



Oracle Knowledge Analytics User's Guide

A Guide to Using Analytics Reports

Release 8.5.1
Document Number OKAN-USR851-00
August, 2013

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About This Guide

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

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

This preface contains the following information:

- **In This Guide**
- **Screen and Text Representations**
- **References to Web Content**
- **Examples of Product Screens and Text**

In This Guide

This guide provides the following chapters:

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

Screen and Text Representations

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

References to Web Content

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

Examples of Product Screens and Text

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

Operating System Variations in Examples and Procedures

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

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

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

Getting Started with Analytics

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

Analytics and OBIEE

The Analytics Dashboards

The Analytics Reports

Signing into Analytics

Accessing Analytics Reports

Using KPIs

Introduction to Analytics

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

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

You can use Analytics to:

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

How Analytics Can Help Your Organization

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

Chief Service Officers

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

Knowledge Directors

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

Customer Service Managers

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

Knowledge Analysts

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

Search Experience Analysts

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

How Analytics Works

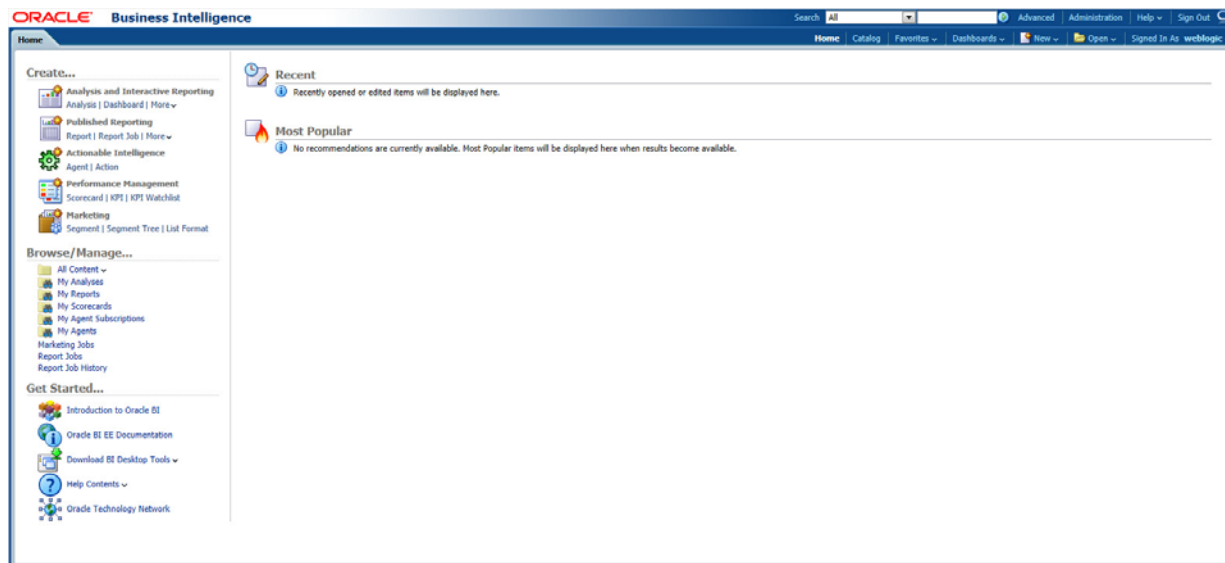
An Analytics application consists of multiple components configured to extract, store, and present data collected from one or more configured Intelligent Search or Information Manager instances. Analytics components include:

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

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

Analytics and OBIEE

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



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

The Analytics Dashboards

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

Analytics provides the following dashboards:

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

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

The Analytics Reports

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

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

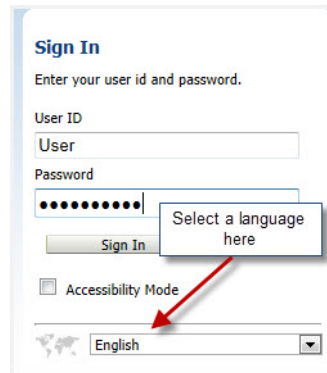
Signing into Analytics

The default format of the Oracle Knowledge Analytics URL is:

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

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

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

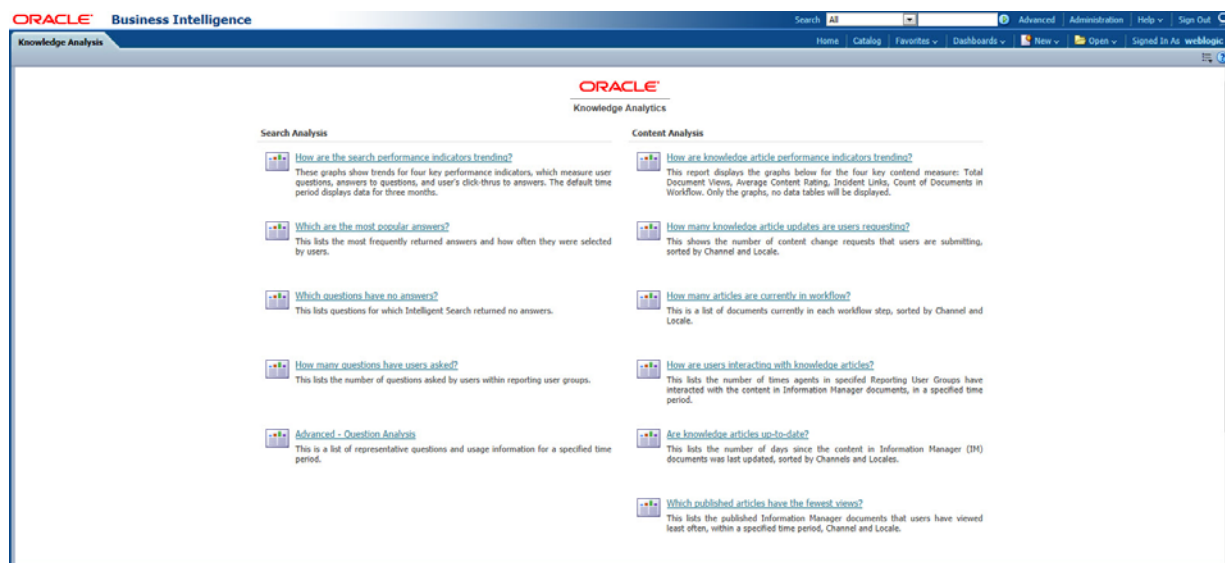


The Oracle Business Intelligence **Sign In** dialog prompts you to enter your **User ID** and **Password**. You can change the language of the user interface from the menu on the **Sign In** window.

Accessing Analytics Reports

Use this procedure to display the Analytics dashboards and reports.

- 1 Sign into **OBIEE** and enter your user ID and password in the **Sign In** window. The **Knowledge Analysis Dashboard** page displays.



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

- You can also select a dashboard at the OBIEE homepage in the **Recent** area.
- 2 Select a report by one of the following methods:
 - Select a report on the **Knowledge Analysis** dashboard.

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

Using KPIs

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

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

Viewing KPI Status

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

Label	Status	Actual	Target	Variance	% Variance
Article View	✔	337	336	1	0.30%
Incident Links	✔	45	44	1	2.27%
Article Ratings	✔	3.2	2.2	1.0	46.43%
Articles Entered Workflow	✔	33	32	1	3.13%

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

Setting the KPI Values

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

Actual and Target Values

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

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

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

the measure for <the total amount of questions asked>

and the default target value is:

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

your organization's values might be:

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

or

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

Threshold Values

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

Best Practices for Setting Up Targets and Thresholds

Consider the following when setting up your targets and thresholds.

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

Reading Variances

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

Summary: ✓ OK (4)					
	Status	Actual	Target	Variance	% Variance
	✓	337	336	1	0.30%
	✓	45	44	1	2.27%
	✓	3.2	2.2	1.0	46.43%
	✓	33	32	1	3.13%

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

Using the Content Analysis Reports

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

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

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

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

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

Tab (continued)	Report (continued)	Description (continued)
Article Incident Links	Which articles are most often linked to incidents?	This report lists the knowledge base articles that agents have linked to incidents (service requests) most frequently.
Advanced Knowledge Analysis	Advanced - Knowledge Article Analysis	This report provides comprehensive data about frequently viewed articles.
Recently Published	Which articles were most recently published?	This report lists the published articles, sorted by the most recent publish date.
Recently Drafted	Which users have recently drafted articles?	This report lists the users who have authored drafts of articles, sorted by the most recent date.
Article Views Trend	Summary - How are article views trending?	This report lists the number of article views and related usage data for a time period.
	Detail- How are article views trending?	This report lists the number of views and related usage data for each article in the selected locale.
Article Ratings	Summary - What is the average article rating?	This reports lists the average user rating for published articles over a time period.
	Detail- What is the average article rating?	This report lists the articles and the related rating information in the selected locale and time period
KPI Watchlist	Content KPI Watchlist	This tab shows the KPIs assigned to the Content reports.

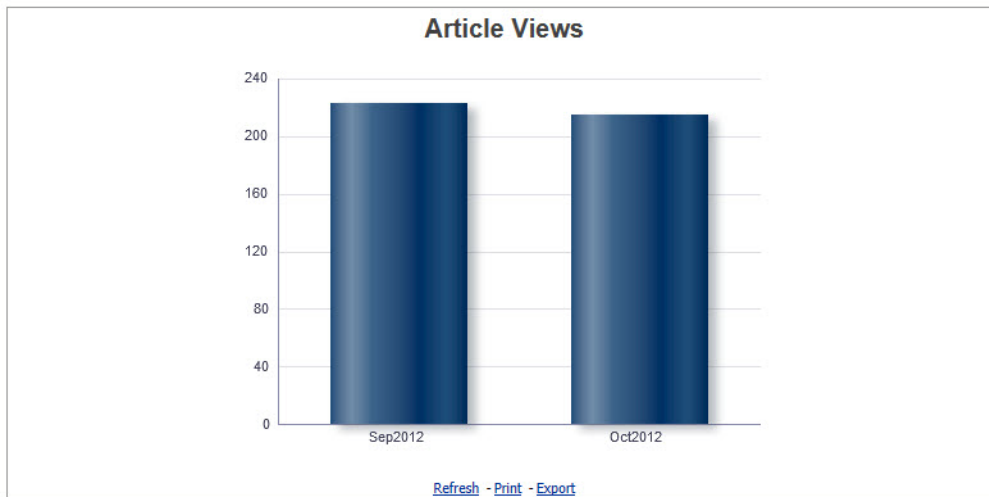
Performance Indicators

How are knowledge article performance indicators trending?

This report shows performance and trending information for four key content performance indicators. It provides a graphical high-level view of the number of articles that users are viewing, the number that support agents are linking to 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.

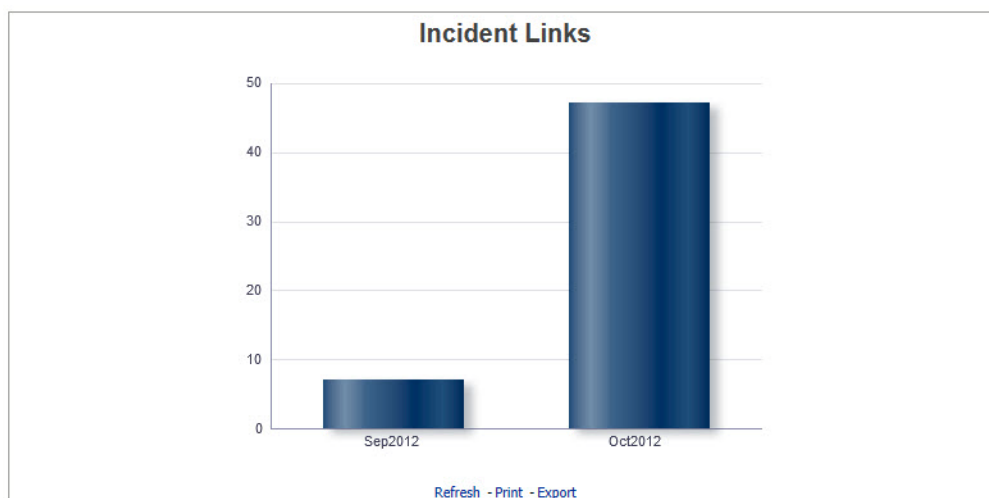
Important! When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity. 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 knowledge base 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 knowledge base articles. This score is based on a 5-star rating system; 5 stars indicate that users found the content very useful in providing solutions, and 1 star indicates that users did not find the content useful.



Articles 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

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

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



The report columns display:

Channel	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> .
Locale	The language and region (for example, English United States) to which the article belongs.
Recommendations	The number of content requests that users submitted within the specified time period.
Grand Total	The total number of recommendations submitted for the time period.

Refining the Report Data

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

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

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

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

Articles in Workflow

How many articles are currently in workflow?

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

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

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	Apply	Reset
--Select Value--	--Select Value--		

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

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

The report columns display:

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

Refining the Report Data

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

You can specify the 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 knowledge base articles that currently reside in the selected workflow step. It lists details that identify the article owner and the number of days that the article has spent in the step.

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

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

Which articles are in a workflow step?

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

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

[Return](#)

The report columns display:

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

Refining the Report Data

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

User Interaction

How are users interacting with knowledge articles?

This report shows how users in various user groups interacted with knowledge base articles, including creating content, viewing articles, making recommendations, and linking articles to 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, using the Information Manager Management Console.

This report provides insight into:

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

How are users interacting with knowledge articles?

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

Date

Between 09/01/2012 09/30/2012

User Group

--Select Value--

Apply

Reset

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

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

The report columns display:

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

Refining the Report Data

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

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

Article Aging

Are knowledge articles up-to-date?

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

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

Are knowledge articles up-to-date?

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

Channel	Locale	Apply	Reset
--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:

- Article ID** The article identifier.
- Article Title** The title of the article.
- Locale** The language and region of the article.
- Article Views** The number of views an article received.
- Note:** This column displays on the **Filter** reports only.

- Aging (Days)** The number of days since the content was last updated (published).
- Last Viewed** The date the article was last viewed by users.

Refining the Report Data

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

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

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

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

Fewest Views

Which published articles have the fewest views?

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

Which published articles have the fewest views?

This lists the least frequently viewed Information Manager articles.

Date: Between 09/16/2012 - 10/16/2012
 Channel: --Select Value--
 Locale: --Select Value--
 [Apply](#) [Reset](#)

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 verlaengern?	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:

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

Refining the Report Data

You can specify the report's date range by selecting start and end dates in the **Date** field. The default date range is the 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 knowledge base articles that agents have linked to incidents (service requests) most frequently. The report is sorted by the number of incidents linked to an article (**Incident Links**) in descending order. The number of incidents linked to an article indicates its value to agents; one or more incident links indicate that a 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	Channel	Locale
Between 09/16/2012 10/16/2012	--Select Value--	--Select Value--
<input type="button" value="Apply"/> <input type="button" value="Reset"/>		

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:

Article ID	The article identifier.
Article Title	The article title.
Article Views	The number of times users view the published article.
Incident Link	The total number of incidents (service requests) that were linked to the article.

Refining the Report Data

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

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

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

Advanced Knowledge Analysis

Advanced - Knowledge Article Analysis

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

Modifying the Report Display

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

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

Advanced - Knowledge Article Analysis

This lists usage information for frequently viewed Information Manager documents.

Date
Between 09/16/2012 10/22/2012
Channel
--Select Value--
Locale
--Select Value--
Apply Reset

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:

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

Refining the Report Data

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

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

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

Recently Published

Which articles were most recently published?

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

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

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

Which articles were most recently published?

This lists the published articles, sorted by the most recent publish date.

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

Article ID	Latest Version	Article Title	Locale	Article Views	Version Author	Published
CH5_4798	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4799	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4800	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4801	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4802	1.0	test computer content	English United States	146	Super Admin	7/25/2013
CH5_4803	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4804	1.0	test computer content	English United States	145	Super Admin	7/25/2013
CH5_4805	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4806	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4807	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4808	1.0	test computer content	English United States	145	Super Admin	7/25/2013
CH5_4809	1.0	test computer content	English United States	145	Super Admin	7/25/2013
CH5_4810	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4811	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4812	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4813	1.0	test computer content	English United States	145	Super Admin	7/25/2013
CH5_4814	1.0	test computer content	English United States	144	Super Admin	7/25/2013
CH5_4815	1.0	test computer content	English United States	0	Super Admin	7/25/2013
CH5_4816	1.0	test computer content	English United States	144	Super Admin	7/25/2013
CH5_4817	1.0	test computer content	English United States	144	Super Admin	7/25/2013

The report columns display:

Article ID	This is the article identifier. Select the link to display a preview of the article.
Latest Version	This is the latest version number of the published article.
Article Title	This is the title of the article.
Locale	This is the locale (language and region) in which the article resides.
Article Views	This is the number of times users viewed this version of the article.
Version Author	This is the user who authored of this version of the article.

Published

This is the date the article was published.

Refining the Report Data

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

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

Recently Drafted

Which users have recently drafted articles?

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

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

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

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

What users have recently drafted articles?

This lists the users who have authored drafts of articles, sorted by the most recent date.

Channel:
Locale:

Filter by Author:

Draft Author	Article ID	Locale	Article Title	Draft Version	Last Updated
IMCL IMCL	CH18861	中文 中国	默认地域	0.1	4/15/2013
IMCL IMCL	CH18864	English United States	default locale	1.1	4/15/2013
IMCL IMCL	CH18865	English United States	default locale	0.1	4/15/2013
IMCL IMCL	CH18866	English United States	default locale	0.1	4/15/2013
IMCL IMCL	TT13	English United States	Bug18920 - creating localized content	1.1	4/10/2013
workflow test	CH1_11	English United States	CH1_11, version 0.1	0.1	4/10/2013
workflow test	CH1_11	English United States	Modify - CH1_11, version 1.1	1.1	4/10/2013
wf_user console	CH1_1	English United States	Modify3.1- Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_1	3.1	4/1/2013
wf_user console	CH4_3	English United States	Modify3.1- Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_3	3.1	4/1/2013
wf_user console	CH1_10	русский Россия	Modify1.1- основной документ:This is the content of channel_1 for analytics testing and document ID is CH1_10	1.1	3/5/2013
wf_user console	CH1_3	English United States	Modify1.1- Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_3	1.1	3/5/2013
wf_user console	CH1_4	English United States	Modify1.1- Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_4	1.1	3/5/2013
wf_user console	CH1_8	中文 台湾	Modify1.1- 主控文档:This is the content of channel_1 of channel_1 for analytics testing and document ID is CH1_8	1.1	3/5/2013
wf_user console	CH2_3	Deutsch Deutschland	Modify2.1- Master-Dokument:This is the content of channel_2 for analytics testing and document ID is CH2_3	2.1	3/5/2013
wf_user console	CH3_1	English United States	Modify2.1- Master Document:This is the content of channel_3 for analytics testing and document ID is CH3_1	2.1	3/5/2013
wf_user console	CH3_10	Українська Україна	Modify2.1- основний документ:This is the content of channel_3 of channel_1 for analytics testing and document ID is CH3_10	2.1	3/5/2013
wf_user console	CH4_3	English United States	Modify2.1- Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_3	2.1	3/5/2013
wf_user console	CH1_1	English United States	Modify - 2 - Master Document:This is the content of channel_1 for analytics testing and document ID is CH1_1	2.1	2/2/2013
wf_user console	CH1_6	Deutsch Deutschland	Modify - 2 - Master-Dokument:This is the content of channel_1 for analytics testing and document ID is CH1_6	2.1	2/2/2013
wf_user console	CH2_3	русский Россия	перевести документ:Translate:This is the content of channel_2 for analytics testing and document ID is CH2_3	0.1	2/2/2013
wf_user console	CH3_5	中文 中国	Modify1.1- 主控文档:This is the content of channel_3 for analytics testing and document ID is CH3_5	1.1	2/2/2013
wf_user console	CH3_7	中文 台湾	Modify1.1- 主控文档:This is the content of channel_3 of channel_1 for analytics testing and document ID is CH3_7	1.1	2/2/2013
wf_user console	CH4_1	English United States	Modify1.1- Master Document:This is the content of channel_4 for analytics testing and document ID is CH4_1	1.1	2/2/2013
IMCL IMCL	CH11	English United States	Channel 1 Doc 1	2.1	12/13/2011
IMCL IMCL	TT130	English United States	Bug25843 - test orderings	1.1	3/2/2011

The report columns display:

Draft Author	This is the user who authored the draft.
Article ID	This is the article identifier.
Locale	This is the locale (language and region) in which the article resides.
Article Title	This is the title of the article.
Article Views	This is the number of times users viewed this version of the article.

Draft Version

This is the version of the article.

An article draft version number is always **.1** (0.1, 1.1, 2.1, etc.). The published version number is **1** (2, 3, etc.).

A **0.1** version number is a first draft. As the draft progresses through a workflow, the version numbers continue upward (0.2, 0.3 etc.).

A **1.0** (2.0, 3.0) version number indicates this draft has completed the workflow and is published or scheduled for publishing at a later date.

An article that does not enter a workflow but is updated and immediately published has a version number of **1** (2, 3, etc.)

A **1.1** (2.1, 3.1, etc.) version number indicates this draft is an update to a published article.

Last Updated

This is the date the draft was last updated.

Refining the Report Data

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

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

Article Views Trend

Summary - How are article views trending?

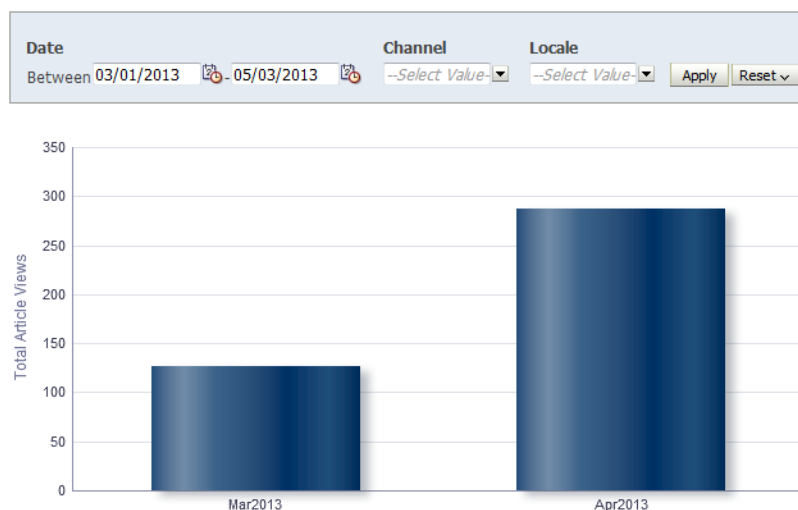
This report lists the number of article views in all or selected channels and locales, and shows how those numbers trended for a selected date range. It also shows the number of article views as a percentage of the total article views for channels and locales.

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

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

Summary - How are article views trending?

This lists the number of article views and related usage data for a time period.



			Article Views		% of Total Views	
			Mar2013	Apr2013	Mar2013	Apr2013
Channel	Locale	Total Views				
Grand Total			126	287	100.0%	100.0%
Channel 1	English United States	4	-	4	-	1.4%
channel_1	Chinese Taiwan	2	2	-	1.6%	-
	English United States	110	4	106	3.2%	36.9%
	German Germany	2	2	-	1.6%	-
	Ukrainian Ukraine	4	-	4	-	1.4%
channel_2	English United States	4	2	2	1.6%	0.7%
	German Germany	2	-	2	-	0.7%
	Russian Russia	2	2	-	1.6%	-
channel_3	English United States	108	106	2	84.1%	0.7%
	Russian Russia	2	2	-	1.6%	-
	Ukrainian Ukraine	2	2	-	1.6%	-
channel_4	English United States	6	4	2	3.2%	0.7%
channel_5	English United States	165	-	165	-	57.5%

The report columns display:

Article ID	This is the article identifier. Select the link to display a preview of the article.
Latest Version	This is the latest version number of the published article.
Article Title	This is the title of the article.
Locale	This is the language and region, such as English (US), to which the article belongs.
Article Views	This is the number of times users viewed this version of the article.
Version Author	This is the user who authored this version of the article.
Published	This is the date the article was published.

Refining the Report Data

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

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

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

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

Detail- How are article views trending?

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

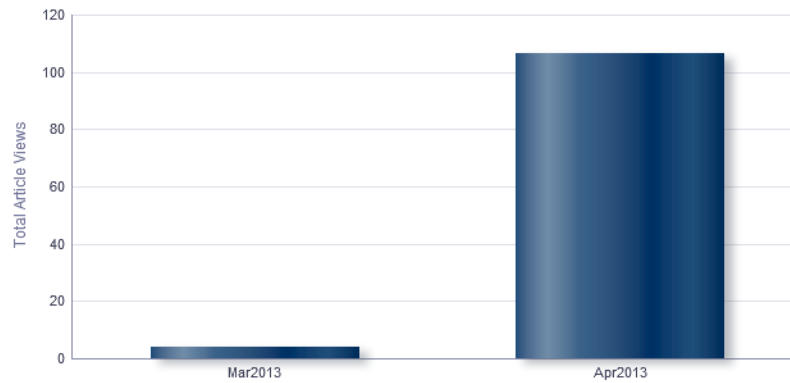
This report can help you gain insights into which articles in the locale are serving users needs well (article views that are trending high) and which articles may require additional tuning and maintenance (article views that are trending low).

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

Detail - How are article views trending?

This lists the number of views and related usage data for each article in the selected locale.

Channel: channel_1
Locale: English United States



Last Published	Article ID	Article Title	Total Views	Article Views	
				Mar2013	Apr2013
		Grand Total		4	106
4/10/2013	CH1_11	Modify - CH1_11, version 0.2	3	-	3
4/1/2013	CH1_5	Master Document:This is the document ID is CH1_5	103	-	103
3/5/2013	CH1_1	Modify - 2 - Master Document:This is the document ID is CH1_1	2	2	-
3/5/2013	CH1_3	Master Document:This is the document ID is CH1_3	2	2	-

The report columns display:

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

Article Ratings

Summary - What is the average article rating?

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

- compare the average ratings across channels and locales
- compare the number of times users rated articles across channels and locales
- identify areas where ratings are trending higher or lower. This information helps you determine which areas are meeting your users' needs effectively, and which areas may require additional resources or maintenance.

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

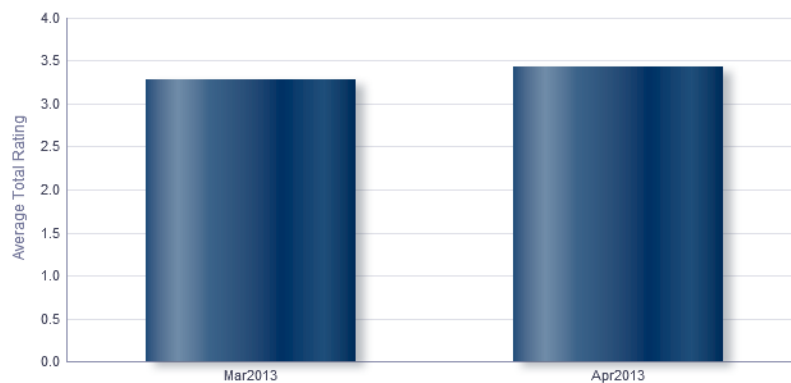
- select the English (UK) link in the **Locale** column of this report to view rating details
- select each month in the report to view the weekly rating data for articles in the English (UK) locale

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

Summary - What is the average article rating?

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

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



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

The report columns display:

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

Refining the Report Data

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

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

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

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

Detail- What is the average article rating?

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

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

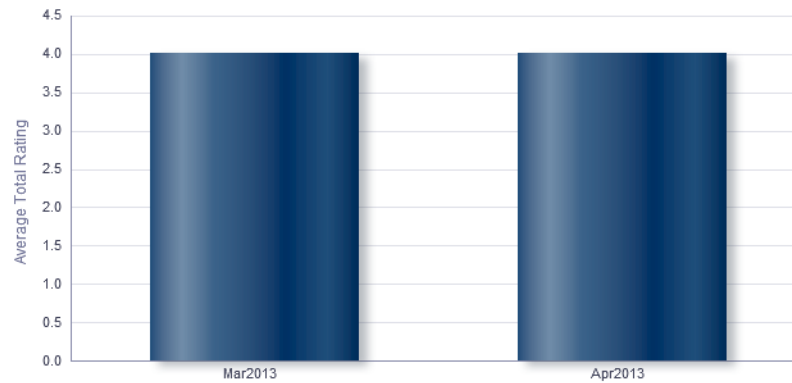
Note: You can select a link in the **Article ID** column to preview each article. If your application is not configured to link to articles, consult your system administrator or refer to the *Oracle Knowledge Analytics Administrator Guide* for more information.

Detail - What is the average article rating?

This lists the articles and the related rating information in the selected locale and time period.

Channel: channel_1

Locale: English United States



Last Published	Article ID	Article Title	Avg Rating		Article Ratings	
			Mar2013	Apr2013	Mar2013	Apr2013
		Grand Total	4.0	4.0	2	4
4/10/2013	CHI_11	edit document – version 1 - Article Analysis	-	4.0	-	3
4/1/2013	CHI_5	Master Document: This is a sample document	-	4.0	-	1
3/5/2013	CHI_1	Modify - 2 - Master Document	5.0	-	1	-
	CHI_3	Master Document: This is a sample document	3.0	-	1	-

The report columns display:

Last Published	This is the date the article was last updated (published).
Article ID	This is the article identifier
Article Title	This is the average of all the user ratings for the article. For example, if 20 articles are listed on the report and 10 of them were rated 5 times, while the other 10 were rated 15 times, the average rating would be 10.
Avg Rating	This is the average of all the user ratings for the article. For example, if 20 articles are listed on the report and 10 of them were rated 5 times, while the other 10 were rated 15 times, the average rating would be 10.
Article Ratings	This is the number of times users rated the article.
Grand Total	This shows the average of all average ratings (Avg Rating) for each month. It also shows the sum of all article ratings (Article Ratings) for each month.

KPI Watchlist

Content KPI Watchlist

A KPI Watchlist is the method of distributing KPIs to end users. A *watchlist* is a collection of KPIs that are built and stored in the Oracle BI Presentation Catalog as a catalog object and can be added to dashboards and scorecards. The Search Watchlist shows the pre-configured KPIs that are related to the reports on the Analytics Search dashboard. These KPIs have measurable values and targets for questions that determine a score and performance status.

You can reconfigure one or all of the KPIs to meet your organization's requirements. For example, you can change the target value or the threshold as well as create new KPIs.

For more information and procedures on reconfiguring KIPs, see "Using KPIs" on page 9.

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

The report columns display:

Label	This is the name of the KPI.
Status	This is the status of the KPI. The KPI can have a status of <i>OK</i> , <i>Warning</i> , or <i>Critical</i> . For more information, see "Using KPIs".
Actual	This is the actual value of this KPI. An actual value is compared to the target value.
Target	This is the target value you modified to meet your organization's requirements.
Variance	This is the variance assigned to the KPI. A variance is the value by which the KPI's actual value differs from its target value. For example, if the actual value for a KPI is 6000 and its target is 6500 then the variance is -500.
% Variance	This is the percent by which the KPI's actual value differs from its target value. For example, if the actual value for a KPI is 6000 and its target is 6500, then the variance as a percent is -7.7%.

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

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

Using the Search Analysis Reports

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

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

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

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

Performance Indicators

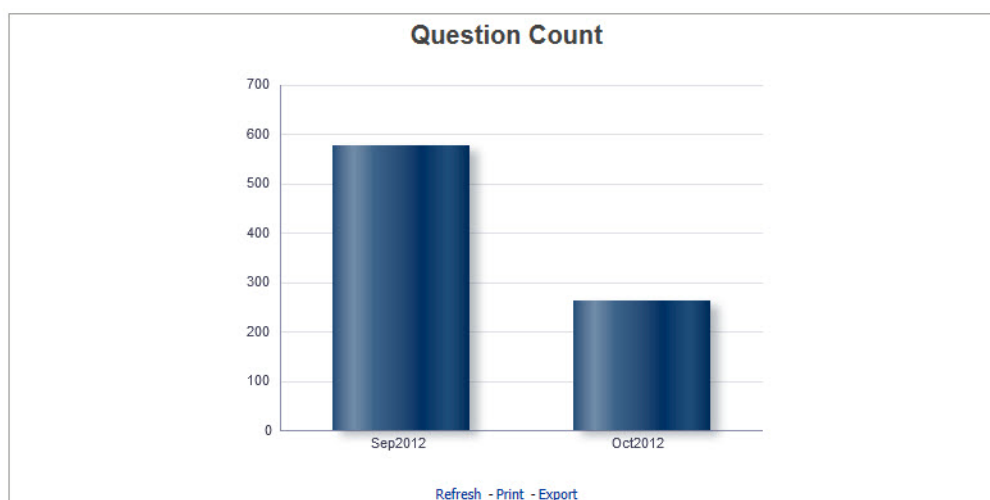
How are search performance indicators trending?

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.

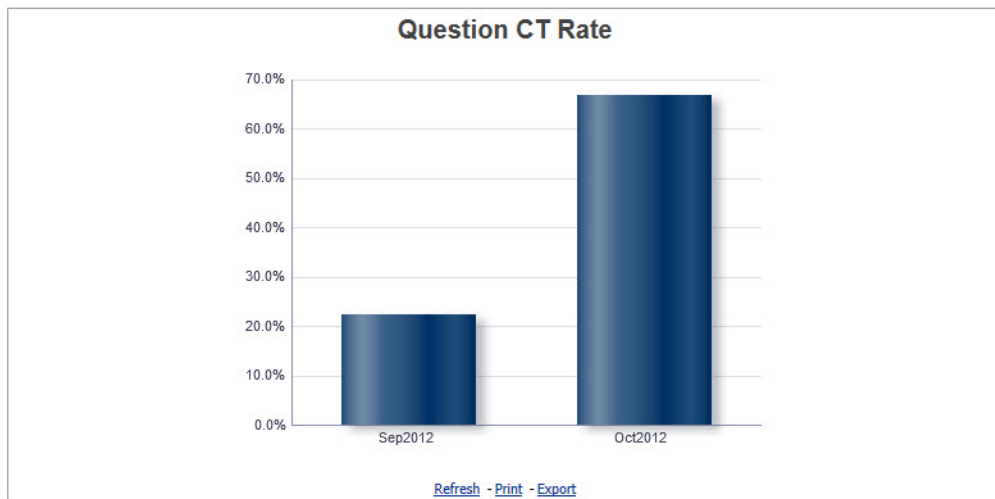
Important! When viewing this report for a time period that includes the current month, note that it may not fully reflect the data for the entire three-month period. For example, if you run this report on the 5th day of the month, values for the current month will reflect only five days of activity.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

The search performance indicators are:



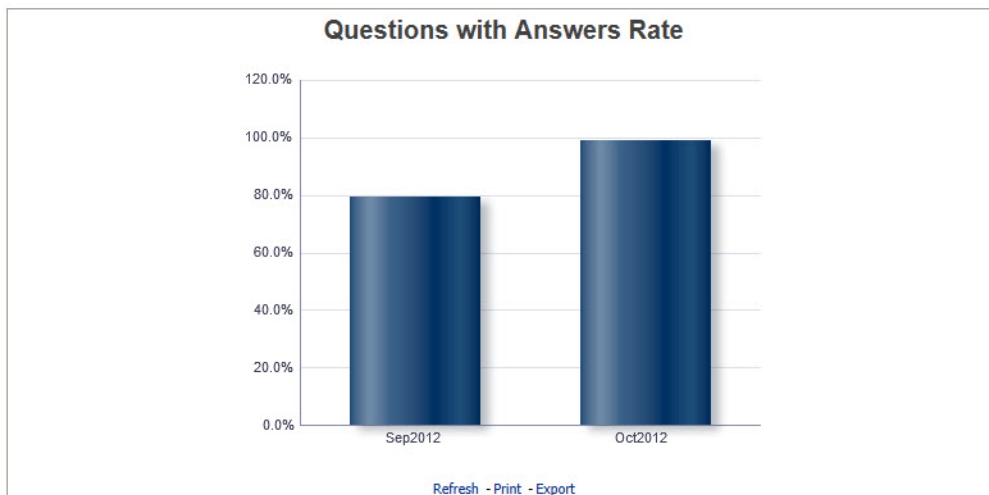
Question Count

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



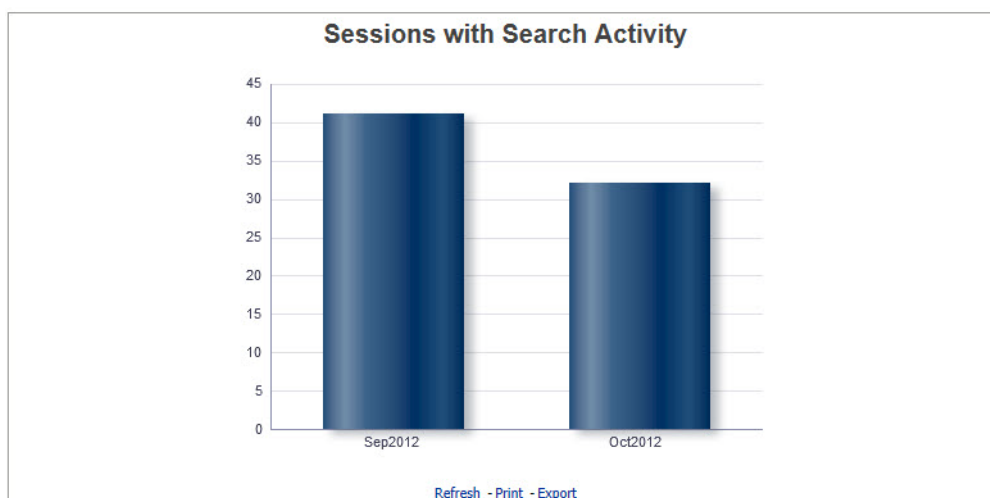
Question CT Rate

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

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, a knowledge base article or web page) and displays the number of times the answer was presented to users and the rate at which users selected that answer.

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

Which are the most popular answers?

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

Date: Between 07/20/2013 00:00:00 07/26/2013 00:00:00 Question Source: --Select Value-- Locale: --Select Value-- Apply Reset

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

The report columns display:

Answer Type

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

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

Answer

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

IM Article ID

This is the article identifier, if applicable.

Answer Count

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

Answer Click-Thru Rate

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

Refining the Report Data

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

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

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

Questions without Answers

Which questions have no answers?

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

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

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

Which questions have no answers?

This lists questions for which Intelligent Search returned no answers.

Date	Question Source	Locale
Between 08/11/2012 - 10/17/2012	--Select Value--	--Select Value--
		Apply Reset

Actual Questions	Locale	Question Count
the end	English United States	64
userguide	English United States	38
anemo	English United States	3
canon	English United States	2
foto	Indonesian Indonesia	1
galery	English United States	1
web	English United States	1
kamera	Indonesian Indonesia	1
kamera foto	Indonesian Indonesia	1
rebat	English United States	1
stat	English United States	1
sat 100	English United States	1
sat 700	English United States	1
te	English United States	1
keagen instruksi	English United States	1

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

For each unanswered question, the report displays:

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

Refining the Report Data

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

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

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

User Question Count

How many questions have users asked?

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

How many questions have users asked?

This lists the number of questions asked by users within reporting user groups.

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

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

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

The report columns display:

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

Refining the Report Data

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

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

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

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

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

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

Advanced Question Analysis

Advanced - Question Analysis Summary

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

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

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

Advanced - Question Analysis Summary

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

Date	Question Source	Locale
Between 09/01/2012 - 11/12/2012	--Select Value--	--Select Value--
<input type="button" value="Apply"/> <input type="button" value="Reset"/>		

	Rep Question Count	Question CT Rate	Avg CT Position	% Total Questions
	Sep2012	Sep2012	Sep2012	Sep2012
Rep Questions				
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%

The report columns display:

Rep Question

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

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

Rep Question Count

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

Question CT Rate

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

- Avg CT Position** The average location of all the clicked positions for each question asked. A clicked position refers to the number of answers clicked for a question. For example, for *Question A*, the user clicks on *Answer 1*, *Answer 2*, and *Answer 3*; the average click-thru position is the sum of the answer positions (in this case $1+2+3=6$) / (divided by) the number of clicks (3), so the average click-thru position is 2.
- This data shows how far down the list of answers the user needs to click to find most useful answer. If the average answer position is high (several clicks performed), this could indicate that the answer is positioned too far down on the list.
- % Total Questions** The total number of questions asked, expressed as a percentage.

Refining the Report Data

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

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

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

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

Question Analysis Detail

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

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

Question Analysis Detail

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

	Question Count	Question CT Rate	Avg CT Position
	Sep2012	Sep2012	Sep2012
Actual Questions			
Deutsche können nach Schätzungen der UNESCO nicht richtig	2	0.0%	-

[Return](#)

The report columns display:

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

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:

Answer	The title of the answer.
---------------	--------------------------

Answer Type	<p>The Answer Type column lists the following types:</p> <ul style="list-style-type: none"> • Unstructured answers can be knowledge base articles or web content. For knowledge base answers, the report displays the title and the article identifier. For web content, the report displays the page title, if available, or the page's URL. • Structured answers result from database queries; the report displays the text of the database field. • Managed Answers are custom answers that are created and maintained in the Language Workbench; the report displays the text of the managed answer. • Intent Responses are answers that result from questions that match Intents configured in the Dictionary Manager; the report displays the text or link of the knowledge base article or web content. • Process Wizard answers result from a question matching a process wizard. Process Wizards are custom dialog-style answers that respond to specified questions by presenting a sequence of steps that solicit more specific information from users and in turn provide custom results.
IM Article ID	The knowledge base article identifier. If the answer is not delivered from an Information Manager source, this column displays N/A.
Answer Count	The number of times an answer displayed for an actual question.
Avg Position	The average position of the answer within search results. For example, if an answer was displayed 30 times in response to the selected question; as the first answer 10 times, as the second answer 15 times, and as the third answer 5 times (10 + 30 + 15 +55), the Avg Answer Position would be 2 (55/30, rounded up from 1.83).
Answer CT Rate	The rate, or number of times expressed as a percentage, that users clicked an answer that displayed for a question.

Refining the Report Data

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

Popular Questions

What are the most popular questions?

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

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

What are the most popular questions?

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

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

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

The report columns display:

Rep Questions

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

Question Count

This is the number of times users asked this question.

CT Rate

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

Avg CT Position	<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.</p> <p>This data shows how far down the list of answers the user needed to click to find most useful answer. For example, if the average answer position is high (several clicks performed), this could indicate that the answer is positioned too far down on the list.</p>
% Total Questions	<p>This is the percentage of the total number of questions asked in this time period.</p>
Grand Total	<p>This is the total number or percentage for each column in the report</p>

Refining the Report Data

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

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

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

KPI Watchlist

Search KPI Watchlist

A KPI Watchlist is the method of distributing KPIs to end users. A *watchlist* is a collection of KPIs that are built and stored in the Oracle BI Presentation Catalog as a catalog object and can be added to dashboards and scorecards. The Search Watchlist shows the pre-configured KPIs that are related to the reports on the Analytics Search dashboard. These KPIs have measurable values and targets for questions that determine a score and performance status.

You can reconfigure one or all of the KPIs to meet your organization's requirements. For example, you can change the target value or the threshold as well as create new KPIs

For more information and procedures on reconfiguring KIPs, see "Using KPIs". For a comprehensive explanation of KPIs, see the *Oracle® Business Intelligence, Enterprise Edition User Guide*.

Label	Status	Actual	Target	Variance	% Variance
Question Count	✓	1,819	1,818	1	0.06%
Question CT Rate	✓	13.7%	12.7%	1.0%	7.89%
Questions with Answers Rate	✓	99.3%	98.3%	1.0%	1.02%
Sessions with Search Activity	✓	1,795	1,794	1	0.06%

The report columns display:

Label	This is the name of the KPI.
Status	This is the status of the KPI. This is the status of the KPI. The KPI can have a status of <i>OK</i> , <i>Warning</i> , or <i>Critical</i> . For more information, see "Using KPIs".
Actual	This is the actual value of this KPI. An actual value is compared to the target value.
Target	This is the target value you modified with organization's requirements.
Variance	This is the variance assigned to the KPI. A variance is the value by which the KPI's actual value differs from its target value. For example, if the actual value for a KPI is 6000 and its target is 6500 then the variance is -500.
% Variance	This is the percent by which the KPI's actual value differs from its target value. For example, if the actual value for a KPI is 6000 and its target is 6500, then the variance as a percent is -7.7%.

Refining the Report Data

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

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

Creating Custom Reports

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

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

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

- **Subject Areas.** These are OBIEE components that contain dimensions and facts that you can add to your report. For more information, see “Analytics Subject Areas” on page 62
- **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 59.
- **Measures.** These are the measures available to quantify the dimensions your reports. For more information, see “About Measures” on page 60.

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

Custom Reports Best Practices

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

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

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

About Dimensions

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

To view the Analytics dimensions, and the Subject Areas to which they belong, see the Subject Area section, beginning on page 62.

About Measures

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

To view a list of measures, and the Subject Areas and dimensions to which they belong, see Measures in the Subject Areas section, beginning on page 62.

About Filters

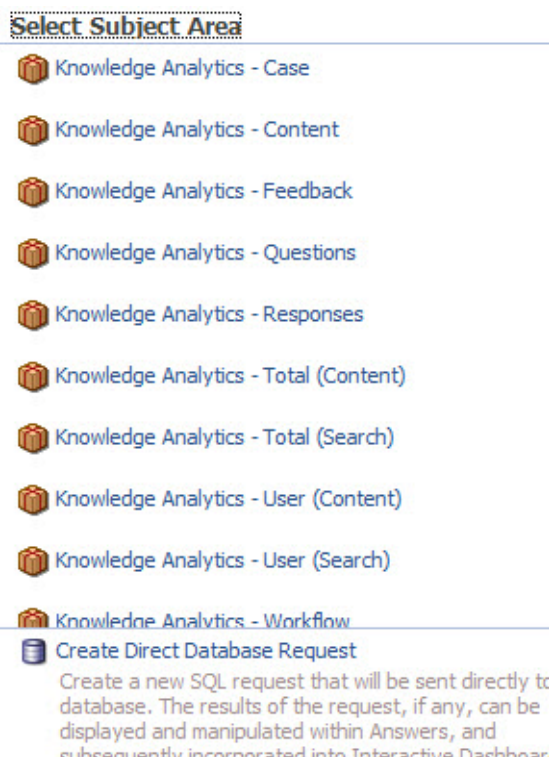
Filters limit the results that are displayed when you run a report. You can optionally add filters to your report to refine the data returned; based on the filters you add, only those results that match the criteria are shown. Filters can be applied directly to dimension and measure columns.

Creating a Custom Report

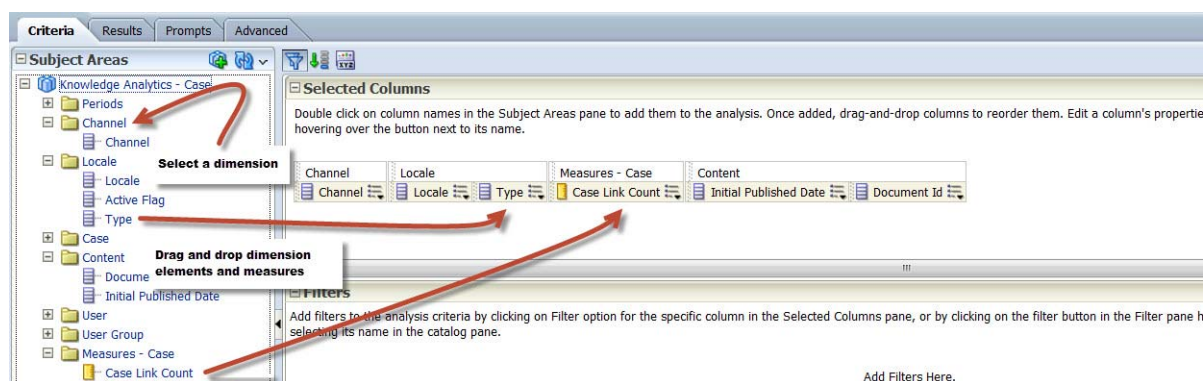
To create your report, select the periods, dimensions, and measures in the **Subject Areas** pane that create the columns of the report. When you select one of these elements, it displays as a report column the **Selected Columns** window. All reports must include at least one dimension.

Use the following procedure to create a basic custom report.

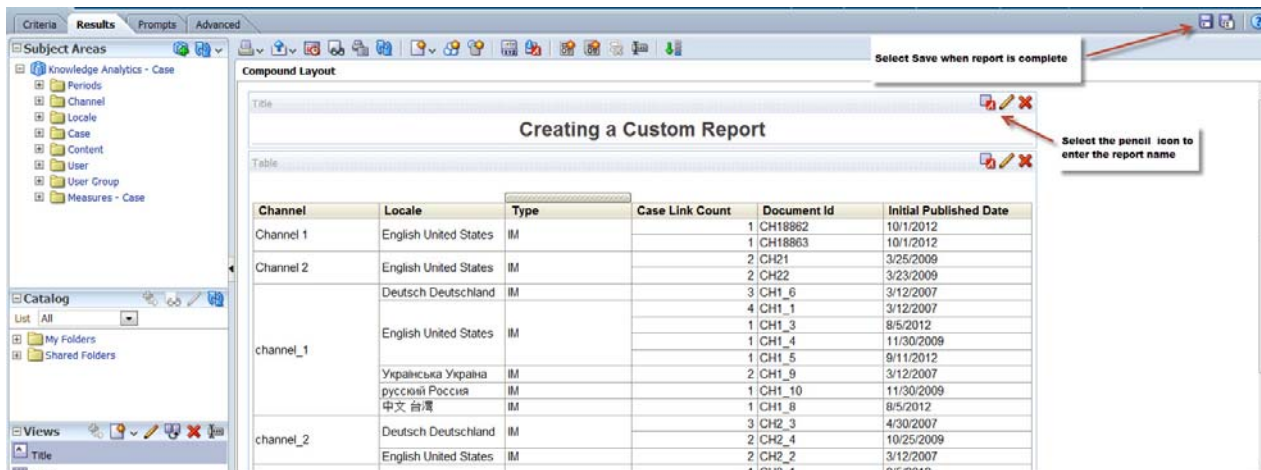
- 1 At the OBIEE homepage, select **New>Analysis**.



- 2 At the **Subject Area** prompt, select a subject area.
OBIEE displays a blank report designer. At the top of the report designer are the following tabs:
 - **Criteria.** This is where you select periods, dimensions, and filters.
 - **Results.** This displays a sample view of your report as currently designed.
 - **Prompts.** This is where you specify optional prompts so that users can tighten the scope of the analysis.
 - **Advanced.** This is where you specify optional XML or SQL commands to enhance or optimize your report.
- 3 Select the **Criteria** tab if not already selected and double-click on each dimension (located under the Subject Area) that you want to appear on your report.

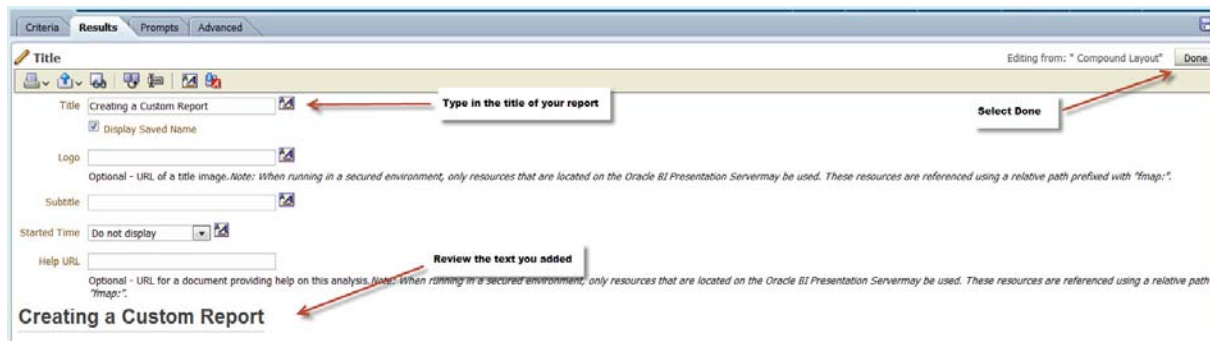


- 4 Drag and drop dimension elements to the **Selected Columns** area.
For example, to create a report based on the Knowledge Analysis - Case Subject Area, with columns that display the Channel, Locale (Type and Locale), Content (Document identifier and Initial Published Date), and the Case Link Count measure:
 - Select the **Channel** dimension and drag-and-drop the **Channel** element to the Selected Columns area.
 - Select the **Locale** dimension and drag and drop the **Locale** element and **Type** element to the Selected Columns area.
 - Select the **Content** dimension and drag and drop the **Document id** element and **Initial Published Date** element to the Selected Columns area.
 - Select **Measures** and drag and drop the **Case Links Count** fact.
- 5 After adding columns, and filters if desired, select the **Results** tab to check the appearance of the report.



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

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



- 7 At the **Title** page, type in the title, review it, and then select **Done**.
- 8 When the report is complete, select **Save** in the upper-right corner of the report designer window.

Analytics Subject Areas

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

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

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

Knowledge Analytics - Case

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

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

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

Dimensions

Dimension	Attribute	Definition
Channel	Channel	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 article was last updated.
	Info Center Link	The URL and port of the Info Center application that is configured to display articles from Analytics reports.
Content Version	Article Title	Information Manager article title.
	Major Version	The value that increments when an article is updated.
	Minor Version	The value that increments when an article progresses through a workflow step.
	Document Version	The published version of the article.
	Type	The type of version.
	Content Version Added Date	The date that an article was added to the knowledge base.
	Content Version Deleted Date	The date that an article was deleted from the knowledge base.
	Content Version Published Date	The date this version was published. Note that this is the published date only and separate from the go live date.
	Expiration Date	The date the article expires.
	Last Updated Date	The date the article was last updated.
	Last Viewed Date	The date the article was last viewed.
Channel	Channel	The Information Manager channel (content source) name.
Locale	Locale	The language and region of the article.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
User (Version Author)	Full Name	The full name of the author of the article version.
	First Name	The first name of the author of the article version.
	Last Name	The last name of the author of the article version.
	Login	The login ID of the author of the article version.
User (Version Owner)	Full Name	The full name of the owner of the article version.
	First Name	The first name of the owner of the article version.
	Last Name	The last name of the owner of the article version.
	Login	The login ID of the owner of the article version.
User (Original Author)	Full Name	The full name of the author of the original article.
	First Name	The first name of the author of the original article.
	Last Name	The last name of the author of the original article.
	Login	The login ID of the author of the original article.

Measures

Measure	Definition
Average Rating	The average rating per document which is the Sum of ratings divided by Count of ratings.
Case Link Count	The number of case links per document, per document version.
Count of Ratings	The number of times a document version was rated.
Document View Count	The number of views per document per version.
Doc Count with Ratings	The number of views with ratings.
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 list the dimensions and measures for this subject area.

Dimensions

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

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 - Feedback

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

- Users - Select the Period, 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.

Dimension	Attribute (<i>continued</i>)	Definition (<i>continued</i>)
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.

Dimension	Attribute (<i>continued</i>)	Definition (<i>continued</i>)
Question	Question	Questions asked by users.
Query Source	Query Source	The source from which the search action originated.

Measures

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

Knowledge Analytics - Total (Content)

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

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

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

Dimensions

Dimension	Attribute	Definition
Locale	Locale	Language and region of the article.
	Active Flag	Indicates that this locale is active in the application.
	Type	The type of locale, either Information Manager or Intelligent Search.
Channel	Channel	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 with at least one click-thru.
Total Questions for%	The value used to derive the percent of total questions column in Question Analysis report. Not recommended for use in custom reports.

Knowledge Analytics - User (Content)

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

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

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

Dimensions

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

Measures

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

Knowledge Analytics - User (Search)

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

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

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

Dimensions

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

Measures

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

Knowledge Analytics - Workflow

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

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

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

Dimension

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

Measures

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