

Chapter 1

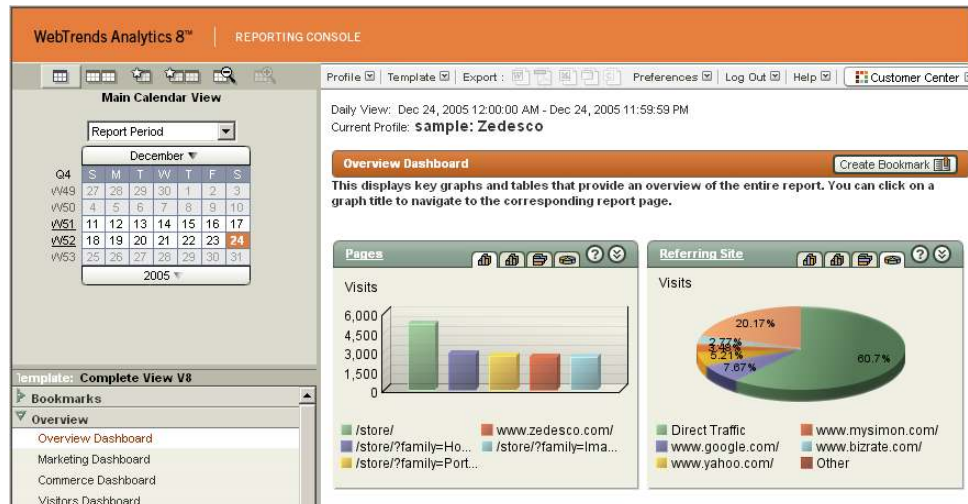
The Reporting Console

This chapter provides a tour of the WebTrends Reporting Console and describes how you can use it to view WebTrends reports. It also provides information about how to customize report viewing by choosing the dates, elements, and language you want to see; how to query reports to show only the information that interests you; and how to create bookmarks that save your report view settings so you can always view reports with the attributes you prefer.

What Is the Reporting Console?

The Reporting Console allows you to view and interact with your reports. The Reporting Console is updated with new data on a scheduled basis, so you can view the most up to date reports each time you log in to look at them. In the Reporting Console, you choose reports to look at, view data across various time ranges, export the report to Microsoft Word or Excel formats, PDF, or comma-separated text file format.

The following graphic shows the Reporting Console user interface.



Understanding WebTrends Reports

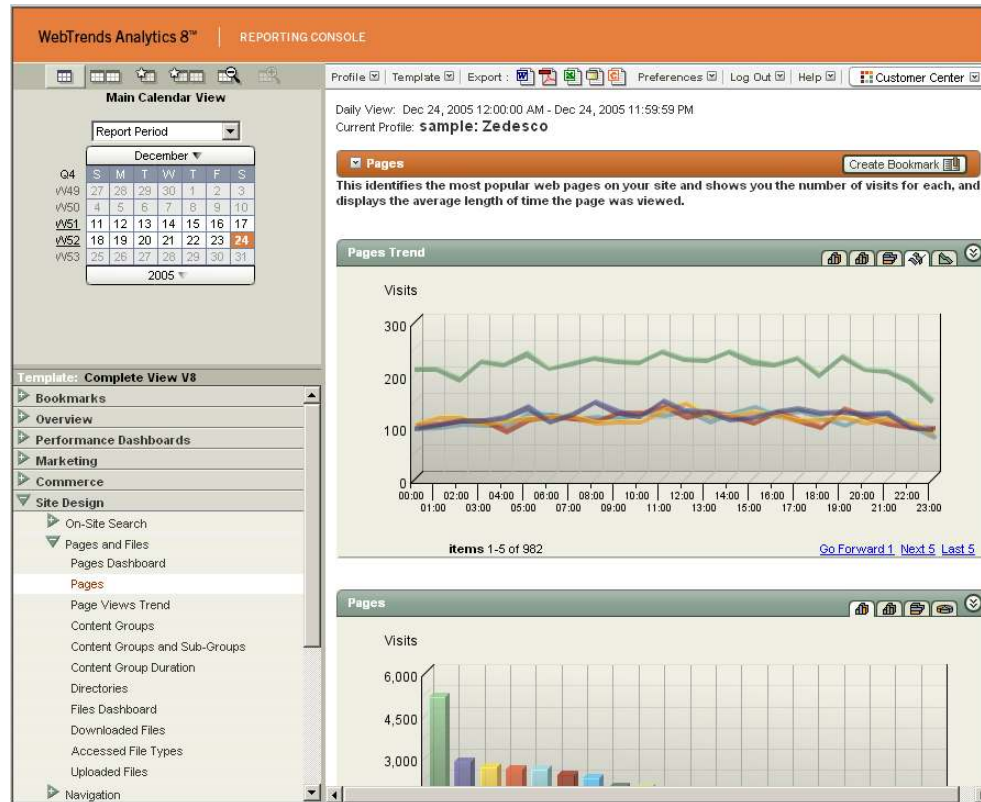
When you select an item from the table of contents in the Reporting Console, you are viewing either a report or a dashboard.

A **report** is a single table and graph set that conveys the information in one or more ways. For example, the Pages report contains a trend graph over time, a top items graph, and a top items table, all on the same page.

A **dashboard** is a collection of thumbnails of many different reports, providing a visual summary of the most significant information for that template over a particular time range. The following graphic shows the Overview Dashboard for a sample report.



You can click the title of a thumbnail in the dashboard to view more complete information. For example, click the title of the Pages thumbnail in the Overview Dashboard and the detailed Pages report opens as shown in the following graphic.



The data in your reports is based on **profiles**. Profiles determine which Web site data is processed, the traffic relevant to you, any special handling requirements, how often the reports are updated, who has access to them, and much more. Each profile generates and maintains a set of reports for a specific set of data, such as a particular Web site or segment of a Web site. A profile might generate 50, 100, or more reports in a single analysis cycle, and each time period (such as day, week, or month) might have many reports associated with it.

The WebTrends administrator, or another user with appropriate rights, configures profiles to collect web traffic data, analyze the data, and produce sets of reports, all on a scheduled basis. For more information about profile configuration, see the Administration Console Help, or the *WebTrends Installation and Configuration Guide*.

Whereas profiles determine the Web data that goes in your reports, **templates** control which reports are visible in the Reporting Console and how they are organized. Each profile has at least one template that you can change within the Reporting Console to switch quickly between different views of the same data. These multiple views are commonly used for different audiences or for varying levels of detail of the same information.

Viewing Reports

Your WebTrends administrator provides a Web address, a user name, and a password that you use to log in to WebTrends to view your reports. This section takes you through the log in process and explains how to work with your reports.

To view your reports:

1. Open your Web browser.
2. Use a desktop icon, bookmark, or link to open WebTrends, or open a browser and use one of the following methods to specify the address of your WebTrends account or installation:
 - Type the host name followed by the port that WebTrends is running on. For example, type: **http://server:7099**
 - Type the IP address of the WebTrends installation computer followed by the port that WebTrends uses. For example, type: **http://192.168.0.99:7099**.
 - If WebTrends is installed locally, type **localhost** followed by the port number. For example, type: **http://localhost:7099**.

Note

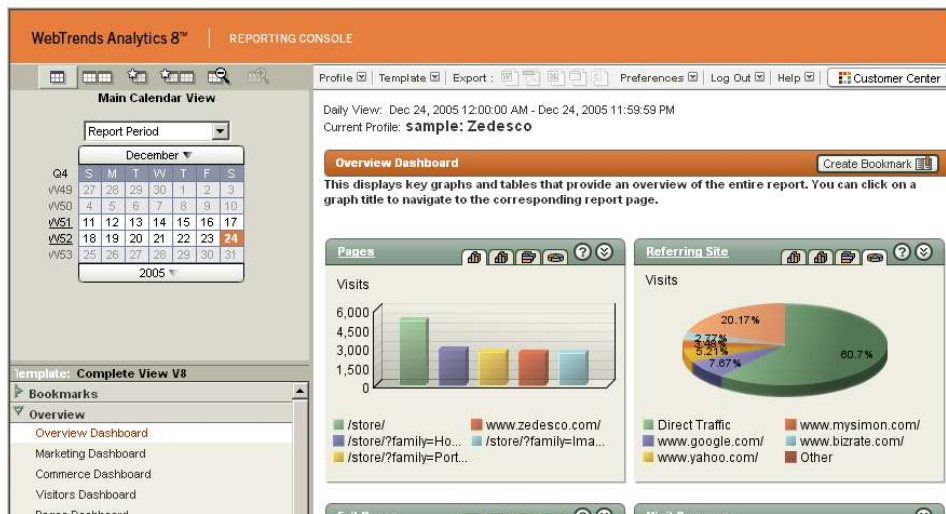
Depending on your network configuration, you may not be able to access WebTrends from outside your company's network. If you encounter this problem, see your WebTrends administrator for help in resolving your firewall issues.

3. The WebTrends log in dialog box opens. You may find it helpful to bookmark this page in your browser.
4. Type your user name and password and click **Log in**. The Administration Console dialog box opens.
5. In the left pane, click **Web Analysis > Reports & Profiles**. The Profiles list displays any profiles you have rights to view, as shown in the following graphic. You may see different settings in the left pane depending on your user rights to various WebTrends features. Contact your WebTrends administrator if you have questions about which features you can view, create, edit, and delete.

Profile	Data Sources	Analysis Status
1. Sample: Zedesco	Web Server 1, Web Server 2	There are no scheduled jobs for this profile
2. Sample: Zedesco (with SDC files)	Web Server 1, Web Server 2	Completed successfully 2/27/06 2:31:37 PM

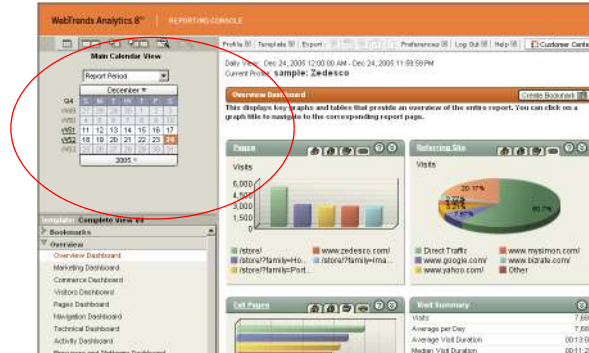
Items: 1 - 2 of 2

6. Click the name of the profile for which you want to view reports. The Reporting Console opens as shown in the following graphic.



The most recent report is displayed in the Reporting Console.

Use the calendar, circled in the following graphic, to view historical reports over varying time ranges (days, weeks, months, quarters, or years). You can either open individual reports from the Table of Contents in the left pane or click the title of a graph or table in the Dashboard to navigate to the content you want to view.



Working with Reports

Each report consists of a title, a short description, and a table of results. Most reports also include a trend graph over time and a top items graph, but a few reports do not have associated graphs (such as the URL Parameter Analysis reports).

In most reports, each table and graph is color-coded to help relate items in the table to items in the graph. If there are more results than can be displayed in the table or graph, you can cycle through to the next 1, 5, 20, or zoom to the end of the results by using the controls at the bottom of the table or graph.

Each table or graph can be collapsed by clicking the arrow button on the far right of the graph or table title bar.

For each graph displayed, options appear at the top right of the graph to change graph type. Options available vary by the type of information displayed.

Note

If you want to change the scope of the data, you do so through the profile. If you have not been given rights to edit or add profiles, see your WebTrends administrator.

Changing the Language of a Report

At any time while using the Reporting Console, you can reconfigure the display language by selecting **Preferences > Languages** from the toolbar. All items in the Reporting Console are then updated to reflect your language choice.

The standard languages available are Chinese (simplified and traditional), English, French, German, Italian, Japanese, Korean, and Spanish. Other languages may be available from your local distributor.

Note

The default language is set in each Template configuration. If you have not been given rights to edit templates, see your WebTrends administrator.

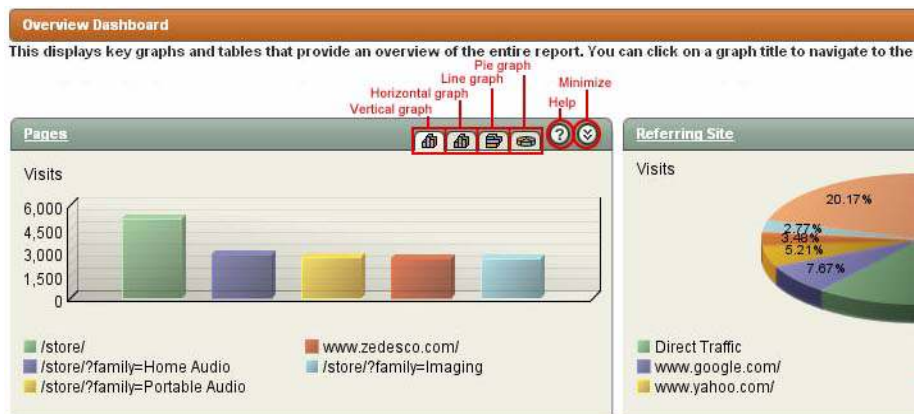
Changing the Report Template

When you first open the Reporting Console, the report is presented using a default template, shown in the template menu near the title bar at the top of the report pane. To change templates at any time, select another option from the menu. In choosing a different template, you change the table of contents and its organization.

Your WebTrends Administrator has likely assigned you a template that is appropriate to your department or area of responsibility. You might also be assigned a template that contains an overview of certain reports, as well as a template that includes a more comprehensive list of reports and dashboards. Simply choose the template that best suits your needs from the template menu.

Using the Dashboard to Browse Reports

Dashboards appear in the report frame. They consist of a title, a short description, and a two-column arrangement each containing a variety of summaries, called dashboard elements, from reports available in this profile. There can be any number of elements in either column. Dashboard elements are either short tables, small graphs, or small blocks of external HTML code from other sources. If the dashboard element leads to more information, the title of the element is a hyperlink. Click the link for more information about that element.











Each dashboard element has a “Minimize” button on the far right of its title bar which can collapse the element, allowing more to be seen on one screen. This can be useful for visually comparing two dashboard elements that do not appear next to each other in the columns.

For dashboard elements that display a graph, you can change the graph type, depending on the subject matter in the dashboard element. For “top items” elements, you can choose between a bar chart and a pie chart. For “trend” elements showing information over time, you can choose between bar chart, line graph, or area graph.

Choosing the Calendar View

The **Calendar Toolbar** at the top of the calendar contains icons that change your calendar view. In each of these views you can select from Day, Week, Month, Quarter, Year. You can also use the **list** above the calendar to quickly specify time periods such as **Year Ago Last Week** or **Year Ago This Month**.

The following table describes the Calendar Toolbar icons.

Icon	Function	Description
	Main Calendar View	The Main Calendar View displays the current calendar for the specified profile. By default the calendar opens highlighting the day in which analysis was most recently completed. If analysis was done for a week/month/quarter, then that most recent week/month/quarter is highlighted.
	Calendar Compare View	The Calendar Compare View lets you select periods of time on two calendars, so that you can compare the resulting data. You can apply the options from the dropdown list for each calendar. Your selection causes the dashboards and reports to display information that corresponds to the calendars.
	Custom Calendar View	<p>The Custom Calendar View allows you to specify periods of time that are more specific to your needs. For example, instead of specifying the standard 7-day week, you can specify a range of 9 days. Or you can select an extended block of weeks from one month to the other. The reports then generated from the Custom Calendar View reflect the periods of time that are more tailored to your needs.</p> <p>To use the Custom Calendar View, click the Select a Date icon  and then select the time period in the calendar that opens. Click Generate Report to create the report.</p>
	Custom Calendar Compare View	<p>The Custom Calendar Compare View allows you to compare two custom calendars. Note that if you adjust the range for one calendar, it will automatically adjust the dates for the other calendar. Each custom calendar allows you to select periods of time that are specific to your needs.</p> <p>Click the Select a Date icon  and then select the time period in the calendar that opens. Click Generate Report to create the report.</p>
	Zoom Out/Zoom In	The Zoom Out/Zoom In icons allow you to adjust the detailed view of your calendar. For example, you can zoom out to a quarterly or yearly view and zoom in to a daily view.
	Transpose Comparison	By clicking this icon, you can automatically swap the dates between two calendars (standard or custom). The resulting reports can help to deepen your understanding of your Web traffic data.

Including Report Content Help

You can find details on the report content in the help card text that accompanies each report.

To view a report's help cards:

1. Select **Preferences > Show Help Cards Inline** from the upper right corner of the report.
2. Scroll to the bottom of the graph and table data to read details on the elements of your report.

Using Reporting Console Help

Use the Help menu to access Reporting Console Help, a product glossary, and more.


Selection	Resource
Terms on this Page	The Help Card for this page.
Show DRA Parameters	Information on how to construct a URL to directly access a specific report.
Show WebPosition Parameters	Information about the current report which you can use to configure WebPosition.
Help > Contents	The Reporting Console Help.
Help > Glossary	The WebTrends report glossary.
Help > Feedback	The Feedback page from the WebTrends Web site. Select from the following: <ul style="list-style-type: none">—General Product Feedback—Report a Bug—Request a Feature.

Using Report Queries

Report queries allow you to precisely define the report content you want to see or export. For example, you can combine any dimensions and measures found in a report, or choose a range of report content based on minimum or maximum values.

Creating a Report Query

To create a report query:

1. Click the query icon:  .
2. Drag and drop dimensions, measures, and operators into the Query window to create a search expression. Dimensions are shown in gray. Measures are shown in tan. To specify a value, drag **Value** into the Query window, double-click it, and type a value in the **Enter value** text box. To remove an item from a query expression, drag the item onto the trash can or drag another item directly on top of it to replace it.
3. Make sure each report query consists of one or more equations. All equations include:
 - A dimension or measure
 - An operator such as = or >
 - A numeric or text value
4. Click **Run Query**.

Tips for Creating Queries

Consider the following guidelines when you create report queries:

- To specify case-sensitive matching for text values, select the **String matches are case-sensitive** check box below the Query window.
- Typically, dimensions are non-numeric and measures are numeric. When you specify the value of a dimension, you specify a text string. When you specify the value of a measure, you specify a number. You cannot use comparative operators such as > with dimension values. Commas (,) and non-numeric symbols such as \$ are not supported in numeric values.
- To change your query and run it again, click **Query** a second time. When you change a query, it searches the entire report, not just the report returned by the original query.
- To return to the original report, click **Undo Query**.
- You can first query a report and then export the results to Microsoft Word, PDF, CSV, or database format. To export your query results, you must select **Current report** when you export.

For more information about queries and examples, see the Help.

Using Report Bookmarks

Creating report bookmarks allows you to save commonly viewed reports with your preferred viewing customizations applied. For example, you may typically view a report with certain graphs and tables expanded, or you may use specific queries when you view a report. Bookmarks let you add the customized report to the Table of Contents and display the latest data in the customized view with one click. You can reserve bookmarks for your personal report viewing or share them with all other users who can access the report template.

To create a bookmark, configure the report exactly as you wish to view it and click **Create Bookmark**. To access a bookmark, select it in the Table of Contents at the left of a report. Bookmarks are stored in your template settings. If you cannot find a saved bookmark, make sure you are viewing the correct report template.

Report bookmarks capture the following report customizations:

- The measure selected for each report column
- The sort order of each report column
- Which graphs, tables, and drilldown items are collapsed or expanded
- The style of graph(s) (for example, pie charts or bar graphs)
- Any search or query used to create the current report view

To create a report bookmark:

1. Open a report and navigate to the exact report view you want to bookmark.
2. Click **Create Bookmark**.
3. In the **Bookmark Name** text box, type a name for the bookmark. WebTrends uses this name to identify the bookmark in the report Table of Contents and in the Managing Bookmarks dialog box.
4. *If you want to add the bookmarked view to the Table of Contents for other users who have user rights to the current template,* select the **Shared** check box.

Note

To create shared bookmarks, you must be granted the Shared Bookmarks user right in the WebTrends Administration Console.

5. *If you want the bookmarked view to be available only in your own reports,* clear the **Shared** check box.
6. Click **Save**.

To update a report bookmark with new view settings:

1. Open an existing bookmark.
2. Navigate to the exact report view you want to bookmark.
3. Click **Create Bookmark**.
4. Click **Update Current Bookmark**.
5. *If you want to add the bookmarked view to the Table of Contents for other users who have user rights to the current template,* select the **Shared** check box.

Note

To create shared bookmarks, you must be granted the Shared Bookmarks user right in the WebTrends Administration Console.

6. *If you want the bookmarked view to be available only in your own reports,* clear the **Shared** check box.
7. Click **Save**.