# Administer analytics

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## Administer analytics

Use Analytics, the workspace for reviewing published-document activity, to inspect audit
activity, manage tracked work, and prepare analytics or documentation exports for a project.

### Analytics administration at a glance

Analytics administration is the work of reviewing how published documentation is used and
controlling the reports and exports that support that review. Use it after operational work has
been performed and published documentation has activity to measure. The Analytics area follows
Operations in the application flow: Operations carries out documentation work, and Analytics
measures its results.

Analytics brings together four jobs:

| If you need to… | Go to |
|---|---|
| Review measures and content activity | Understand the analytics screen |
| Review recorded activity or tracked work | Review analytics and audit activity |
| Create an export or scheduled report | Export analytics and manage scheduled reports |
| Respond to an empty or conditional area | Handle conditional and empty analytics states |
| Recover from a load or save problem | When analytics administration goes wrong |
| Read project-level measurements | Read project analytics |
| Read the wider Analytics area | Analytics overview |

The Dashboard presents measures such as Page views, Unique visitors, Avg time on page, Avg
scroll depth, Bounce rate, and Searches. It also presents a comparison with the prior period.

## Before you start

Analytics uses one project context at a time. Select the project whose published documentation
you want to review before you inspect measures or prepare an export.

**Prerequisites**

- Select a project in the application header.
- Have access to the authenticated workspace.
- Know whether you are reviewing activity, managing tracked work, or preparing a report.

If no project is selected, the page presents **Select a project** and asks you to choose a project from the header dropdown.

## Find Analytics

Use this procedure to reach the enterprise Analytics screen from the application navigation.

**Prerequisites**

- A project is selected.
- You are in the authenticated workspace.

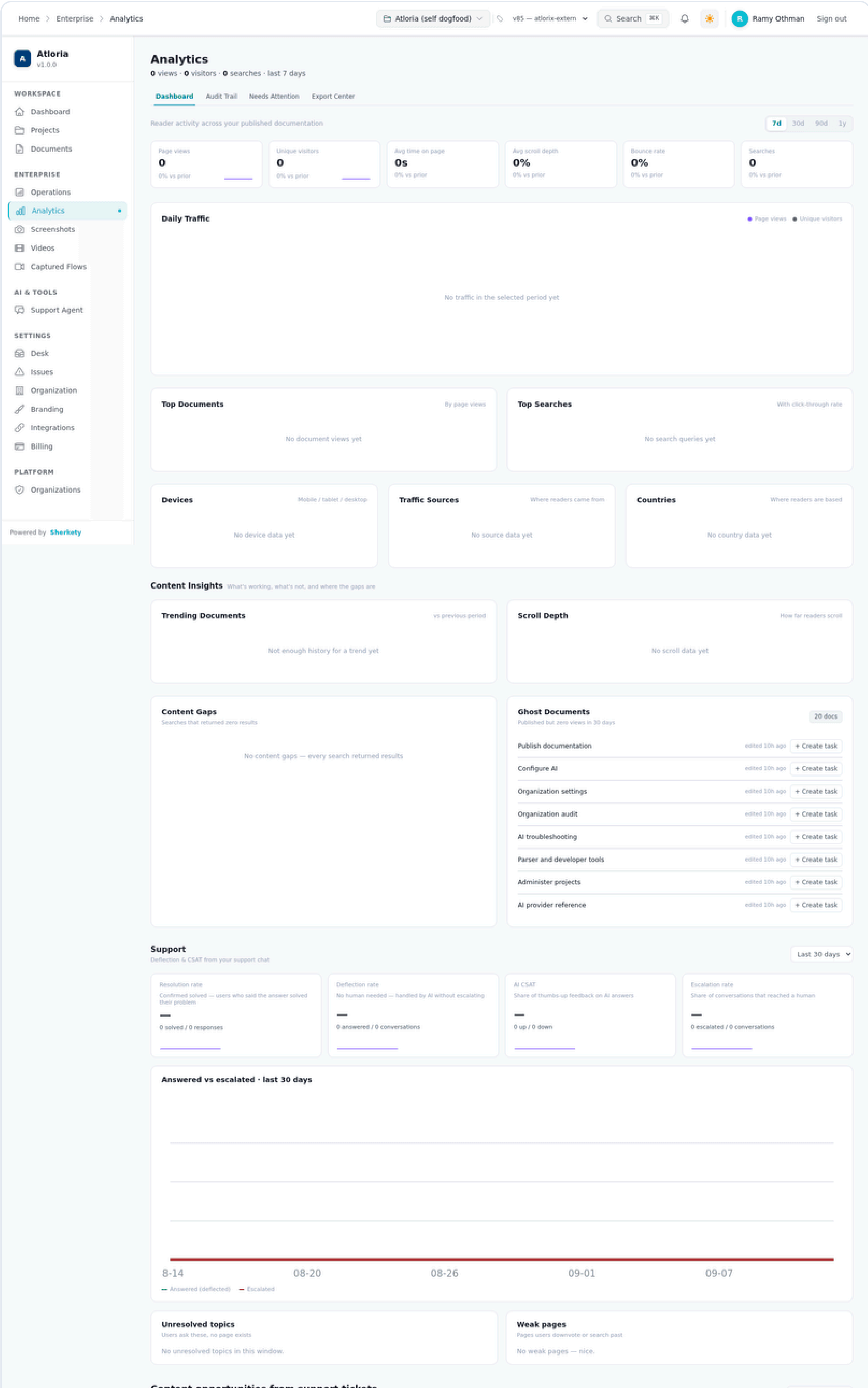
**Steps**

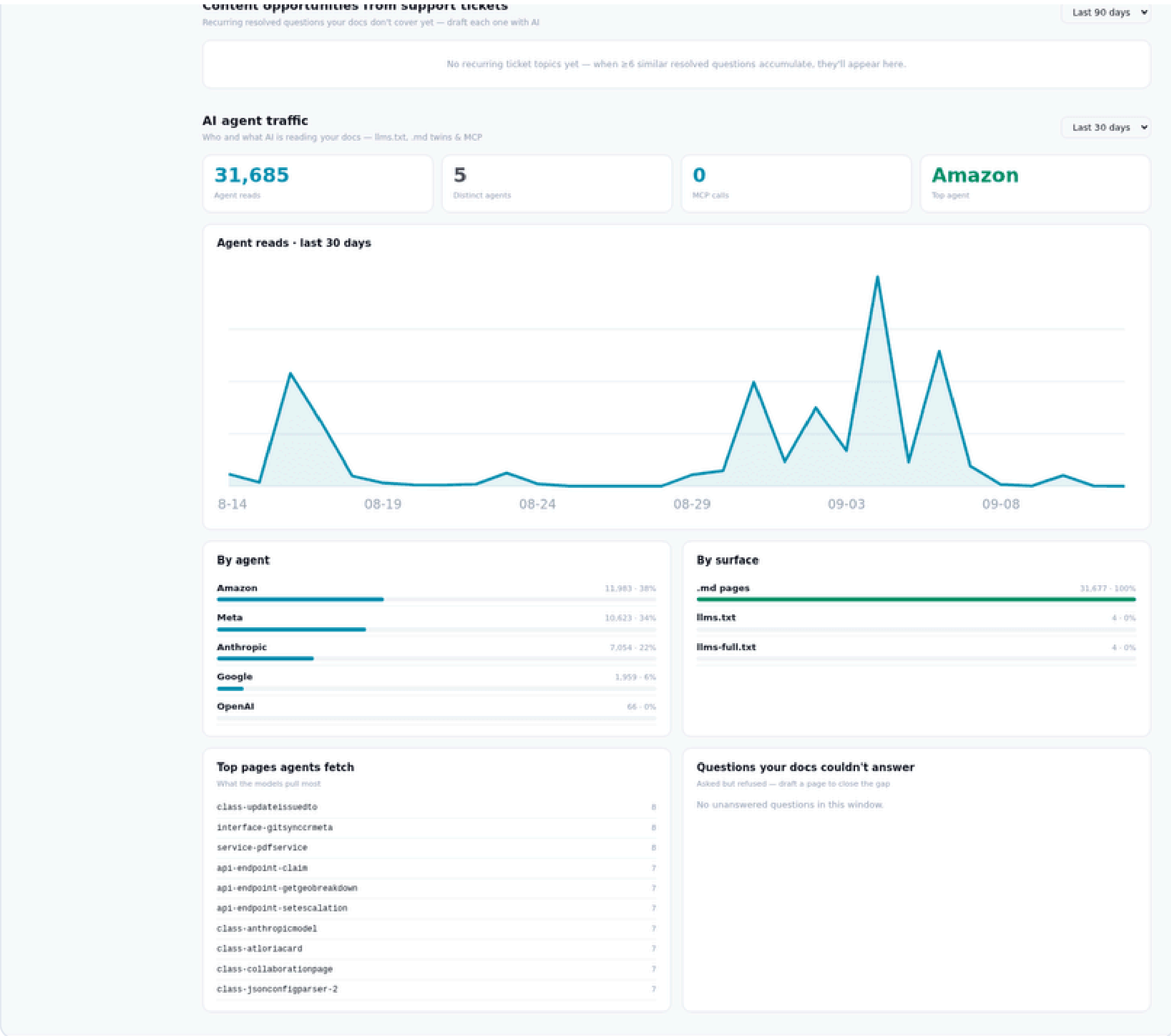
1. In the main navigation, select **Analytics**.
2. Confirm that the page heading is **Analytics**.

**Result:** The Analytics screen opens with the Dashboard section ready for review.

## Understand the analytics screen

The screen opens on **Dashboard**. Dashboard shows zero values when the selected project has no
values in the current view.


Home > Enterprise > Analytics
Atloria (self dogfood)
Search ⌘K
Ramy Othman
Sign out
Atloria
v1.0.0
WORKSPACE
Dashboard
Projects
Documents
ENTERPRISE
Operations
Analytics
Screenshots
Videos
Captured Flows
AI & TOOLS
Support Agent
SETTINGS
Desk
Issues
Organization
Branding
Integrations
Billing
PLATFORM
Organizations
Powered by Sherkety
Analytics
0 views · 0 visitors · 0 searches · last 7 days
Dashboard
Audit Trail
Needs Attention
Export Center
Reader activity across your published documentation
7d
30d
90d
1y
Page views
0
0% vs prior
Unique visitors
0
0% vs prior
Avg time on page
0s
0% vs prior
Avg scroll depth
0%
0% vs prior
Bounce rate
0%
0% vs prior
Searches
0
0% vs prior
Daily Traffic
Page views
Unique visitors
No traffic in the selected period yet
Top Documents
By page views
No document views yet
Top Searches
With click-through rate
No search queries yet
Devices
Mobile / tablet / desktop
No device data yet
Traffic Sources
Where readers came from
No source data yet
Countries
Where readers are based
No country data yet
Content Insights
What's working, what's not, and where the gaps are
Trending Documents
vs previous period
Not enough history for a trend yet
Scroll Depth
How far readers scroll
No scroll data yet
Content Gaps
Searches that returned zero results
No content gaps — every search returned results
Ghost Documents
Published but zero views in 30 days
20 docs
Publish documentation
edited 10h ago
+ Create task
Configure AI
edited 10h ago
+ Create task
Organization settings
edited 10h ago
+ Create task
Organization audit
edited 10h ago
+ Create task
AI troubleshooting
edited 10h ago
+ Create task
Parser and developer tools
edited 10h ago
+ Create task
Administer projects
edited 10h ago
+ Create task
AI provider reference
edited 10h ago
+ Create task
Support
Deflection & CSAT from your support chat
Last 30 days
Resolution rate
Confirmed solved — users who said the answer solved their problem
—
0 solved / 0 responses
Deflection rate
No human needed — handled by AI without escalating
—
0 answered / 0 conversations
AI CSAT
Share of thumbs-up feedback on AI answers
—
0 up / 0 down
Escalation rate
Share of conversations that reached a human
—
0 escalated / 0 conversations
Answered vs escalated · last 30 days
8-14
08-20
08-26
09-01
09-07
Answered (deflected)
Escalated
Unresolved topics
Users ask these, no page exists
No unresolved topics in this window.
Weak pages
Pages users downvote or search past
No weak pages — nice.




| Section | Use it to… | Main controls or information |
|---|---|---|
| **Dashboard** | Review published-document activity and content insights | `7d`, `30d`, `90d`, `1y`; Page views; Unique visitors; Avg time on page; Avg scroll depth; Bounce rate; Searches |
| **Audit Trail** | Review recorded activity | Action filter, audit rows, Details, pagination, Export CSV, Export JSON |
| **Needs Attention** | Review tracked work and reader feedback | Task queue, status filter, assignee filter, Resolve, Dismiss, Reader feedback |
| **Export Center** | Prepare analytics and documentation outputs | Analytics Reports, Scheduled reports, Recent exports, Documentation Exports |

The Dashboard period controls are `7d`, `30d`, `90d`, and `1y`. The Dashboard also includes
content insights and embedded support, ticket-content, and agent-traffic areas.

The Audit Trail uses the columns When, User, Action, and Details, with an expandable row area.

Its action choices include All Actions, version.published, document.updated, document.edited,
webhook.received, version.reviewed, export.downloaded, and schedule.triggered.

The Export Center contains an immediate export area, scheduled reports, recent exports, and
documentation export cards for Markdown Archive, Static HTML Site, and PDF Document.

## Review analytics and audit activity

Use this procedure when you need to change the Dashboard period, inspect audit activity, or
filter tracked work without creating a report.

### Prerequisites

- A project is selected.
- The Analytics screen is open.

### Steps

1. Select the section that matches the review you need.

| If you need to… | Select |
| --- | --- |
| Review measures and content activity | **Dashboard** |
| Review recorded activity | **Audit Trail** |
| Review tracked work and reader feedback | **Needs Attention** |
| Dashboard reports a load problem | **Retry** |

2. If you selected **Dashboard**, select **7d**, **30d**, **90d**, or **1y**.
3. If you selected **Audit Trail**, choose an action from the action filter: **All Actions**, **version.published**, **document.updated**, **document.edited**, **webhook.received**, **version.reviewed**, **export.downloaded**, or **schedule.triggered**.

4. If you selected **Audit Trail**, select **Export CSV** to download the audit data as CSV.
5. If you selected **Audit Trail**, select **Export JSON** to download the audit data as JSON.
6. If you selected **Needs Attention**, choose a task status from the status filter: **All statuses**, **Open**, **In progress**, **Resolved**, or **Dismissed**.
7. If you selected **Needs Attention**, choose an assignee from the assignee filter: **All assignees**, **Unassigned**, or a listed member.
8. For an active task, select **Resolve** or **Dismiss** when that is the outcome you need.
   **Result:** The selected review area shows the period, action filter, task filter, or task status
   you chose.

## Export analytics and manage scheduled reports

Use this procedure to create an immediate analytics export, maintain a scheduled report, or
download documentation for a selected version.

### Prerequisites

- A project is selected.
- The Analytics screen is open.
- For documentation exports, a documentation version is available to select.

### Create an immediate analytics export

1. Select **Export Center**.
2. Under **Export now**, choose a configuration using this table.

| If you need… | Format | Period | Table |
|---|---|---|---|
| A PDF for the most recent week | **PDF** | **Last 7 days** | — |
| A PDF for the most recent month | **PDF** | **Last 30 days** | — |
| A PDF for the most recent quarter | **PDF** | **Last 90 days** | — |
| A PDF for the previous year | **PDF** | **Last year** | — |
| CSV page-view rows | **CSV** | one period above | **Page views** |
| CSV search rows | **CSV** | one period above | **Search queries** |

3. Select **Download**.

**Result:** The selected analytics export downloads, and the export history is refreshed.

### Create or update a scheduled report

1. Under **Scheduled reports**, select **+ New report**.
2. In **Name**, enter a name for the report.
3. In **Frequency**, choose a schedule using this table.

| If the report should run… | Select |
|---|---|
| Every day | **Daily** |
| On a day each week | **Weekly** |
| On a day each month | **Monthly** |

4. In **Time (UTC)**, select the hour at which the report runs.
5. If you selected **Weekly**, choose a day in **Day of week**.
6. If you selected **Monthly**, choose a day in **Day of month**.
7. In **Format**, select **PDF** or **CSV**.
8. In **Period (days)**, select **7**, **30**, or **90**.
9. In **Recipients (comma or space separated)**, enter at least one recipient email address.
10. Select **Create report**.
11. Choose a saved-report action using this table.

| If you want to… | Do this | Result |
|---|---|---|
| Update the report | Select **Edit**, change the report fields, and select **Save changes**. | The scheduled report is updated with the changed fields. |
| Run the report immediately | Select **Run now**. | The scheduled report run is requested. |
| Remove the report | Select **Delete**, then, in the confirmation prompt, select the option that confirms removal. | The report is removed after confirmation. |

| If you want to… | Do this | Result |
| --- | --- | --- |
| Keep the report | Select **Delete**, then dismiss the confirmation prompt. | The report remains scheduled. |

**Result:** The scheduled report is created or updated with its selected frequency, time, format, period, and recipients.

### Download documentation

1. In **Documentation version**, select the documentation version.
2. Choose a documentation output using this table.

| If you need… | Select |
| --- | --- |
| A Markdown archive | **Download .zip** in **Markdown Archive** |
| A static HTML site | **Download .zip** in **Static HTML Site** |
| A PDF document | the PDF Document options |

3. For a PDF document, choose whether to include **Table of Contents** and **Cover Page**.
4. For a PDF document, select **A4** or **Letter**.
5. Select **Generate PDF**.

**Result:** The selected documentation export starts for the selected version.

## Handle conditional and empty analytics states

Analytics changes the controls it shows according to the choice you make and the data available
for the selected project.

### Prerequisites

- The Analytics screen is open.

### Steps

1. Choose the branch that matches the current screen using this table.

| If you see… | Do this |
| --- | --- |
| The export format is **CSV** | Use **Table** and choose **Page views** or **Search queries**. |
| The report frequency is **Weekly** | Use **Day of week**. |
| The report frequency is **Monthly** | Use **Day of month**. |
| An active task | Use **Resolve** or **Dismiss**. |
| No scheduled reports yet | Select **+ New report** to open the report form. |
| No audit events | Change the audit action filter or return to **Dashboard**. |
| No project selected | Select a project in the header before using **Analytics**. |
| No versions | Select another project or create a documentation version before using **Documentation Exports**. |
| No audit or report rows | Review the selected filter and period before acting on the empty area. |

**Result:** The available control matches the current Analytics state.

## When analytics administration goes wrong

Use this table when Analytics does not display the expected data or a report cannot be saved.

| What you see | What it means | What to do |
| --- | --- | --- |
| **Analytics couldn't be loaded.** | The overview request did not return the expected data. | Select **Retry** and wait for the Dashboard to reload. |
| A report cannot be saved without a name | The report name is required by the save action. | Enter a value in **Name**, then select **Create report** or **Save changes**. |
| A report cannot be saved without a recipient | At least one recipient email is required by the save action. | Enter an address in **Recipients (comma or space separated)**, then save the report. |
| A scheduled report is not listed | The scheduled-report list has no matching row to act on. | Review the selected project and return to Scheduled reports. |
| Audit activity is not listed | No audit event matches the current filter. | Choose **All Actions** or another action in the Audit Trail filter. |

Use Getting help when the available recovery action does not resolve the problem.

## What to do next

After reviewing or administering analytics, choose the next page by the work you need to do:

- Read detailed project measurements in Read project analytics.
- Review the broader analytics concepts and surfaces in Analytics overview.
- Use Analytics reference for export and scheduled-report reference information.
- Review related administrative status information in Operations and analytics reference.
- If the available recovery path does not resolve the problem, use Getting help.