group defined in the application.
Category	Category	The name of the Information Manager category.
	Category Hierarchy	The name of the Information Manager Category displayed with a parent child relationship type format.
View	View	The view associated with the Information Manager category.
	View Hierarchy	The view associated with the Information Manager Category displayed with a parent child relationship type format.

Measures

Measure	Definition
Case Link Count	The number of case (service requests) for the article.

Knowledge Analytics - Content

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User (Version Owner), User (Version Author), and User (Original Author) dimensions to report on aspects of users.
- Articles - Select the Channel, Content Version, Content and Locale dimensions and Content measures to report on aspects of articles.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Backlink	Backlink	The sum of the citation rate and incident links.
	Date	The date of the view.
	Channel	The Information Manager channel (content source) name.
	Locale	The language and region of the article.
	View	The view associated with the Information Manager category.
	Category	The name of the Information Manager category.
	Article	The Information Manager article.
	Article Version	The version of the Information Manager article.
Content	Document Id	The Information Manager article identifier.
	Initial Published Date	The date the article was first published.
	Last Update Date	The date the article was last updated.
	Info Center Link	The URL and port of the Info Center application that is configured to display articles from Analytics reports.
Content Version	Article Title	Information Manager article title.
	Major Version	The value that increments when an article is updated.
	Minor Version	The value that increments when an article progresses through a workflow step.
	Document Version	The published version of the article.
	Type	The type of version.
	Content Version Added Date	The date that an article was added to the knowledge base.
	Content Version Deleted Date	The date that an article was deleted from the knowledge base.
	Content Version Published Date	The date this version was published. Note that this is the published date only and separate from the go live date.
	Expiration Date	The date the article expires.
	Last Updated Date	The date the article was last updated.
	Last Viewed Date	The date the article was last viewed.
Channel	Channel	The Information Manager channel (content source) name.
Locale	Locale	The language and region of the article.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.

Dimension	Attribute *(continued)*	Definition *(continued)*
Category	Category	The name of the Information Manager category.
	Category Hierarchy	The name of the Information Manager Category displayed with a parent child relationship type format.
View	View	The view associated with the Information Manager category.
	View Hierarchy	The view associated with the Information Manager Category displayed with a parent child relationship type format.
User (Version Author)	Full Name	The full name of the author of the article version.
	First Name	The first name of the author of the article version.
	Last Name	The last name of the author of the article version.
	Login	The login ID of the author of the article version.
User (Version Owner)	Full Name	The full name of the owner of the article version.
	First Name	The first name of the owner of the article version.
	Last Name	The last name of the owner of the article version.
	Login	The login ID of the owner of the article version.
User (Original Author)	Full Name	The full name of the author of the original article.
	First Name	The first name of the author of the original article.
	Last Name	The last name of the author of the original article.
	Login	The login ID of the author of the original article.
Total Article Views	Date	The date of the view
	Channel	The Information Manager channel (content source) name.
	Locale	The language and region of the article.

Measures

Measure	Definition
Average Rating	The average rating per document which is the Sum of ratings divided by Count of ratings.
Case Link Count	The number of case links per document, per document version.
Count of Ratings	The number of times a document version was rated.
Document View Count	The number of views per document per version.
Doc Count with Ratings	The number of views with ratings.
Total Document View Count	The total number of article views for a given time period.
Recommendation Approved Count	The number of recommendations that were approved.
Recommendation Submitted Count	The number of recommendations that were submitted.
Sum of Ratings	The sum of all ratings for a document per version.
Total Document View Count	The total number of article views for a given time period.
Citation Count	The number of article to article references made.

Knowledge Analytics - Questions

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User Group dimensions to report on aspects of users.
- Questions - Select the Question, Normalized Question, Query Source, Responses, and Locale dimensions and Questions measures to report on aspects of questions asked.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Question	Question	The questions asked by users.
Normalized Question	Normalized Question	A question reduced to its concepts as processed by the intelligent search application; similar user questions are reduced to a single normalized question.
	Representative Question	Question that represents a group of similar actual questions.
Query Source	Query Source	The source from which the search action originated.
Locale	Locale	The language and region in which the questions were asked.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
User Group	User Group	The reporting group that users belong to.
	Reporting User Group Flag	Indicates that this group is a reporting user group defined in the application.
Responses	Responses	The title or URL of the answer.
	Type	The type of answer.
	Purpose	The answer purpose, which is an attribute of the answer action in dictionary rules that determines UI display properties.
	URL	The URL of the answer.
Intents	Intent	The intent associated with the question
	Intent ID	The identifier, or ID, or the intent.
	Full Hierarchy Path	The full intent hierarchy path.
	Intent Hierarchy	The intent hierarchy

Measures

Measure	Definition
Measures - Questions	
Click-Thru Count	The number of click-thrus that occurred on an actual or normalized question.
Click-Thru Rate Count	The number of times a question (representative or actual) was asked and had one or more click-thrus.
Question Count	The number of questions asked (actual or representative questions).
Sum of Positions Clicked	Sum of positions of responses clicked for a representative or actual question.
Total Questions	The number of all questions asked or total of all questions events.
Total Questns with Ans	The total number of questions that had a particular answer displayed at least one time.

Measure	Definition
Measures - Escalations	
Content	
Document ID	The identifier, or ID of the document.
Initial Published Date	The date the article was first published.
Last Update Date	The most recent date that an article was published to the knowledge base.
InfoCenter Link	
Category	
Category	The name of the Information Manager category.
View	
View	The view associated with the Information Manager category.
User	
Full Name	The full name of the user who viewed the content.
First Name	The first name of the user who viewed the content.
Last Name	The last name of the user who viewed the content.
Login	The login ID of the user who viewed the content.
Escalations Attempted	The number of times users attempted to create escalations.
Deflections Attempted	The number of times the question was deflected
Incidents Count	
Deflection Count	The number of deflections
Escalations Content Views	
Deflection Content Views	
Escalated Y/N Flag	Indicates whether a search was escalated.

Knowledge Analytics - Recommendations

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User Group, User (Submitted), and User (Completed) and User Group dimensions to report on aspects of users.
- Articles - Select the Content, Content Version, and Locale dimensions to report on aspects of articles.
- Recommendation - Select the Content, Content Version, Recommendation dimensions to report on aspects of the recommendations.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Content	Document ID	The identifier, or ID of the document.
	Initial Published Date	The date the article was first published.
	Last Update Date	The most recent date that an article was published to the knowledge base.
	InfoCenter Link	
Content Version	Article Title	Information Manager article title.
	Major Version	The value that increments when an article is updated.
	Minor Version	The value that increments when an article progresses through a workflow step.
	Document Version	The published version of the article.
	Type	The type of version.
	Content Version Added Date	The date that an article was added to the knowledge base.
	Content Version Deleted Date	The date that an article was deleted from the knowledge base.
	Content Version Published Date	The date this version was published. Note that this is the published date only and separate from the go live date.
	Expiration Date	The date the article expires.
	Last Updated Date	The date the article was last updated.
	Last Viewed Date	The date the article was last viewed.
Recommendations	Case Number	The incident number associated with the request for updated content.
	Comments	The comments associated with the request for updated content.
	Reason	The reason for the recommendation.
	Priority	The level, or priority, of the recommendation.
	Action Event	The action taken for a recommendation. The actions are Submitted, Approved, or Rejected.
	Current Status	The current status of the recommendation.
	Case Name	The name of the incident associated with the recommendation.
	Submitted Date	The date the recommendation was submitted.
	Approved Date	The date the recommendation was approved.
	Rejected Date	The date the recommendation was rejected.

Dimension	Attribute *(continued)*	Definition *(continued)*
Channel	Channel	The Information Manager channel (content source) name.
Locale	Locale	Language and region of the response.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
Category	Category	The name of the Information Manager category.
	Category Hierarchy	The name of the Information Manager Category displayed with a parent child relationship type format.
View	View	The view associated with the Information Manager category.
	View Hierarchy	The view associated with the Information Manager Category displayed with a parent child relationship type format.
User Group	User Group	The reporting group that users belong to.
	Reporting User Group flag	Indicates that this group is a reporting user group defined in the application.
User (Submitted)	First Name	The first name of the user who submitted the recommendation.
	Last Name	The last name of the user who submitted the recommendation
	Login	The login ID of the user who submitted the recommendation.
User (Completed)	First Name	The first name of the user who completed the recommendation.
	Last Name	The last name of the user who completed the recommendation
	Login	The login ID of the user who completed the recommendation.

Measures

Measure	Definition
Recommendations Submitted	The total number of recommendations submitted.

Knowledge Analytics - Responses

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User Group dimension to report on aspects of users.
- Articles - Select the Content and Locale dimensions to report on aspects of articles.
- Responses - Select the Question, Responses, and Query Source dimensions, and Responses measures to report on aspects of responses.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Content	Document Id	Information Manager channel (content source) name.
	Initial Published Date	The date the article was first published.

Dimension	Attribute *(continued)*	Definition *(continued)*
Locale	Locale	Language and region of the response.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
Category	Category	The name of the Information Manager category.
	Category Hierarchy	The name of the Information Manager Category displayed with a parent child relationship type format.
View	View	The view associated with the Information Manager category.
	View Hierarchy	The view associated with the Information Manager Category displayed with a parent child relationship type format.
User Group	User Group	The reporting group that users belong to.
	Reporting User Group flag	Indicates that this group is a reporting user group defined in the application.
Responses	Responses	The title or URL of the answer.
	Type	The type of answer.
	Purpose	The purpose of the answer.
	URL	The URL of the answer.
Question	Question	Questions asked by users.
Query Source	Query Source	The source from which the search action originated.

Measures

Measure	Definition
Click-Thru Flag	A flag that indicates whether at least one click-thru occurred on an answer.
Response Flag	A flag that indicates whether a question had at least one answer.
Click-Thru Count	Number of times a response was clicked.
Response Count	Number of responses displayed, per actual question.
Sum Positions Displayed	Sum of response positions, where a response has been displayed for multiple instances of an actual question asked.
Sum Positions Clicked	Sum of response positions, where a response has been clicked for multiple instances of an actual question asked.

Knowledge Analytics - Total (Content)

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Articles - Select the Channel and Locale dimensions and Total measures to report on aspects of articles.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Locale	Locale	Language and region of the article.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
Channel	Channel	The Information Manager channel (content source) name.

Measures

Measure	Definition
Total Docs in Workflow	Number of documents that reside in all workflows.
Total Sessions with Links	Number of sessions where an incident link occurred at least once.
Total Sessions	Number of user web sessions.
Total Doc Links	Number of documents that have at least one incident link.
Sum of Ratings	The sum of all ratings for a document per version.
Count of Ratings	The number of times a document version was rated.
Documents Viewed	The number of documents viewed.

Knowledge Analytics - Total (Search)

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Query - Select the Locale and Query Source dimensions and Total (Search) measures to report on aspects of searches.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
Query Source	Query Source	The source from which the search action originated.
User	Full Name	The full name of the user who viewed the content.
	First Name	The first name of the user who viewed the content.
	Last Name	The last name of the user who viewed the content.
	Login	The login ID of the user who viewed the content.
User Group	User Group	The reporting group that users belong to.
	Reporting User Group Flag	Indicates that this group is a reporting user group defined in the application.

Dimension	Attribute	Definition
Locale	Locale	The language and region of the article.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
Query Source	Query Source	The source from which the search action originated.

Measures

Measure	Definition
Sessions with Search Activities	The number of sessions where at least one search occurred.
Total Click-Thru	The number of click-thrus that occurred on all questions.
Total Paging Events	The number of times next page button was clicked.
Total Questions	The number of all questions asked or total number of question events.
Total Responses	The number of all answers displayed, or the total number of answer events.
Total Questions without Responses	The number of times that questions asked did not display a response.
Total Sessions	The number of user web sessions.
Total Sessions with a Click-Thru	The number of sessions where at least one click-thru occurred.
Total Questions with a Click-Thru	The number of actual questions with at least one click-thru.
Total Questions for%	The value used to derive the percent of total questions column in Question Analysis report. Not recommended for use in custom reports.

Knowledge Analytics - User (Content)

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User and User Group dimensions and User measures to report on aspects of users.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
User	Full Name	The full name of the user who viewed the content.
	First Name	The first name of the user who viewed the content.
	Last Name	The last name of the user who viewed the content.
	Login	The login ID of the user who viewed the content.
User Group	User Group	The reporting group that users belong to.
	Reporting User Group Flag	Indicates that this group is a reporting user group defined in the application.

Measures

Measure	Definition
Case Link Count	Number of case (incident) links for the article.
Document Authored Count	The number of articles authored by a user.
Document View Count	The number of articles viewed by a use.
Recommendations Submitted Count	The number of recommendations submitted by a user.
Unique Document View Count	The number of unique or individual documents viewed by a user.

Knowledge Analytics - User (Search)

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Users - Select the User and User Group dimensions and User Search measures to report on aspects of users.
- Query- Select the Locale and Query Source dimensions and User Search measures to report on aspects of searches.

The following tables list the dimensions and measures for this subject area.

Dimensions

Dimension	Attribute	Definition
User	Full Name	The full name of the user who viewed the content.
	First Name	The first name of the user who viewed the content.
	Last Name	The last name of the user who viewed the content.
	Login	The login ID of the user who viewed the content.
User Group	User Group	The reporting group that users belong to.
	Reporting User Group Flag	Indicates that this group is a reporting user group defined in the application.
Locale	Active Flag	The value that increments when an article is updated.
	Locale	The language and region of the article.
	Type	The type of locale, either Information Manager or Intelligent Search.
Query Source	Query Source	The source from which the search action originated.

Measures

Measure	Definition
Question Count	The number of questions asked by a user.
Sessions Count	The number of sessions started by a user.

Knowledge Analytics - Workflow

This subject area groups together the dimensions and measures that help analyze the relationships between:

- Articles - Select the Workflow, Workflow Step, Channel, and Content dimensions and Workflow measures to report on aspects of articles in workflows.

The following tables list the dimensions and measures for this subject area.

Dimension

Dimension	Attribute	Definition
Workflow	Workflow	The name of the workflow (process that routes articles for editing, review, and approval prior to publishing).
	Completed Flag	A flag that indicates the workflow processing is complete.
	Major Version	The major version of the article in workflow.
	Minor Version	The minor version, which increments at each workflow step, of the article in workflow.
	Workflow Start	A date attribute generated when an article enters the workflow for the first time.
	Workflow Stop	A date attribute generated when an article has completed and exited the workflow.
Workflow Step	Workflow Step	The name of the workflow step.
	Workflow Step Start	A date attribute generated when an article enters a workflow step.
	Workflow Step Stop	A date attribute generated when an article has completed and exited a workflow step.
Channel	Channel	Information Manager channel (content source) name.
Content	Document Id	The identifier of the article.
	Initial Published Date	The date an article was first published to the knowledge base.
	Last Update Date	The most recent date that an article was published to the knowledge base.
	IDX Master Id	The unique master identifier of the article.
	Version Author	The user name of the author of this version of the article.
	Version Owner	The user name of the owner of this version of the article.
Locale	Locale	Language and region of the article.
	Active Flag	The value that increments when an article is updated.
	Type	The type of locale, either Information Manager or Intelligent Search.
Category	Category	The name of the Information Manager category.
	Category Hierarchy	The name of the Information Manager Category displayed with a parent child relationship type format.
View	View	The view associated with the Information Manager category.
	View Hierarchy	The view associated with the Information Manager Category displayed with a parent child relationship type format.

Measures

Measure	Definition
Document Count	Number of documents residing in a process and process steps.

Fact and Dimension Tables for Customizing Reports

When you customize your reports, you must select dimensions and measures for a subject area in a combination that returns the correct and expected results. The results depend on how the repository or rpd file was configured. If you select dimensions and measures for a subject matter without consideration, there is no guarantee that all the measures will show a value.

The following tables show which measures work with which dimensions to show the appropriate results.

AnswerFlow Measures and Dimensions

The following table shows the AnswerFlow measures and applicable dimensions.

Dimensions

Measure	Dimension
Process Execution Count	Period
	AnswerFlow
	User
Prev Total Process Executions	Period
	AnswerFlow
	User
Total Process Executions	Period
	AnswerFlow
	User
Total Goals Achv	Period
	AnswerFlow
	User
Total Steps Executions	Period
	AnswerFlow
	User

Information Manager Measures and Dimensions

The following table shows the Information Manager (IM) measures and applicable dimensions.

Measure	Dimension
Average Ratings	Category
	Content
	Content Version
	Channel
	Locale
	Period
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View
Case Link Count	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	User Group
	View
Count of Ratings	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View

Measure	Dimension
Document View Count	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View
Total Document View Count	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View
Doc Count with Ratings	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View

Measure	Dimension
Recommendation Approved Count	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View
Recommendation Submitted Count	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View
Sum of Ratings	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View

Measure	Dimension
Citation Count	Period
	Category
	Case
	Content
	Content Version
	Channel
	Locale
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	View
Recommendation Submitted	Period
	User
	User (Original Author)
	User (Version Author)
	User (Version Owner)
	User Group
Total Docs in Workflow	Period
	Channel
	Locale
Total Sessions With Links	Period
	Channel
	Locale
Total Sessions	Period
	Channel
	Locale
Total Doc Links	Period
	Channel
	Locale
Documents Viewed	Period
	Channel
	Locale
Document Authored Count	Period
	User
	User Group
Unique Document View Count	Period
	User
	User Group

Measure	Dimension
Document Count	Period
	Category
	Channel
	Content
	Locale
	User
	View
	Workflow
	Workflow Step

Intelligent Search Measures and Dimensions

The following table shows the Intelligent Search (Search) measures and applicable dimensions.

Dimensions

Measure	Dimension
Click-Thru Count	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group
	View
Click-Thru Rate Count	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group

Measure	Dimension
Question Count	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group
Sum Positions Clicked	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group
Total Questions	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group
Total Questions with Ans	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group
Question Count - Total	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group

Measure	Dimension
Rep Question Count	Period
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User Group
Escalations Attempted	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
Escalations Attempted (cont)	Response
	User
	User Group
	View
Deflections Attempted	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User
	User Group
	View

Measure	Dimension
Incident Count	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User
	User Group
	View
Deflection Count	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User
	User Group
	View
Content Views	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User
	User Group
	View

Measure	Dimension
Escalation Content Views	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User
	User Group
	View
Deflection Content Views	Period
	Category
	Content
	Intents
	Locale
	Normalized Question
	Query Source
	Question
	Response
	User
	User Group
	View
Response Count	Period
	Category
	Content
	Locale
	Query Source
	Question
	Response
	User Group
	View

Measure	Dimension
Sum Positions Displayed	Period
	Category
	Content
	Locale
	Query Source
	Question
	Response
	User Group
	View
Sum Positions Clicked	Period
	Category
	Content
	Locale
	Query Source
	Question
	Response
	User Group
	View
Sessions with Search Activities	Period
	Local
	Query Source
Total Click-Thru	Period
	Local
	Query Source
Total Paging Events	Period
	Local
	Query Source
Total Questions	Period
	Local
	Query Source
Total Responses	Period
	Local
	Query Source
Total Questions without Responses	Period
	Local
	Query Source
Total Sessions	Period
	Local
	Query Source

Measure	Dimension
Total Sessions with a Click-Thru	Period
	Local
	Query Source
Total Questions with a Click-Thru	Period
	Local
	Query Source
Total Questions for %	Period
	Local
	Query Source
Session Count	Period
	Local
	Query Source
	User
	User Group