# campusM Analytics

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| Script | Direction |
| campusM Analytics can provide you with insight to how your campusM app and portal are being used by students, staff, faculty, and other users.  In this session, we'll view existing Analytics reports (or analyses), and also create a new analysis. | Show Analytics |
| Analytics are accessed from within App Manager under Analytics.  This is the Home Page dashboard of Analytics. It provides an immediate overview of campusM usage. This analysis shows the top-most clicked menus within the home page per month, each color representing a menu.  The next analysis shows menu clicks on the Home Page per month, broken down by App Profile.  The data held by Analytics is anonymized and collected nightly from the apps and portal. | Open Analytics  Show the Home Page dashboard and scroll down on the “menu clicks” report |
| In addition to the Home Page dashboard, there are other tabs available.  For example, the Pages tab shows the usage for individual pages.  You can also see usage statistics by App Profiles, Devices, and Platforms. The colors here represent Web, IOS, and Android.  You can also see statistics related to registrations and Active Users trends. | Navigate tabs: Pages > Platforms > Active Users |
| You can hover over the chart to view the exact data of the graphic.  To the right of the chart, is the report, a dynamic table with the raw data. You can sort a column using the arrows, change its location via drag-and-drop, or move it to a different area in the display. | Hover over menu clicks charts initially.  Then right-click “Months”, choose “Move Column” and select “To Columns” |
| So far, we've seen some out-of-the-box analyses. To create a new analysis of your own, click Create > Analysis.  Select a main Subject Area for the report. In our example, let's create a report showing the page hits per month for each device type. Accordingly, we'll select the campusM Devices Subject Area. More on the different Subject Areas, and campusM Analytics in general, can be found in the Ex Libris Knowledge Center. | Click on the “Create” and then the “Analysis” option. Select “campusM Devices”  <https://knowledge.exlibrisgroup.com/campusM/Product_Documentation/Appendixes/Analytics> |
| Having selected our Subject Area, let's add some columns to the report.  The left pane includes the available data fields, or attributes, arranged by folder. Simply drag-and-drop an attribute to add it to the Selected Columns of the report. From the Dates folder, we'll add the Month; and from the Device Usage folder, we'll add the Device and Page Hits. You can rearrange the order of the selected columns at any time. | Add “Date > Month” and then also “Device Usage > Platform Code” and “Device Usage > Page Hits”. |
| Each column offers several options to further modify the selection, including filtering, creating a formula, or sorting the data. We've now sorted the months in ascending order. | Click on the “Settings” option of any of the data fields. Sort ascending. |
| Having selected our columns, let's open the Results tab to immediately see the full analysis; in our example, the Page Hits per Month, grouped by Device. | Click the “Results” tab |
| You can move a column to Prompts, for example, the Months column, to create a view of the report with a Month drop-down list, where you can select an individual month to display the corresponding data of the other columns.  To present a graph of the analysis, click New View on the toolbar. Select the graph type. A view of the graph appears. If needed, you can edit it as desired, using the available Layout options, and click Done to keep your edits. | Right click “month” and then “Move Column > To Prompts” |
| Once you're pleased with your analysis, you can save it for future use, by clicking Save. You can save the report in My Folders, so that only you can see it, or in Shared Folders, so others can see it as well. In the campusM folder, it will be shared with your colleagues in the institution, and under campusM Community it will be shared with campusM staff around the world. Note that users outside your institution will only see the report structure, and not any actual data pulled from your institution. Rather, it will present their own institution's data.  In our example, we'll save it in a private folder. Give it a Name and click OK.  Our Analysis has been saved. | Click on the save and expand also the “Shared Folders”  "Page Hits per Month by Device" |
| To open a saved report, click Open, navigate to the report location, select the report, and click OK. The selected analysis is displayed.  So that's how you can view and create reports in campusM Analytics.  Thanks for joining! | As described |