
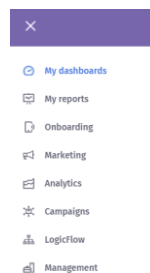




ANALYTICS

The analytics platform now allows for more data to be accessed and displayed in more ways, you can now compare one report with another and even filter this data.

1. To access the Analytics fist, click the fly out menu .
2. The menu will appear. Click **Analytics** form the list.



3. The area will expand to display the top-level Analytics reports
4. Each top-level report will also contain a number of different reports unique to that level.
5. Clicking each heading will also expand the area to show the available report(s), these are:

- **Behaviours**

- **Visitor interactions**

This report gives an insight into visitor interaction at your venue(s), calculated from 'authenticated' visits only where visitors were seen connecting to the WiFi network. This gives an insight into the overall numbers of unique visitors that were seen logging in, within a given date period, and the engagement rates for these visitors. The 'Engagement' settings can be personalised to your venue(s) in the analytics settings. If no settings have been configured at scope then the report uses system defaults.

- **Frequency**

This report shows the number of visits that individual visitors have made at your current scope. Visitors are grouped into 1-4 and 5+ visits according to the number of times they have visited any venue within your current scope and the date period specified.

- **Bounce**

This report provides an insight into the number of stayed and bounced visits at your venues. Bounce is based on the duration a visitor's device was present within range of a hardware controller in your venue during their visit. Visits are categorised as 'Stayed', 'Bounced' or 'Unknown'. Visits with a duration of 3



minutes or more are categorised as 'Stayed', while visits of a shorter duration are considered 'Bounced'. Visits are categorised as 'Unknown' when no valid duration value could be obtained.

- **New vs repeat**

Visit status categorises visitors into 'New' or 'Repeat' visitors depending upon how many times they have been seen at your current scope. 'New' visitors are visitors seen making their first visit, whilst 'Repeat' visitors are visitors seen making subsequent visits. This report shows the number of 'New' and 'Repeat' visitors for the selected date period, grouped by the selected date period, or as total counts over the entire date period if looking at the category view. A unique visitor may be counted multiple times in this report if they are a 'New' visitor, and make a subsequent visit in the reporting period, in this case they will be counted for both their 'New' and 'Repeat' visits.

- **Engagement**

This report provides an insight into the number of not, partially and fully engaged visits at your venues. Engagement is based on the duration a visitor's device was present within range of a hardware controller in your venue during their visit. Visits are categorised as 'Not Engaged', 'Partially Engaged', 'Fully Engaged' or 'Unknown'. Visits with a duration of less than 3 minutes are categorised as 'Not Engaged', while visits of between 3 and 15 minutes are classed as 'Partially Engaged', visits of over 15 minutes are categorised as 'Fully Engaged'. Visits are categorised as 'Unknown' when no valid duration value could be obtained.

- **Dwell**

This report provides an insight into the amount of time visitors spend within your venues on average. Dwell is based upon the average duration a visitor's device was present within range of a hardware controller in your venue during their visit. If no valid duration is found for a visit then it is not included in the average.

- **Hour of day**

This report provides an insight into the average number of visits to your venues by hour of day. Hour of day is based upon the hour a visitor's device entered the range of a hardware controller in your venue and the duration it remained connected. Visits are counted once in the hour which they connected and again in every hour or part thereof which they were within range of a hardware controller and remained connected.

- **Day of week**

This report shows the average number of visits to your current scope by day of week. Visitors are counted once per day in the current scope, but can be counted multiple times within the date period specified.



- **Cross pollination**

'Cross pollination' refers to the movement of visitors between your venues where venues are 'pollinated' over time by visitors making repeat visits across your estate. The report provides an insight into the venues that both refer and receive the most visits based on visitor movement and the dates that visitors visited your venues.

The report uses the following terminology:

Pollinator - a venue that refers visitors to another venue.

Pollinated - a venue that received visitors from another venue.

Pollinations - the number of visits referred from one venue to another.

For example, Joe Bloggs visited 'Venue 1' and then visited 'Venue 2'. In this case 'Venue 1' is the 'pollinator' and 'Venue 2' is the 'pollinated' venue. 'Pollinations' is the total number of visits that Joe made from 'Venue 1' to 'Venue 2'.

Pollination data is presented geographically in the form of a map. When clicking a venue on the map the venue will be highlighted as a pollinator and the top 10 venues it has pollinated will be displayed. The report then provides the total number of pollinations for each of the top 10 venues that the venue has pollinated. Totals can be accessed by hovering over the 'pollinated' venues on the map.

Please note this report has a dependency on there being at least 2 or more venues at or under your scope as cross pollination analysis cannot be computed for a single venue. Filter analysis percentages in the report are based on the overall number of visits found for the filters that are applied to the report. There may be some cases where filter combinations find visit data and return percentages yet no cross pollination data is found. This may occur when selected filter values restrict data to a single venue or the combination of the applied filters does not result in any cross pollination.

- **Network**

- **Network usage**

This report shows the network usage of your visitors at an overall level, by the amount of data uploaded and amount of data downloaded, over your specified time period, at scope. Hovering over each bar will give you the figure in terms of data, and as a percentage of the total.

- **Network duration**

This report provides an insight into how long visitors have been within your venues. Network Duration is based upon the duration a visitor's device was present within range of a hardware controller in your venue during the visitor's



visit. Visits are grouped into time-based buckets of 0 - 15, 15 - 30, 30 - 60 minutes, 1 - 2 and 2+ hours. The count in each bucket is the number of visitors seen at scope with visit durations for the bucket's time frame. Visits are categorised as 'Unknown' when no valid duration value could be obtained.

- **Top Visitors**

This report provides an insight into how your most frequent visitors are using the WiFi within a venue.

The report is calculated on each WiFi session, using an average session duration and displaying upload and download total for the Top 10 visitors with the highest number of sessions in a selected time period.

This allows the user to identify WiFi behaviour and analyse any anomalies or excessive use patterns.

- **Authentication rate**

This report gives an insight into the number of successful and unsuccessful authentication attempts on to the WiFi network. Authentication attempts are based on counting distinct visitor sessions and categorising them as:

Successful - the number of distinct sessions that successfully authenticated.

Unsuccessful - the number of distinct sessions that started the access journey but did not authenticate.

The counts seen in the report chart and table are the count of distinct sessions seen in each category for all venues within your scope and the reporting period that you have selected. The headline total for the report is the successful authentication rate e.g. the number of authenticated sessions over the total number of sessions.

Please note that the report does not include unauthenticated presence data and focuses on data where visitors were seen starting the access journey and attempting to authenticate on to the network.

- **Technology**

- **Connection method**

This report shows visitor totals grouped by connection method for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor connection method counts only. When grouping the report by time connection method totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.



- **Device type**

This report shows visitor totals grouped by device type for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor device type counts only. When grouping the report by time device type totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.

- **Browser**

This report shows visitor totals grouped by browser for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor browser counts only. When grouping the report by time browser totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.

- **Platform**

This report shows visitor totals grouped by platform for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor platform counts only. When grouping the report by time platform totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.

- **Operating system**

This report shows visitor totals grouped by operating system for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor operating system counts only. When grouping the report by time operating system totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.

- **Visitors**

- **Visitor count**

This report shows visitor totals for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year). The totals are counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.



- **Concurrent visitors**

This report gives an insight into visitor numbers and interaction at your venue(s), taking into account when a visitor connected to your venue WiFi and the duration of their session. A visitor will be counted once in each time period they were connected to the WiFi with an active session. This gives an insight into the number of people actively using your WiFi for any given time period.

Unique visitors is the count of distinct visitors who engaged with your venue WiFi in the date period selected.

- **Social Interests**

This report gives an insight into the interests of visitors to your venue(s), based upon information gained from the pages they have 'liked' on Facebook. Visitors are counted once in the selected time period, but can contribute to multiple categories, depending on the Facebook pages which they have liked. Visitors with Social interest data is the count of distinct visitors who provided 'likes' on Facebook. This can be lower than the total number of distinct visitors in the same period, as some may have logged in using methods other than Facebook, not provided page likes or not have liked sufficient pages to be analysed accurately.

- **Gender**

This report shows visitor totals grouped by gender for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor gender counts only. When grouping the report by time gender totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.

- **Age**

This report shows visitor totals grouped by age range for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor age range counts only. When grouping the report by time age range totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.

- **Language**

This report shows visitor totals grouped by language for the reporting period that you have selected. The report data can be grouped by time (day, month, week or year) or by category where the report will show total visitor language counts only. When grouping the report by time language totals will be counted based on the number of visitors seen visiting venues at and under your scope by day, month, week or year.



- **Location**

This report shows the Top 15 locations of your visitors, based on their given location. Hovering over the location will give you the figure in terms of individual visitors, and as a percentage of the total of the Top 15 - not the overall total of all your visitors. Each visitor will only be included once in the count.

- **Visits**

- **Visit count**

This report shows the number of visits over your selected time period – and can be broken down by daily, weekly, monthly, and yearly views.

- **Age**

This report shows the number of visits over your selected time period, split by gender – and can be broken down by daily, weekly, monthly, and yearly views.

Hovering over the specific colour for each gender will give you the figure in terms individual visits, and as a percentage of the total.

- **Gender**

This report shows the number of visits over your selected time period, split by gender – and can be broken down by daily, weekly, monthly, and yearly views.

Hovering over the specific colour for each gender will give you the figure in terms individual visits, and as a percentage of the total.

- **Cumulative**

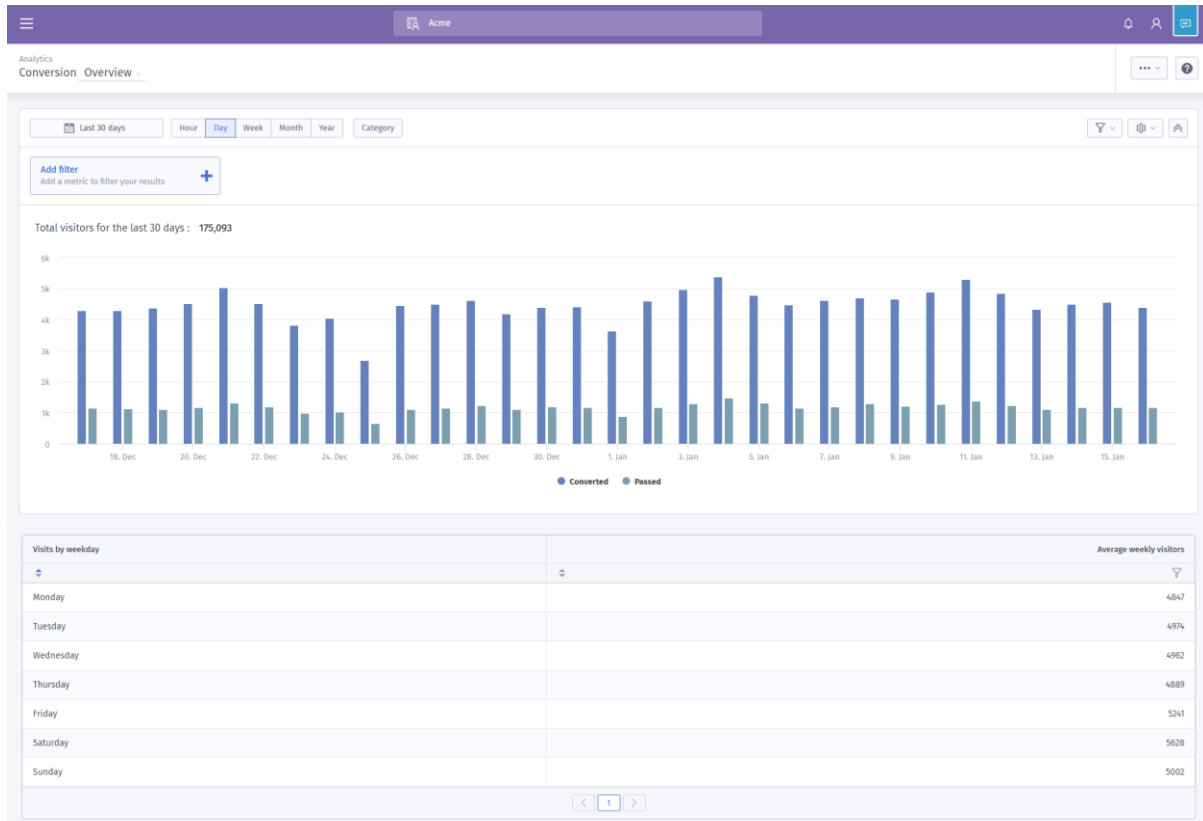
This report shows the number of visitors and visits accumulated over time for all venues at and under your current scope.

A 'visitor' is an end user seen on the WiFi network who has visited a venue at or under your current scope. Visitors are unique in this report and counted once at scope over time. The cumulative number of visitors is therefore the cumulative count of new visitors seen in the date period selected.

A 'visit' is a distinct session on the WiFi network. The cumulative number of visits is therefore the count of distinct sessions seen in the period. Visits are not grouped by visitor or time in this report so if a visitor had 6 distinct sessions on the WiFi in a single day then this will be counted as 6 visits for the day.



- Click the required report from the submenu, the page will load and take you to the analytics area.

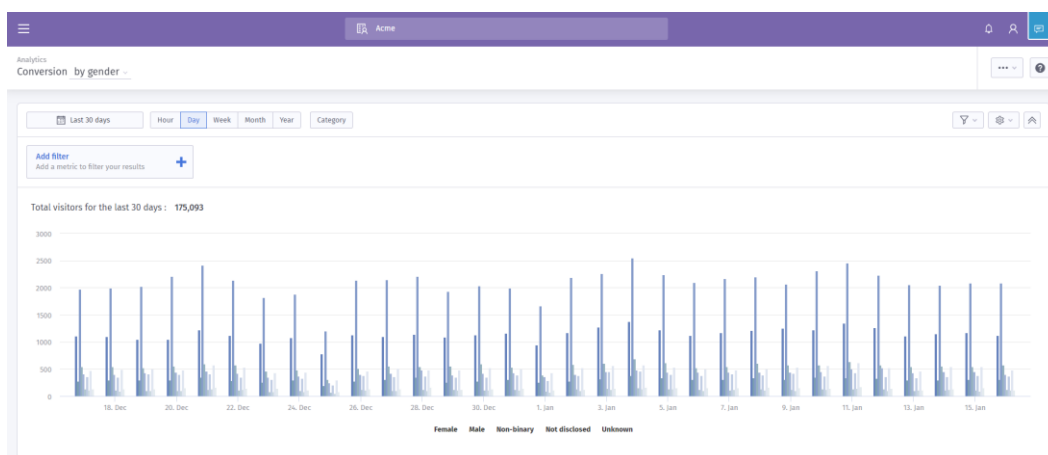


- By default, it will load the overview of that report.
- At the top of the screen the name of the report you have accessed will be displayed.
- You can also see the date range and the menu button for accessing the additional options.
- Next to the name of the report is a drop-down menu, this will default to show the Overview.
- But this can be clicked and you are able to compare one report with another.
- The reports that can be compared are as follows:
 - User**
 - by age range
 - by connection method
 - by gender
 - by location
 - by language
 - by visits status



- **Technology**
 - by operating system
 - by platform
 - by browser
 - by device type
 - by device manufacturer
- **Hardware**
 - by SSID
 - by hardware AP
- **Venue**
 - by venue ID
 - by venue tags
 - by venue country
 - by venue sector ID
 - by venue sector category
- **Visit**
 - by engagement
 - by bounce
 - by conversion
 - by inclusive data
- **Hardware**
 - by SSID

13. Selecting any from the list other than overview, will combine this data with the current report.



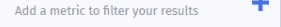


Visits by weekday	New / repeat	Average weekly visitors
Monday	New	2731
Monday	Repeat	2117
Tuesday	New	2785
Tuesday	Repeat	2190
Wednesday	New	2933
Wednesday	Repeat	2029
Thursday	New	2841
Thursday	Repeat	2049
Friday	New	2935
Friday	Repeat	2307
Saturday	New	3151
Saturday	Repeat	2477

14. At the bottom of the page will give you the breakdown of the actual figures but in columns and if the report is a combination of additional data this will also be displayed.

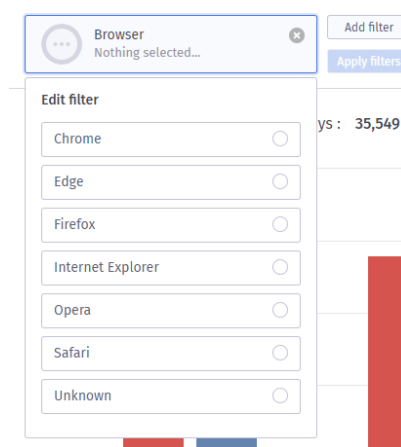
Add Filter

You can filter the data from the report and apply as many filters as required. If you add more than one filter, you have the option to either have the filters calculated cumulatively or in isolation. This option can be found in the filter settings area.

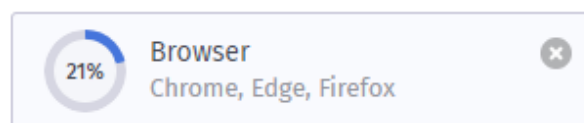
1. To add a filter, click the  button.
2. A drop down will appear displaying the available filters, these are as follows:

- **User**
 - Gender
 - Connection method
 - Location
 - Age range
 - New / repeat
 - Language
- **Device**
 - Operating system
 - Platform
 - Browser
 - Device Type
 - Manufacturer
- **Venue**
 - Venues
 - Country
 - Tags
- **Venue>Sector**
 - Sector
 - Sector Categories

- **Hardware**
 - Service set Identifier (SSID)
 - Hardware AP
 - **Visit**
 - Bounce
 - Engagement
3. Once a filter is selected an additional box will appear to select the required filter information.



4. You can click the radio button and a tick will appear , you can select more than one option if required.
5. Once selected click the **Apply filters** button to apply the filter.
6. The data will update and the filter button will now show the filter applied and the sections made. It will also show the percentage of the filtered data.



7. You can delete the applied filter by clicking the small and then clicking the **Remove?** button. The filter will then be removed.
8. You can also add further filters if required by clicking the **Add filter** button again.
9. Following the same process to add the additional filters, but the default setting is **Stack filters**. This applies the data cumulatively; the second filter will only filter the data from the previous filter that was initially applied. So, the percentage will get lower with each additional filter.

10. But this can be changed by clicking the filter settings button  .



Filter options

Stack filters
Percentages are calculated cumulatively and values are dependent on the order in which the filters are added.

Segment filters
Percentages are calculated in isolation against the total of the report, order is not important.

Inclusive data


Authenticated

Unauthenticated

Apply

11. The area will expand giving you the available options, to change the filter setting click the radio button next to **Segment filters**. This will then apply each filter to the main data set in the report.
12. You then have Inclusive data; here you can include or exclude **Unauthenticated** data if the licence type collects this information.

Column Filters

1. The column data at the bottom of the page can also be filtered by clicking the filter button .
2. The filter box will appear.

Filter Column

Hide values from the table and chart that match any or all of the specified filters. This does not affect your filter breakdown.

Match any Match all

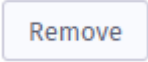
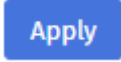
Greater than

Add filter

Remove Apply

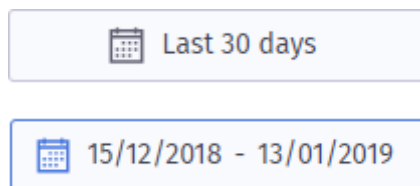
3. You now have options to either hide values from the table and chart that match any or all the specified filters.
4. Select either **Match any** or **Match all**.
5. You then have a drop-down to select either:
 - Greater than
 - Great than or equal to
 - Equal to
 - Less than or equal to
 - Less than
6. And an empty field box to type the value.
7. You can add multiple filters if required.



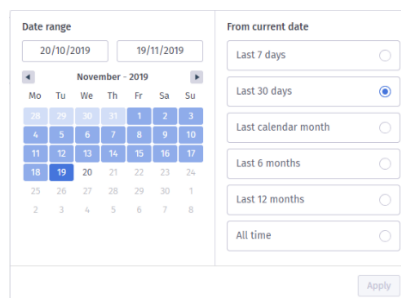
- To remove a filter, click the  button.
- Once all filters have been added, click the .
- The column data will update to show the new data set with the filters applied.

Calendar

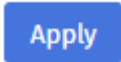
- By default, the date range will be set to the **Last 30 days**. Hovering your mouse over the Last 30 days button will show the actual date range.




- You can change the date range by click the **Last 30 days** button.
- The Calendar window will open.




- You can either select your own date range by clicking on the left-hand side calendar to select the start date and then click the calendar again for the end date.

- Then click the  button to apply that date range. The data will update accordingly.
- On the right of the calendar options you can select one of the predefined date ranges, these are:
 - Last 7 days
 - Last 30 days
 - Last calendar month
 - Last 6 months
 - Last 12 months
 - All time






7. Again, when a selection is made the  button must be pressed to apply that date range

Settings

1. Depending on the initial report selected will determine the type of chart displayed by default, but the type can be changed by clicking the cog  button.

2. The area will expand to display a number of options,

Chart type	Chart grouping
<input type="radio"/>  Bar	<input type="radio"/> Stacked Chart data is stacked on top of other series data.
<input checked="" type="radio"/>  Column	<input checked="" type="radio"/> Split Chart data is split independantly of other series data.
<input type="radio"/>  Scatter	<input type="radio"/> Percentage Chart data is shown stacked based on percentage of the total.

3. The first option is **Chart type**.
4. The available chart types are: (some are only available on certain reports)
 - Bar
 - Column
 - Scatter
 - Pie
 - Spline
 - Line
 - Area
5. You also have **Chart grouping**; these again will differ depending on the report selected. The available grouping options are:
 - **Stacked** – Chart data is stacked on top of other series data.
 - **Split** – Chart data is split independently of other series data.
 - **Percentage** – Chart data is shown stacked based on percentage of the total.
6. You can change the default by clicking the required radio button.




Chart grouping

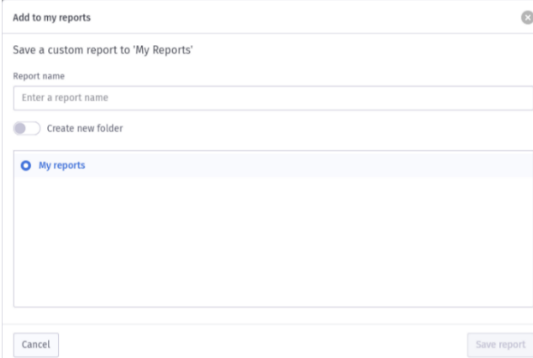
Stacked
Chart data is stacked on top of other series data.

Split
Chart data is split independantly of other series data.

Percentage
Chart data is shown stacked based on percentage of the total.

Menu Options

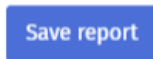
1. You have a number of menu options available, to access these click the menu  button.
2. A drop down will appear giving you the following options to select:
 - Add to my reports
 - Add to dashboard
 - Download as PDF
 - Download as CSV
3. You can download the data as either PDF or CSV and it will start as soon as a selection is made.
4. If any filters have been applied only the filtered data will be downloaded.
5. You can also add this report to either a dashboard or my reports. Using either of these options allows you to quickly access this report either on its own or with other reports without having to apply the same changes again.
6. To add to My Reports click **Add to my reports**.
7. The following window will appear:



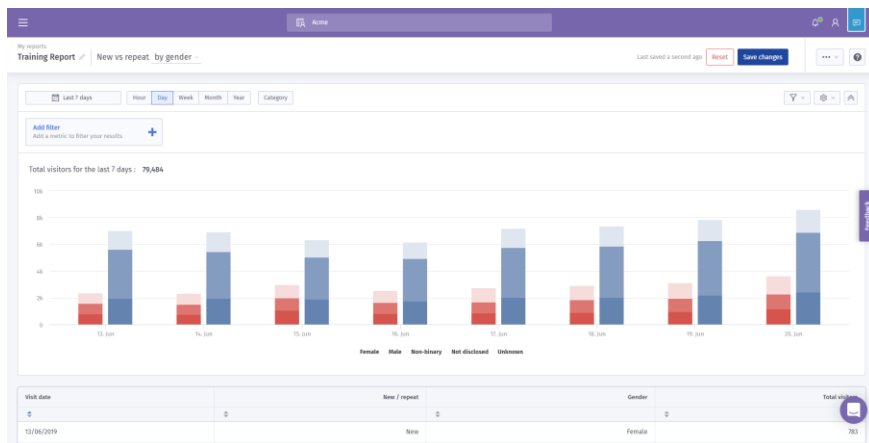
8. You now need to give the report a name.
9. You also have the option to create a new folder. You can create as many folders as required and folders allow easy management of you saved reports.
10. If you wish to do this, click the toggle button on.



11. The bottom area will change and now allow you to add the new folder name.
12. If you do not wish to create the new folder you can turn the toggle button off, this will then show the folder structure again.
13. Now click the Save report button.



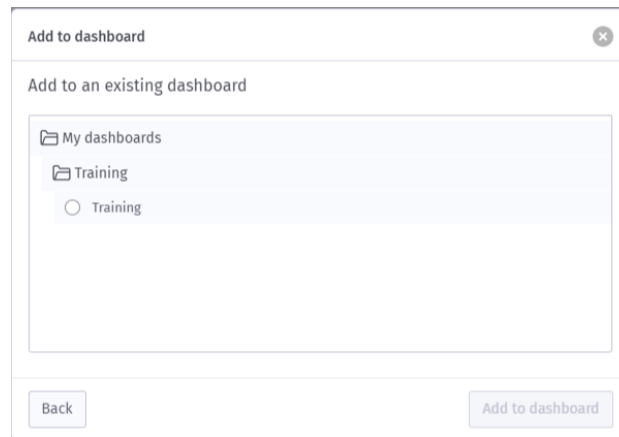
14. The report will reload but now from within the **My reports** area.



15. Selecting **Add to dashboard** from the menu will open the **Add dashboard** window. Two options will be available. These are:

- Add to an existing dashboard (only available if a dashboard has been created)
- Or create a new dashboard

16. Selecting Add to existing will open a new window and displays any folders and dashboards already created, letting you select which dashboard to add this report to.



17. Selecting Create a new dashboard will allow a brand-new dashboard to be created and this report be added to it.
18. Once the dashboard is selected, click the **Add to dashboard** button.
19. The dashboard will then load.

