ANALYTICS TOOLS AND CIOC DATA: INTRO TO ADVANCED STATS & REPORTING

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INTRODUCTION

This session provides an overview of how to use CIOC data to do reporting *outside of the in-application reporting tools*. We will cover:

1. The weblog analytics area for CIOC-hosted applications

2. A detailed overview of using Google Analytics with CIOC

3. An overview of the types of exportable data available from your CIOC Application(s) and how to get at them

4. A high-level introduction to Microsoft Power BI and how you can combine it with CIOC data exports and Google Analytics data

WEBLOG ANALYTICS

- For CIOC-hosted databases, all applications have an AWStats login
- Can be configured for an entire database or specific domain(s)
- Most accurately captures *all* traffic, because it records requests to the server
- Records errors, missing files, and other problems
- Includes all types of requests (including downloads, images, etc.) and not just page Views
- Limited ability to customize reports
- Can't easily tie data to other information for richer reports

INTRODUCTION TO GOOGLE ANALYTICS & CIOC

We will cover...

1. Setting up a Google Analytics Property and View

2. Analytics Settings in CIOC

3. Customizing Reports and Dashboards

4. Introduction to Segments

5. Caveats of Analytics Reporting

SETTING UP A GA ACCOUNT AND PROPERTY

1. Create an Account and Property
   - One Account may cover many distinct sites
   - One Property may cover many domains

2. Configure CIOC-specific Dimensions
   - Agency, Page Language, Domain & View, Results Count

3. Configure CIOC-specific Search Parameters
   - Pick 5! STerms, TM, TMC, NUM, AIID....

CONFIGURING GA SETTINGS IN CIOC

Google Analytics details are set on a per-Domain Name basis. Up to two Codes are allowed per Domain Name; you may re-use the same Code for multiple Domain Names.

Transfer Settings from the Google Analytics Admin area:

- Tracking ID (In the Property Admin Area: e.g. UA-12345678-9)
- # for Custom Dimension for Agency Code
- # for Custom Dimension for Page Language
- # for Custom Dimension for Domain & View
- # for Custom Dimension for Results Count

CUSTOMIZING GA REPORTS AND DASHBOARDS

- Creating Dashboards
- Adding and Modifying Widgets
- Major Report Types
  - Real Time
  - Audience
  - Acquisition
  - Behaviour
- Applying Filters to Reports
- Adding Dimensions to Reports

INTRODUCTION TO GA SEGMENTS

Segments are tremendously useful for understanding how different groups of people interact with your site. This may be:

- Staff vs. Public
- Area of the Site (Volunteer, CIC, Admin)
- Type of Device (Desktop vs. Mobile)
- Geographic Locations.
- Etc …

You may set up custom segments or use a wide range of pre-defined user segments, and then apply them on various reporting screens throughout the Google Analytics site.

CAVEATS OF GOOGLE ANALYTICS REPORTING

Beware….

- Not all the data is collected (JavaScript required and the viewer can opt out of some or all types of data collection)

- The meaning of metrics may not be what you assume

- Sometimes a "User" isn't a "User" (different devices, shared machines, etc.)

- Data in reports is often "sampled"

- Collection changes can only be captured for future data (no going back!)

- Turning on deep analytics (demographics or user id tracking) collects personal information and requires a change to your Terms of Use

- Watch out for Analytics spam

TYPES OF CIOC DATA AVAILABLE FOR REPORTING

Get your data out of CIOC using...

- Microsoft Access Download Files
  - Stats, Volunteer Records, CIC Records, Client Tracker data
- Search Results and Reports
- Excel Exports
- Special Client Tracker Exports

INTRO TO MICROSOFT POWER BI

We will cover:

1. Where to Get Power BI and how to install it

2. How to import data from a CSV file, an Access Database, and Google Analytics

3. How to combine data from multiple sources

4. Example report #1: Report of Search by Taxonomy

5. Example report #2: Report of Referrals by Interest

ANALYTICS TOOLS: NEXT STEPS

- Both Google Analytics and Power BI offer ways to construct solutions that work on top of or interact with their Platform

- In order to build pre-configured solutions, or provide documentation for creating specific types of reports, we first need to identify what would be useful

- Is it more useful to provide documentation and resources for self-service, or focus on pre-defined reports and solutions that are easily accessible but less flexible?

- Are there are other metrics we should be capturing via Google Analytics Dimensions to allow for new kinds of reporting?