



# Oracle Knowledge Analytics User Guide

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*A Guide to Using Analytics Reports*

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# About This Guide

This guide provides an overview of the 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.

This document is intended for users who organize and present data for making business decisions using Oracle Business Intelligence and Oracle Knowledge.

## In This Guide

This guide provides the following chapters:

<b>Getting Started with Analytics</b>	This section describes the basics of Analytics.
<b>Using the Content Analysis Reports</b>	This section describes the Content Analysis dashboard and the reports in Analytics.
<b>Using the Search Analysis Reports</b>	This section describes the Search Analysis dashboard and the reports in Analytics.
<b>Creating Custom Reports</b>	This section provides procedures to create 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.

# Getting Started with Analytics

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

**Introduction to Analytics**

**How Analytics Can Help Your Organization**

**How Analytics Works**

**OBIEE**

**Dashboards**

**Reports**

**Logging onto Oracle Knowledge Analytics**

**Accessing Analytics Reports**

## 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.

### **Business Systems Engineers**

Business Systems engineers want to monitor the servers and software systems that run the knowledge base, including search runtime CPU utilizations, web traffic numbers, and the behavior of the various batch jobs (including content crawling). Analytics provides system KPIs that enable engineers to monitor system performance and identify areas that have reached performance thresholds.

### **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 and/or Information Manager instances. Analytics components include:

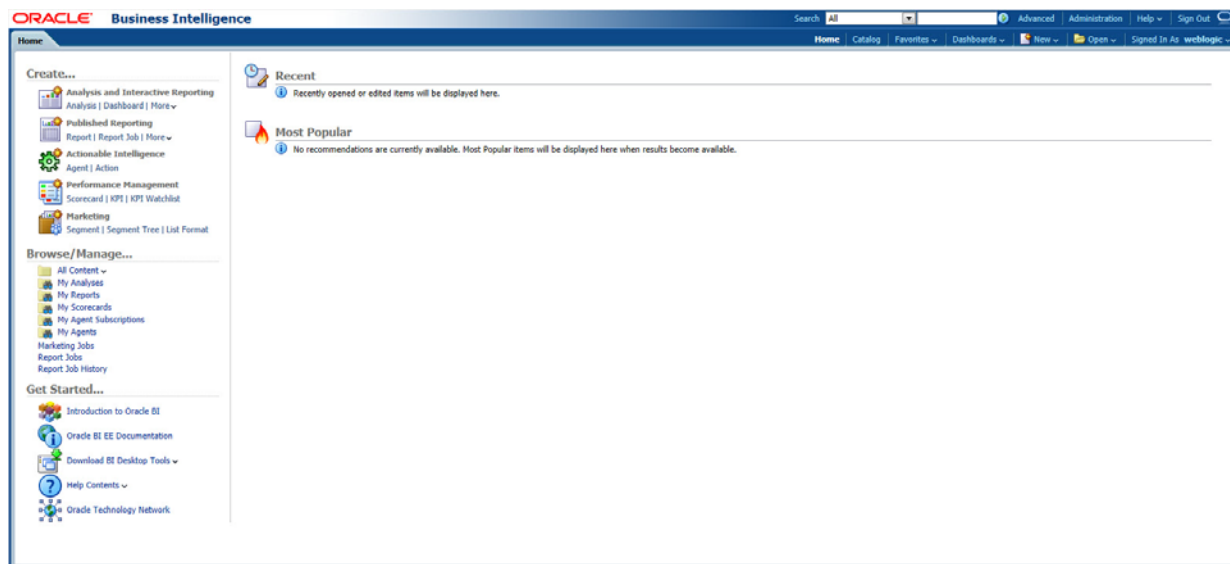
- the ETL server, which uses a configured Oracle Knowledge instance to execute the data extraction, transform, and load (ETL) processes.
- the data warehouse, which stores the extracted Intelligent Search and Information Manager log data, repository data and additional metadata used to create the report.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

**Important!** The 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.

## OBIEE

Oracle Knowledge Analytics uses a configured instance of Oracle Business Intelligence Enterprise Edition (OBIEE) installed on the Reports server. OBIEE is a comprehensive set of enterprise business intelligence tools and infrastructure that provide a full range of business intelligence 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 reporting objects.



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

## Dashboards

Dashboards provide personalized views of your business and external information. When you open a dashboard, the content is displayed in one or more dashboard pages. Dashboard pages are identified by tabs across the top of the dashboard. The Analytics Information Manager and Intelligent Search reports reside on one of three OBIEE dashboard; you select a dashboard from the **Dashboards** menu.

The default Analytics dashboards are:

- **Content Analysis.** This dashboard displays the Information Manager analytic reports.
- **Search Analysis.** This dashboard displays the Intelligent Search analytic reports.

When you display these dashboards, the **Performance Indicators** tab is selected, by default; select the tab for the report you want to view.

- **Knowledge Analysis.** This is a page that displays a list of both Information Manager (Content) and Intelligent Search (Search) analytics reports.

You can create customized dashboards that, once created, also display in the Dashboards menu. More detailed information on creating dashboards is available in the *Oracle® Business Intelligence Enterprise Edition User Guide*.

## 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 publish 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.

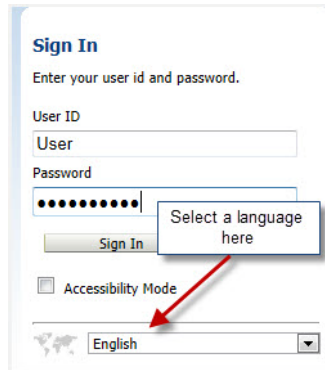
## Logging onto Oracle Knowledge Analytics

The default format of the Oracle Knowledge Analytics URL is:

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

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

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



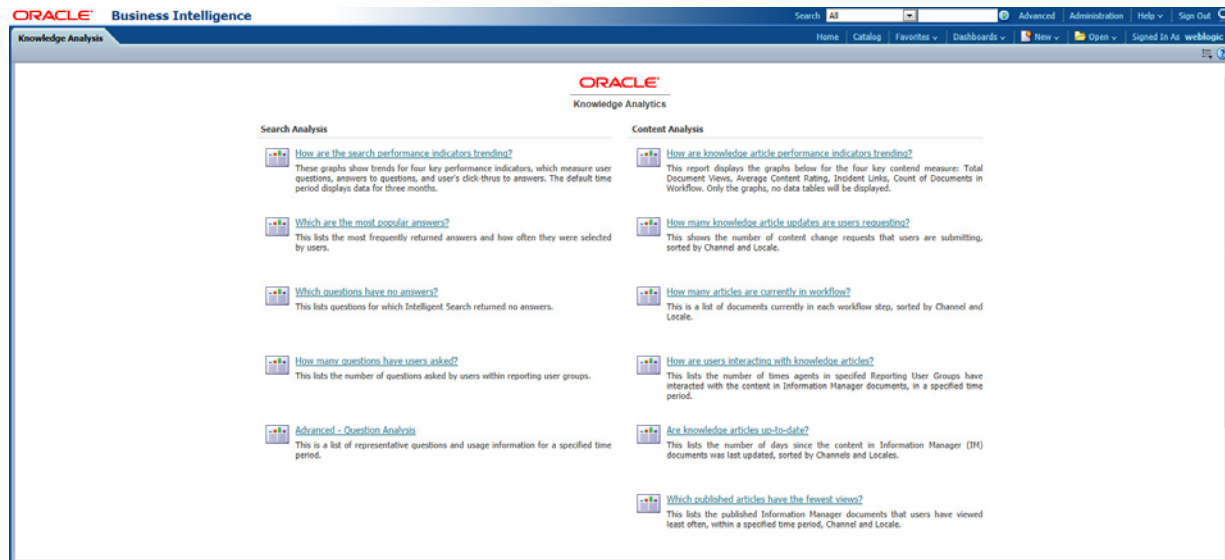
The Oracle Business Intelligence **Sign In** dialog prompts you to enter your **User ID** and **Password**.

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 Log onto **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**.

- 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.
  - At the OBIEE homepage, select a dashboard from the **Recent** area.

# Using the Content Analysis Reports

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

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

- the Information Manager 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	Report Description
<b>Performance Indicators</b>	<b>How are knowledge article performance indicators trending?</b>	This report shows performance and trending information for four key content performance indicators.
<b>Recommendations</b>	<b>How many knowledge article updates are users requesting?</b>	This report shows the number of change requests that users, such as support agents, submitted against Information Manager content.
<b>Articles in WorkFlow</b>	<b>How many articles are currently in workflow?</b>	This report shows the number of Information Manager articles currently in each workflow step, sorted by channel and locale.
	<b>Which articles are in a workflow step?</b>	This report shows all the Information Manager articles that currently reside in a selected workflow step.
<b>User Interaction</b>	<b>How are users interacting with knowledge articles?</b>	This report shows how users in various user groups interacted with Information Manager content.
<b>Article Aging</b>	<b>Are knowledge articles up-to-date?</b>	This report lists Information Manager articles by the number of days that have elapsed since they were updated and published.
<b>Fewest Views</b>	<b>Which published articles have the fewest views?</b>	This report lists the Information Manager articles that users have viewed least often.

<b>Article Incident Links</b>	<b>Which articles are most often linked to incidents?</b>	This report lists the Information Manager articles that agents have linked to incidents (service requests) most frequently.
<b>Adv - Knowledge Analysis</b>	<b>Advanced - Knowledge Article Analysis</b>	This report provides comprehensive information about frequently viewed Information Manager articles.

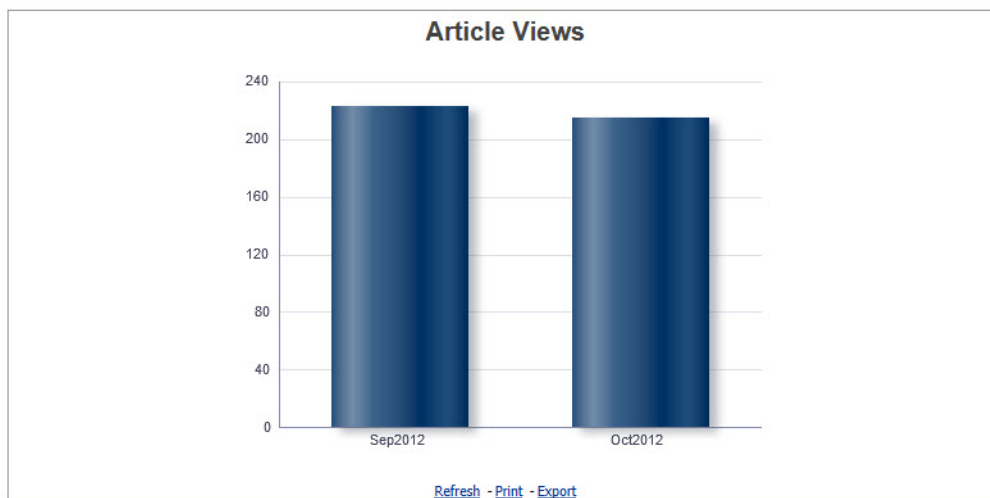
## Performance Indicators

### 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 users are viewing, the number that support agents are linking to incidents (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.

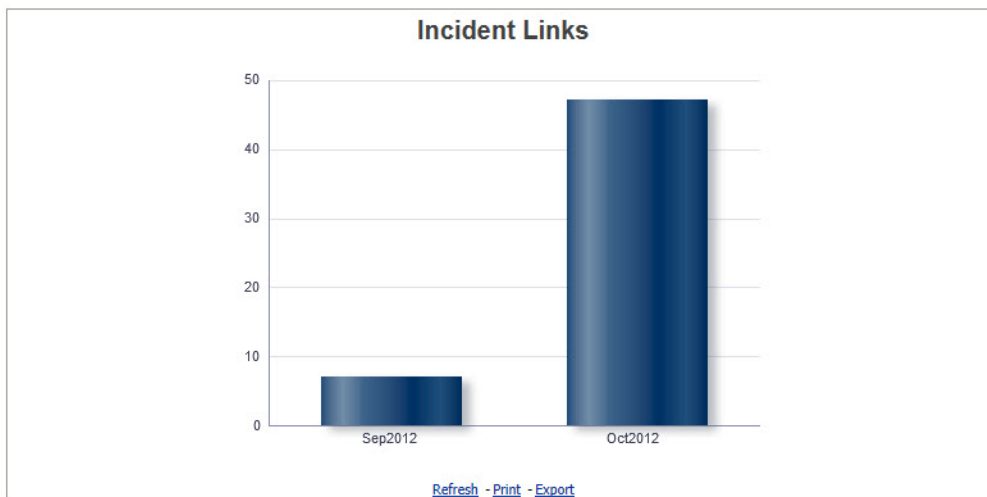
**Important!** When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity. 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 Information Manager articles.



### Incident Links

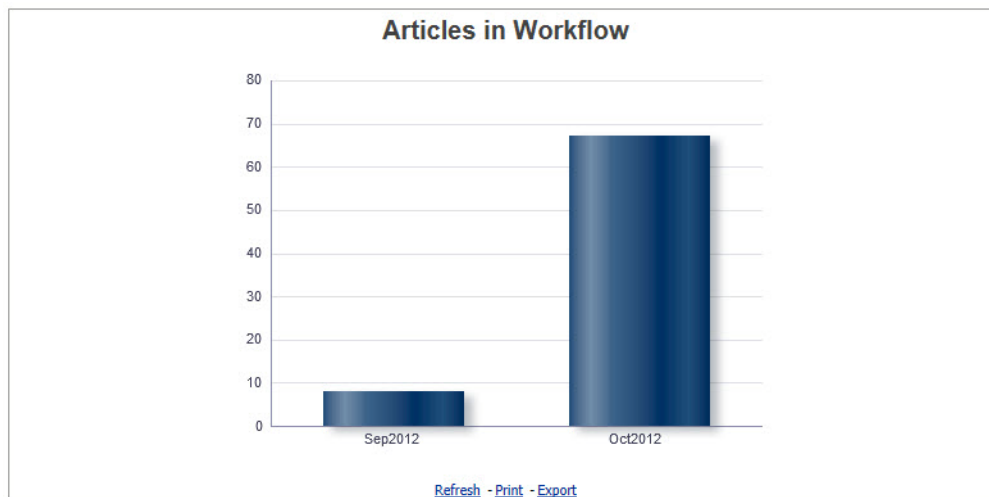
This graph shows the number of times that agents linked articles to incidents (service requests).



### Article Ratings

This graph shows the average of the rating scores that users assigned to Information Manager 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 in 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 using Prompts

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.

## Recommendations

### How many knowledge article updates are users requesting?

This report shows the number of change requests that users, such as support agents, submitted against Information Manager content over a specified time period. Change requests are recommendations to update existing articles and add new content. 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.

#### 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.

**Date**  
 Between 08/01/2012 - 10/16/2012 
**Channel** --Select Value--
 **Locale** --Select Value--
 [Apply](#) [Reset](#)



[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:

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

## Refining the Report Data using Prompts

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.

## Articles in WorkFlow

### How many articles are currently in workflow?

This report shows the number of Information Manager 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.

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.

This report can help identify bottlenecks in workflows and other factors affecting the knowledge management process.

#### How many articles are currently in workflow?

This lists the number of Information Manager articles currently in each workflow step and the average number of days the articles have spent at each step.

Channel	Locale		
--Select Value--	--Select Value--	Apply	Reset

Channel	Locale	Workflow Step	Article Count	Avg Days
Solutions	English United States	<a href="#">Engineering Review</a>	10	14
		<a href="#">Internal Review</a>	6	14
Marketing	English United States	<a href="#">Engineering Review</a>	3	14
		<a href="#">Legal Review</a>	9	14
Manuals	English United States	<a href="#">Engineering Review</a>	2	15
		<a href="#">Legal Review</a>	5	15
		<a href="#">Product Management Review</a>	4	14
FAQs	English United States	<a href="#">Engineering Review</a>	8	14
		<a href="#">Internal Review</a>	7	14
Alerts	English United States	<a href="#">Alert Team Review</a>	3	15

[Refresh](#) - [Print](#) - [Export](#)

The report columns display:

<b>Channel</b>	The name of the channel in which the workflow resides. Channels are the content types such as <i>FAQs</i> or <i>Solutions</i> .
<b>Locale</b>	The language and region (for example, English United States) of the workflow.
<b>Workflow Step</b>	The name of the workflow step.
<b>Article Count</b>	The number of articles in the workflow step.
<b>Avg Days</b>	The average number of days the articles remained in the workflow step.

### Refining the Report Data using Prompts

This report displays only current information so you cannot change the date range. *Current* refers to the most recent data available.

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.

## 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 Information Manager 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:

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

## Refining the Report Data using Prompts

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 Information Manager content, including creating content, viewing articles, making content recommendations and linking articles to incidents (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. Reporting Groups are configured and assigned to users from the Information Manager Management Console.

This report provides insight into:

- which Information Manager content-related activities users, such as support agents, performed most often.
- which user groups and individuals within the groups have interacted most frequently with Information Manager content.
- which Information Manager 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

User Group

Between 09/01/2012 09/30/2012

--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:

<b>Report User Group</b>	The report user group defined within Information Manager to which users are assigned.
<b>User ID</b>	The user's login ID.
<b>Name</b>	The user's first and last name.
<b>Article Views</b>	The total number of times that the user viewed any article.
<b>Incident Links</b>	The number of times a user linked an Information Manager article to an incident (service request).
<b>Recommendations</b>	The number of recommendations (change requests) the user has submitted.
<b>Articles Authored</b>	The number of articles that the user has created.

## Refining the Report Data using Prompts

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 Information Manager articles by the number of days that have elapsed since they were updated and published, and by 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 select articles to view in Information Manager and 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.

#### Are knowledge articles up-to-date?

This lists Information Manager articles by the number of days since they were last updated.

<b>Channel</b>	<b>Locale</b>	<b>Apply</b>	<b>Reset</b>
--Select Value--	--Select Value--		

**Filter**

Article ID	Article Title	Locale	Aging (Days)	Last Viewed
FA2	Can I use another networks SIM in my ACME phone?	English United States	62	9/30/2012
FA3	What if I don't like the phone I upgrade to?	English United States	62	9/30/2012
FA4	What do I do if my phone is lost or stolen?	English United States	62	9/14/2012
MARK1	2012 Holiday Promotion for ACME Gen 2 Smart Phones	English United States	62	10/2/2012
	2012 Promotion de vacances pour ACME Gen 2 Smart Phones (Canada)	French Canada	62	9/14/2012
TE1	GFR Test Locked One	English United States	62	9/14/2012
TE2	GFR Test Lock Two	English United States	62	9/14/2012
ALERT1	Hurricane Kristy affecting service areas on September 17, 2012	English United States	59	9/30/2012
FA1	How do I reboot my ACME GSM phone?	English United States	59	10/2/2012
FA14	How can I manage my downloads?	English United States	59	10/2/2012
FA15	Can I automatically download my purchases on my devices every time I m	English Canada	59	9/17/2012
		English United States	59	9/30/2012
FA17	Why is the touch screen on my Acme device not working?	English United States	59	10/1/2012
FA18	Can I reorganize downloads or will they be in the order of my purchase	English United States	59	10/1/2012
FA20	Does the video on Acme devices need to be encoded in a special way?	English United States	59	9/17/2012
FA6	can I use an ACME chip in a non-ACME phone?	English United States	59	9/17/2012

The report columns display:

<b>Article ID</b>	The Information Manager article identifier.
<b>Article Title</b>	The title of the Information Manager article.
<b>Locale</b>	The language and region of the article.
<b>Article Views</b>	The number of views an article received.
	<b>Note:</b> This column displays on the <b>Filter</b> reports only.
<b>Aging (Days)</b>	The number of days since the content was last updated (published).
<b>Last Viewed</b>	The date the article was last viewed by users.

### Refining the Report Data using Prompts

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.

## Fewest Views

### Which published articles have the fewest views?

This report lists the Information Manager articles that users have viewed least frequently. It is sorted by the number of views (**Article Views**), in ascending order.

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.

#### Which published articles have the fewest views?

This lists the least frequently viewed Information Manager articles.

Which published articles have the fewest views?				
This lists the least frequently viewed Information Manager articles.				
<div> Date: Between 09/16/2012  - 10/16/2012  Channel: --Select Value-- Locale: --Select Value-- Apply Reset </div>				
Article ID	Article Title	Locale	Last Pub	Article Views
ALERT3	NE Cell towers down for maintenance	English United States	9/20/2012	0
ALERT4	Topping Up system temporarily unavailable	English United States	9/20/2012	0
ALERT5	411 Services are temporarily understaffed	English United States	9/21/2012	0
FA11	Wo kann ich die Bedienungsanleitung fuer mein Telefon bekommen?	German Germany	9/27/2012	0
FA12	Was mache ich um die Lebensdauer meines Telefons zu veraengern?	German Germany	9/27/2012	0
FA15	Can I automatically download my purchases on my devices every time I make a purchase?	English Canada	9/17/2012	0
FA15	Puis-je télécharger automatiquement mes achats sur mes périphériques à chaque fois que je fais un achat?	French Canada	9/19/2012	0
FA15	Puis-je télécharger automatiquement mes achats sur mes périphériques à chaque fois que je fais un achat?	French France	9/18/2012	0
FA16	How do I set up Acme Cloud on my MobOS devices, Mac, and PC?	English United States	9/30/2012	0
FA20	Does the video on Acme devices need to be encoded in a special way?	English United States	9/17/2012	0
FA21	Puis-je télécharger automatiquement mes achats sur mes périphériques à chaque fois que je fais un achat?	French Canada	9/19/2012	0
FA22	Welche Upgrade oder Rabatt Options habe ich?	German Germany	9/27/2012	0
FA26	Wie übertrage ich meine Media Files auf den Acme Smart Phone?	German Germany	9/24/2012	0
FA6	can I use an ACME chip in a non-ACME phone?	English United States	9/17/2012	0
FA7	How can I find my IMEI number?	English United States	9/17/2012	0
MA2	Acme GSM Basic Phone - User Guide (For MobOS 3.0 Software)	English United States	10/1/2012	0
MA3	Acme GSM Smart Phone - User Guide (For MobOS 2.1 Software)	English United States	10/2/2012	0
MARK1	2012 Holiday Promotion for ACME Gen 2 Smart Phones (Canada)	English Canada	9/19/2012	0
MARK10	ACME GSM Gen3 Phone Special Offers	English United States	9/21/2012	0
FA12	Bagaimana agar baterai saya bisa tahan lama	Indonesian Indonesia	9/20/2012	1
FA14	How can I manage my downloads?	English United States	9/17/2012	1
FA15	Can I automatically download my purchases on my devices every time I make a purchase?	English United States	9/17/2012	1
FA2	Can I use another networks SIM in my ACME phone?	English United States	9/14/2012	1
FA8	Where can I buy accessories for my phone?	English United States	9/17/2012	1
MA5	Acme Tablet Home - User Guide (For MobOS 2.1 Software)	English United States	9/28/2012	1

Rows 1 - 25  
[Refresh](#) - [Print](#) - [Export](#)

The report columns display:

<b>Article ID</b>	The Information Manager article ID.
<b>Article Title</b>	The Information Manager article title.
<b>Locale</b>	The language and region of the article.
<b>Last Pub</b>	The date the article was last published.
<b>Article Views</b>	The number of views that the article received.

### Refining the Report Data using Prompts

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 Incident Links

### Which articles are most often linked to incidents?

This report lists the Information Manager articles that agents have linked to incidents (service requests) most frequently. The data is sorted in descending order by the number of incident links.

The number of incidents linked to an article indicate its value to agents; one or more incident links indicate that an article is useful in providing solutions to end users.

#### Which articles are most often linked to incidents?

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

Date  Between 09/16/2012 10/16/2012 Channel  --Select Value-- Locale  --Select Value--

Article ID	Article Title	Article Views	Incident Links
SO15	How do I transfer data and keep a backup copy?	25	11
FA17	Why is the touch screen on my Acme device not working?	3	9
FA28	How do I start my ACME Gen 2 Smart Phone in Safe Mode?	10	9
FA24	Can I use my ACME smart phone as a music player?	5	4
MARK5	Cash for your old phone	17	3
FA18	Can I reorganize downloads or will they be in the order of my purchases?	2	2
FA23	What is Face Unlock?	13	2
MARK2	Free Delivery on Online Orders	29	2
SO1	MobOS: Understanding EnterCodes	7	2
SO13	USB Wired Data Transfer	15	2
FA2	Can I use another networks SIM in my ACME phone?	1	1
FA26	How do I transfer my media to the Acme Smart Phone?	6	1
FA27	How do I start my ACME Gen 1 Smart Phone in Safe Mode?	2	1
MARK7	ACME3 Total Power Pack	7	1
MARK8	Smart Phone Sale	3	1
SO11	Widgets	9	1
SO2	Software Updates	13	1
ALERT1		0	0
ALERT1	Hurricane Kristy affecting service areas on September 17, 2012	2	0
ALERT2	GSM Malware Alert	0	0
ALERT3	NE Cell towers down for maintenance	0	0
ALERT4	Topping Up system temporarily unavailable	0	0
ALERT5	411 Services are temporarily understaffed	0	0
ALERT6	411 Services are temporarily understaffed	1	0
ALERT7	Service Interruptions due to tropical storm Ivan	2	0

Rows 1 - 25  
[Refresh](#) - [Print](#) - [Export](#)

The report columns display:

<b>Article ID</b>	The Information Manager article identifier.
<b>Article Title</b>	The Information Manager article title.
<b>Article Views</b>	The number of times the published Information Manager article was viewed.
<b>Incident Links</b>	The total number of incidents (service requests) that were linked to the article.

### Refining the Report Data using Prompts

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.

## Adv - Knowledge Analysis

### Advanced - Knowledge Article Analysis

This report provides comprehensive information about frequently viewed Information Manager articles such as the age of the articles, how often they were viewed, how they were rated, and how often they were linked to incidents (service requests). The data is sorted by the number of views the articles received from users.

The report provides insight into the overall health of Information Manager article usage and content for advanced analysis.

Advanced - Knowledge Article Analysis										
This lists usage information for frequently viewed Information Manager documents.										
<div> <div>Date</div> <div>Channel</div> <div>Locale</div> </div> <div> <div>Between 09/16/2012 - 10/22/2012</div> <div>--Select Value--</div> <div>--Select Value--</div> <div>Apply</div> <div>Reset</div> </div>										
Analyze by Article Owner										
Article Owner	Article ID	Article Title	Locale	Article Views	% Total Views	Last Viewed	Rating	Aging (Days)	Incident Links	Expires
Katie Ward	MARK2	Free Delivery on Online Orders	English United States	28	7.3%	10/8/2012	0.0	22	1	-
N/A N/A	SO15	How do I transfer data and keep a backup copy?	English United States	25	6.5%	10/11/2012	3.0	26	5	-
N/A N/A	FA12	How can I make my battery last longer?	English United States	23	6.0%	10/2/2012	5.0	27	0	-
Katie Ward	MARK5	Cash for your old phone	English United States	17	4.4%	10/2/2012	0.0	22	0	-
N/A N/A	SO13	USB Wired Data Transfer	English United States	15	3.9%	10/1/2012	3.0	27	2	-
N/A N/A	MARK1	2012 Holiday Promotion for ACME Gen 2 Smart Phones	English United States	14	3.7%	10/2/2012	0.0	38	0	1/1/2013
N/A N/A	FA23	What is Face Unlock?	English United States	13	3.4%	10/2/2012	0.0	28	2	-
N/A N/A	MARK13	ACME SmartPhone Vehicle Navigation Mount & Car Charger	English United States	13	3.4%	10/2/2012	0.0	27	0	-

The report columns display:

<b>Article Owner</b>	The user who owns the article.
<b>Article ID</b>	The Information Manager article identifier.
<b>Article Title</b>	The title of the article.
<b>Locale</b>	The language and region to which the article belongs.
<b>Article Views</b>	The number of times the article was viewed by users.
<b>% Total Views</b>	The number of times an article was viewed / (over) the total number of article views for this time period, expressed as a percentage.
<b>Last Viewed</b>	The date the article was last viewed.
<b>Rating</b>	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.

<b>Aging (Days)</b>	The number of days since the content was last updated (published).
<b>Incident Links</b>	The number of times the article was linked to an incident (service request).
<b>Expires</b>	The date that the article will no longer be published, and will no longer be available as an answer to users' questions.

## Modifying the Report Display

The report displays the Article Owner attribute in the leftmost position by default. You can also analyze the data by other attributes such as the article version, original author, or original publish date, by selecting an attribute from the **Analyze by** menu. The attribute you selected appears in the leftmost column.

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

## Refining the Report Data using Prompts

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.

# 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 engine is performing overall

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

Tab	Report	Report Description
<b>Performance Indicators</b>	<b>How are search performance indicators trending?</b>	This report shows performance and trending information for four key search performance indicators.
<b>Popular Answers</b>	<b>Which are the most popular answers?</b>	This report lists the most popular answers to users' questions.
<b>Questions without Answers</b>	<b>Which questions have no answers?</b>	This report displays the number of questions for which Intelligent Search returned no answers.
<b>User Question Count</b>	<b>How many questions have users asked?</b>	This report shows the number of questions that users within user groups have asked.
<b>Adv- Question Analysis</b>	<b>Advanced - Question Analysis Summary</b>	This report provides comprehensive information for the questions asked and click-thru activity over a specified time period.
	<b>Question Analysis Detail</b>	This report lists the actual questions associated with the representative question you selected from the Advanced - Question Analysis Summary report.
	<b>Answer Analysis</b>	This report shows the answers for the actual question you selected from the Question Analysis Detail report.

## Performance Indicators

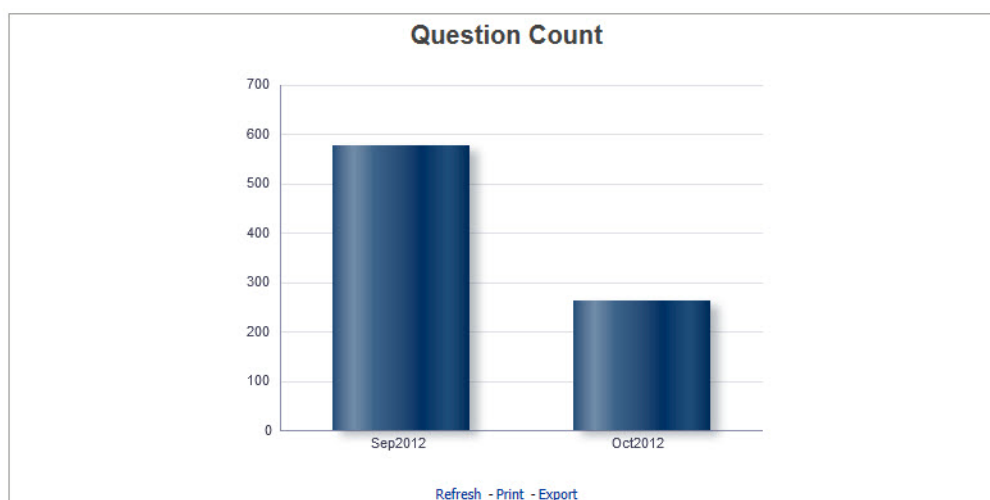
### How are search performance indicators trending?

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.

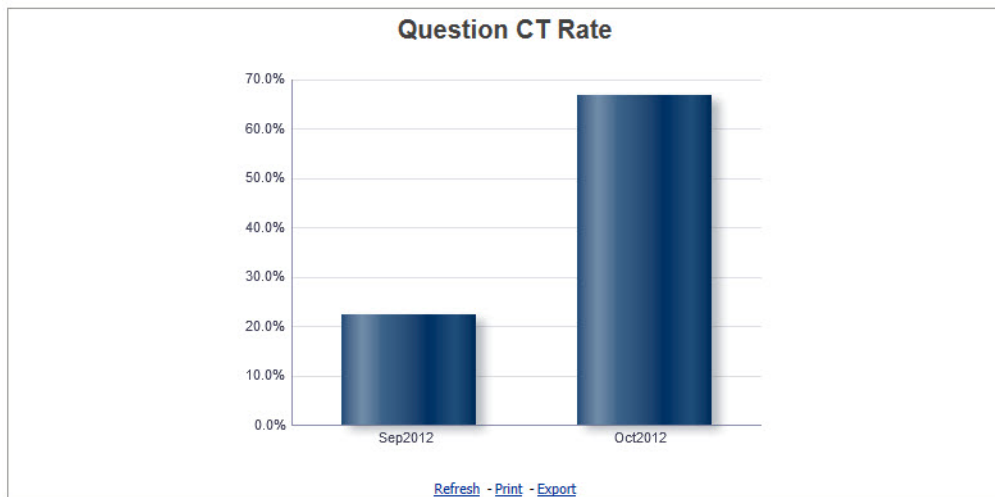
The search performance indicators are:



#### Question Count

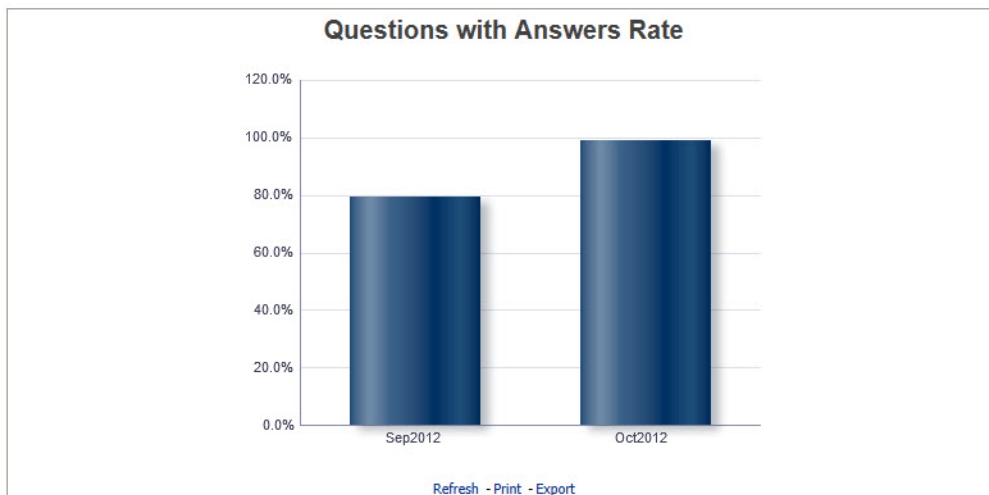
This graph shows the number of questions asked in a time period.





### Question CT Rate

This graph shows the number of times that 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 using Prompts

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.

## 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, an Information Manager article or web content) and displays the number of times the answer was returned to users and the rate at which users selected that answer.

This report helps you determine which results the search engine is returning most often and which pieces of information were used most often by users.

#### Which are the most popular answers?

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

<b>Date</b>	<b>Question Source</b>	<b>Locale</b>
Between 10/10/2012  - 10/16/2012	--Select Value--	--Select Value--
<input type="button" value="Apply"/> <input type="button" value="Reset"/>		

Answer Type	Answer	IM Article ID	Answer Count	Answer Click-thru Rate
Unstructured	ACME3 Total Power PackProduct description	N/A	3	0.0%
Unstructured	AcmeBrowse Play Music—Wireless cloud service Data Transfer	SO14	3	0.0%
Unstructured	Free Delivery on Online Orders	MARK2	3	0.0%
Unstructured	How do I reset my phone's settings?	FA9	3	0.0%
Unstructured	Jammin HeadphonesProduct description	MARK6	3	0.0%
Unstructured	USB Wired Data Transfer	SO13	3	0.0%
Unstructured	2012 Holiday Promotion for ACME Gen 2 Smart Phones	MARK1	2	0.0%
Unstructured	How do I transfer data and keep a backup copy?	SO15	2	0.0%
Unstructured	ACME3 Total Power PackProduct description	MARK7	1	0.0%
Unstructured	Why is the touch screen on my Acme device not working?	FA17	1	0.0%

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The report columns display:

<b>Answer Type</b>	<p>The Answer Type column lists the following types:</p> <ul style="list-style-type: none"> <li>• <b>Unstructured</b> answers can be Information Manager articles or web content. For Information Manager answers, the report displays the title and the Information Manager article identifier. For web content, the report displays the title, if available, or the article's URL.</li> <li>• <b>Structured</b> answers result from database queries; the report displays the text of the database field.</li> <li>• <b>Managed Answers</b> are custom answers that are created and maintained in the Language Workbench; the report displays the text of the managed answer.</li> <li>• <b>Intent Responses</b> are answers that result from questions that match Intents configured in the Dictionary Manager; the report displays the text or link of the Information Manager article or web content.</li> <li>• <b>Process Wizard</b> 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.</li> </ul>
<b>Answer</b>	This is an Information Manager article title, a web article title, a URL, or text from a Manager Answer or Intent Response, depending on the Answer Type.
<b>IM Article ID</b>	This is the Information Manager article identifier, if applicable.
<b>Answer Count</b>	The number of times this answer was displayed within the specified time period.
<b>Answer Click-Thru Rate</b>	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 using Prompts

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 questions asked.

This report can help you identify issues with Intelligent Search performance that may require Language Dictionary updates or additional application content to resolve. For example, a high volume question that is not being answered may indicate:

- the Language Dictionary needs updating or tuning.
- the application needs new or updated content.
- 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 some locales while being answered in others.

#### Which questions have no answers?

This lists questions for which Intelligent Search returned no answers.

<b>Date</b>	<b>Question Source</b>	<b>Locale</b>
Between 08/11/2012  - 10/17/2012	--Select Value--	--Select Value--
<input type="button" value="Apply"/> <input type="button" value="Reset"/>		

Actual Questions	Locale	Question Count
htc onex	English United States	64
userguide	English United States	38
anemo	English United States	3
camer	English United States	2
foto	Indonesian Indonesia	1
galaxy	English United States	1
ivan	English United States	1
kamera	Indonesian Indonesia	1
kamera foto	Indonesian Indonesia	1
rabatt	English United States	1
stab	English United States	1
tab 100	English United States	1
tab 700	English United States	1
tel	English United States	1
telepon instruksi	English United States	1

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For each unanswered question, the report displays:

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

## Refining the Report Data using Prompts

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 within user groups have asked. It is sorted by User Group in alphabetical order.

This report helps you identify the user groups and users that are most actively using the search functionality; it 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.

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

			Question Count		
User Group	Login ID	User Name	Aug2012	Sep2012	Oct2012
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

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The report columns display:

<b>User Group</b>	The report user group that users belong to.
<b>Login ID</b>	The login ID for each user.
<b>User Name</b>	The user name for each user.
<b>Question Count</b>	The number of questions that the user asked.
<b>Grand Total</b>	The total number of questions asked for the time period.

### Refining the Report Data using Prompts

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 the **Question Count** column, then select a week within that month to view daily data for that week.



## Adv- 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	Question Source	Locale
Between 09/01/2012 - 11/12/2012	--Select Value--	--Select Value--
	Apply	Reset

	Rep Question Count	Question CT Rate	Avg CT Position	% Total Questions
	Sep2012	Sep2012	Sep2012	Sep2012
<b>Rep Questions</b>				
Deutsche können nach Schätzungen der UNESCO nicht richtig	2	0.0%	-	5.6%
bird software	2	50.0%	5	5.6%
computer	2	100.0%	2	5.6%
console user post a question topic on September	1	100.0%	2	2.8%
fly	5	100.0%	2	13.9%
product	1	0.0%	-	2.8%
program	1	0.0%	-	2.8%
questionwithoutresponse aah	1	0.0%	-	2.8%
questionwithoutresponsea aah	3	0.0%	-	8.3%
software	2	50.0%	5	5.6%
test	4	50.0%	2	11.1%
test on runtime	1	0.0%	-	2.8%
wwwwww aah	3	0.0%	-	8.3%

This report has the following columns.

#### 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.

<b>Question CT Rate</b>	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.
<b>Avg CT Position</b>	<p>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 <i>Question A</i>, the user clicks on <i>Answer 1</i>, <i>Answer 2</i>, and <i>Answer 3</i>; the average click-thru position is the sum of the answer positions (in this case <math>1+2+3=6</math>) / (divided by) the number of clicks (3), so the average click-thru position is 2.</p> <p>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.</p>
<b>% Total Questions</b>	The total number of questions asked, expressed as a percentage.

## Refining the Report Data using Prompts

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 detail 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
	Sep2012	Sep2012	Sep2012
<b>Actual Questions</b>			
<a href="#">Deutsche können nach Schätzungen der UNESCO nicht richtig</a>	2	0.0%	-

[Return](#)

This report displays the following columns:

<b>Actual Questions</b>	The actual questions associated with the selected representative question.
<b>Question Count</b>	The number of times each question was asked during the specified time period.
<b>Question CT Rate</b>	The percentage of questions asked that received at least one click-thru answer.
<b>Avg CT Position</b>	<p>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 <i>Question A</i>, the user clicks on <i>Answer 1</i>, <i>Answer 2</i>, and <i>Answer 3</i>; 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.</p> <p>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.</p>

## Refining the Report Data using Prompts

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.

			Answer Count	Avg Position	Answer CT Rate
			Sep2012	Sep2012	Sep2012
Answer	Answer Type	IM Article ID			
this is promote	Managed Answer	N/A	2	1	0.0%

[Return](#)  
[Refresh](#) - [Print](#) - [Export](#)

The report columns display:

<b>Answer</b>	The title of the answer.
<b>Answer Type</b>	The Answer Type column lists the following types: <ul style="list-style-type: none"> <li>• <b>Unstructured</b> answers can be Information Manager articles or web content. For Information Manager answers, the report displays the title and the Information Manager article identifier. For web content, the report displays the title, if available, or the article's URL.</li> <li>• <b>Structured</b> answers result from database queries; the report displays the text of the database field.</li> <li>• <b>Managed Answers</b> are custom answers that are created and maintained in the Language Workbench; the report displays the text of the managed answer.</li> <li>• <b>Intent Responses</b> are answers that result from questions that match Intents configured in the Dictionary Manager; the report displays the text or link of the Information Manager article or web content.</li> <li>• <b>Process Wizard</b> 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.</li> </ul>
<b>IM Article ID</b>	The Information Manager article identifier. If the answer is not delivered from an Information Manager source, this column displays N/A.
<b>Answer Count</b>	The number of times an answer displayed for an actual question.

<b>Avg Position</b>	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).
<b>Answer CT Rate</b>	The rate, or number of times expressed as a percentage, that users clicked an answer that displayed for a question.

## Refining the Report Data using Prompts

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

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# Creating Custom Reports

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## Custom Reports

You can create and save your own custom reports using the same data available in the prebuilt 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!** Before attempting to create customized reports, make sure you read and understand the OBIEE documentation surrounding custom reports. We highly recommend 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 “Subject Areas” on page 47
- **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 43.
- **Facts.** These are the measures available to quantify the dimensions your reports. For more information, see “About Facts” on page 43.

**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 out-of-the-box can be modified; however, we recommend that you do not make any modifications to them.  
If you must make modifications, we recommend that you copy and duplicate the objects and then proceed with changes on the copies only. Do not modify the originals. 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, and most likely it will have 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 47.

## About Facts

Facts are the measures (quantities) 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 47.

## About Filters

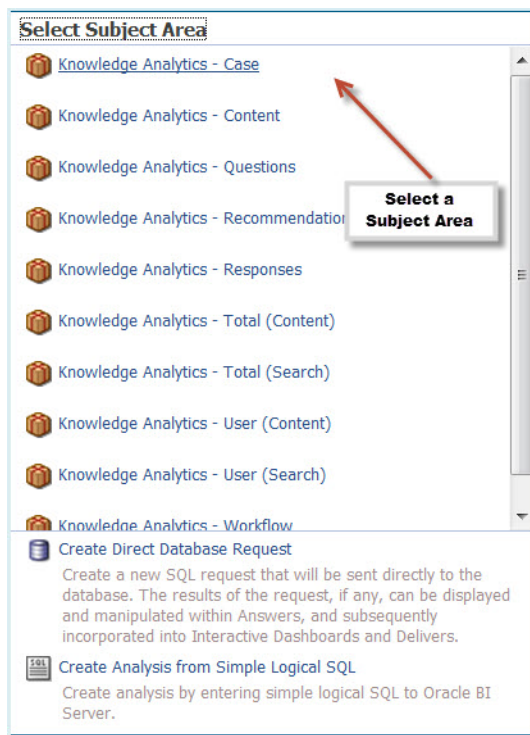
Filters limit the results that are displayed when you run a report. You can optionally add filters to your report to refine the data returned; based on the filters you add, only those results that match the criteria are shown. Filters can be applied directly to dimension and measure columns.

## How to Create Custom Reports

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.

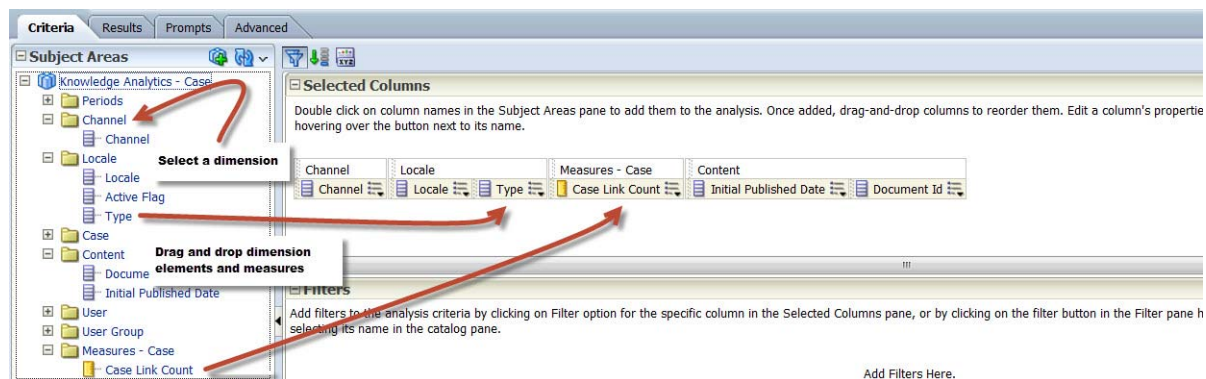
Use the following procedure to create a basic custom report.

- 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.



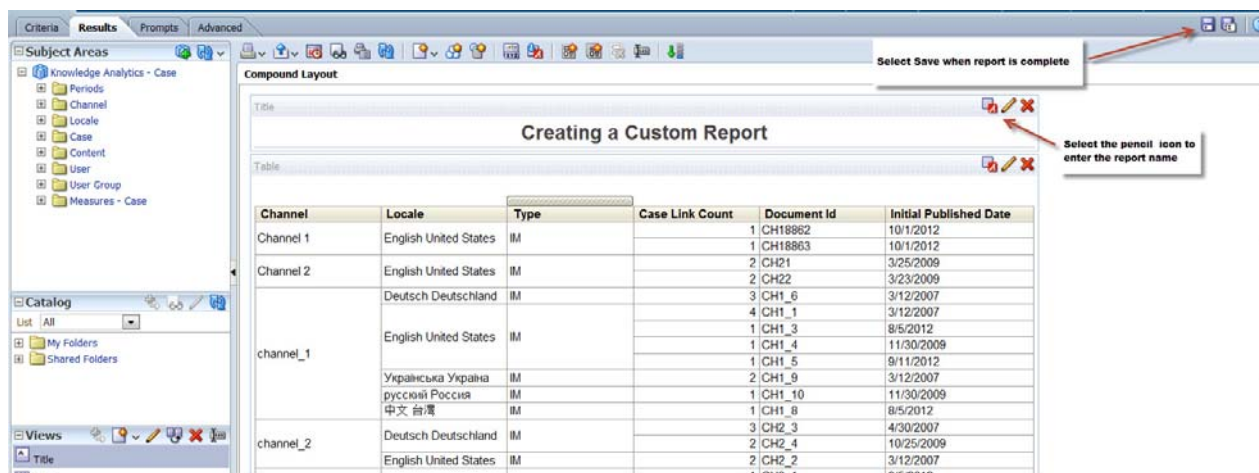


#### 4 Drag and drop dimension elements to the **Selected Columns** area.

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:

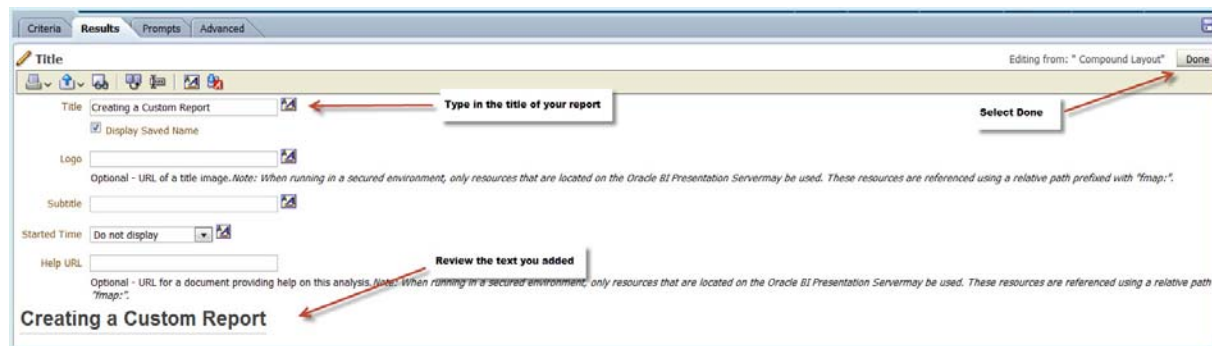
- Select the **Channel** dimension and drag-and-drop the **Channel** element to the Selected Columns area.
- Select the **Locale** dimension and drag and drop the **Locale** element and **Type** element to the Selected Columns area.
- Select the **Content** dimension and drag and drop the **Document 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.

## 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 - 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 tables lists the dimensions and measures for this subject area.

### DIMENSIONS

Dimension	Attribute	Definition
Channel	Channel	Information Manager channel (content source) name
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.
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	Information Manager article identifier.
	Initial Published Date	The date the article was first published.
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	This 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.

## 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
Content	Document Id	The Information Manager article identifier.
	Initial Published Date	The date the article was first published.
	Last Update Date	The date the articles was last updated.
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.this 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.
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.

Dimension	Attribute	Definition
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.

## 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 of per document per version.
Doc Count with Ratings	The number of views with ratings.
Recommendation Approved Count	The number of recommendations that were approved.
Recommendation Submitted Count	The number of recommendations that were submitted.
Sum of Ratings	Sum of all ratings for a document per version.

## 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 lists 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.

### MEASURES

Measure	Definition
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.

## 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) dimensions to report on aspects of users.
- Articles - Select the Channel and Locale dimensions to report on aspects of articles.
- Recommendations - Select the Recommendation and User Group dimensions, and Recommendation measures to report on aspects of recommendations.

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

### DIMENSIONS

Dimension	Attribute	Definition
Recommendation	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 of the recommendation.
	Action Event	The action taken for a recommendation. The actions are Submitted, Approved, or Rejected
	Case Name	The name of the case (incident).
Channel	Channel	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.
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 name of the user who completed the recommendation.

### MEASURES

Measure	Definition
Recommendations Submitted	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.
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.
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 on.
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	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.

## 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.
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.

### 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 where least one click-thru.
Total Questions for%	The value used to derive 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 user.
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 route 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.

### MEASURES

Measure	Definition
Document Count	Number of documents residing in a Workflow and Workflow Step.