Analytics overview

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Analytics overview

What analytics summarizes

Analytics brings together activity from your published documentation, the events that record changes and exports, follow-up insights, and ways to export the information for further use. The workspace groups these views under **Dashboard**, **Audit Trail**, **Needs Attention**, and **Export Center**.

Use the page according to the question you are answering:

If you need to…	Go to
See reader activity and content patterns	Understand the analytics workspace
Review recorded project events	Understand the analytics workspace
Turn an insight into tracked work	Understand the analytics workspace
Export analytics or documentation	Export analytics and documentation
Inspect project measurements step by step	Read project analytics
Look up analytics sections and export details	Analytics reference
Administer analytics and reporting	Administer analytics

Before you open analytics

The workspace is project-specific. Select the project whose activity you want to review before using it.

Prerequisites

- You have a project context selected.
- You know whether you are reviewing reader activity, recorded events, follow-up work, or
  an export.

If you open the project-scoped analytics route, the application loads that project and then opens the enterprise analytics workspace. If no project is selected, the page shows
Select a project and the hint **Analytics covers the published docs of one project at
a time.**

Open the analytics workspace

Use the project-scoped route or the direct enterprise route to open the workspace.

Prerequisites

- A project context is selected.

Steps

1. Open the project's analytics link.
2. Choose the section that matches the information you need.

Result: The analytics workspace is open with **Dashboard**, **Audit Trail**,
Needs Attention, and **Export Center** available as section choices.

Understand the analytics workspace

Use these views to read published-document activity, review recorded events, manage
follow-up work, and prepare exports.

Surface	Use it to…	Information or controls
Dashboard	Review reader activity and content patterns	**7d**, **30d**, **90d**, **1y**; page views; unique visitors; average time on page; average scroll depth; bounce rate; searches; daily traffic; top documents; top searches; devices; traffic sources; countries; content insights
Audit Trail	Review recorded project activity	An action filter, event details, paging, **Export CSV**, **Export JSON**
Needs Attention	Follow up on content problems and reader feedback	Task queue, status and assignee choices, reader feedback, and non-terminal task actions
Export Center	Prepare analytics and documentation files	Analytics report options, scheduled reports, recent exports, and documentation export formats

Read the Dashboard

The Dashboard summarizes activity for the selected period. Its measurements include page
views, unique visitors, average time on page, average scroll depth, bounce rate, and searches. It also summarizes daily traffic, top documents, top searches, devices, traffic
sources, countries, trending documents, scroll depth, content gaps, ghost documents, and
reader feedback.

Steps

1. Select **Dashboard**.
2. Select a period in the time-period selector:

If you need to…	Select
Review the last week	**7d**
Review the last 30 days	**30d**
Review the last 90 days	**90d**
Review the last year	**1y**

3. Review the measurement cards and content sections for the selected period.

Result: The Dashboard displays the selected period's activity summaries.

Review the Audit Trail

The Audit Trail records project events such as publishing, document updates and edits,
webhooks, reviews, exports, and scheduled-report activity.

Steps

1. Select **Audit Trail**.
2. Choose an action from the filter.
3. Select an event row to expand its details.
4. Use **Previous** or **Next** to move through pages of events.

Result: The Audit Trail shows the events that match the selected action and page.

The list uses 20 events per page.

Follow up from Needs Attention

Needs Attention is the action queue for insights that have become tracked work. Its tasks
can be assigned and moved through statuses, while reader feedback provides context for
content improvement. The tab can also include an open-task count.

Steps

1. Select **Needs Attention**.
2. Filter the queue by status or assignee.
3. Select **+ Create task** beside an insight that is not already tracked.
4. Select **Resolve** or **Dismiss** for a task that is not terminal.

Result: The insight is tracked, or the selected task moves to the action you chose.

Export analytics and documentation

The Export Center prepares analytics files, scheduled report definitions, recent export history, and documentation downloads. Analytics reports use the overview, top documents,
top searches, devices, and sources sections.

Selecting **Export Center** loads the scheduled reports and export history for the project.

Prerequisites

- A project context is selected.
- For documentation exports, a project version is available in the version selector.

Steps

1. Select **Export Center**.
2. Choose the export you need:

If you need to…	Choose
Download analytics for a time range	In **Period**, choose **Last 7 days**, **Last 30 days**, **Last 90 days**, or **Last year**.
Choose an analytics file type	In **Format**, choose **PDF** or **CSV**.

If you need to…	Choose
Choose the raw CSV table	After selecting **CSV**, choose **Page views** or **Search queries** in **Table**.
Create a recurring report	Select **+ New report**, then complete **Name**, **Frequency**, **Time (UTC)**, **Format**, **Period (days)**, and **Recipients (comma or space separated)**.
Download documentation	Select a version, then select **Download .zip** or **Generate PDF** in the required format card.
Set PDF export options	Select **Table of Contents**, **Cover Page**, **A4**, or **Letter** in the PDF card.

3. Select **Download** for the analytics export, **Create report** for a new scheduled report, or **Download .zip** or **Generate PDF** for the format you selected.

Result: The selected export starts, or the scheduled report appears in the scheduled reports list.

Choose a scheduled report frequency

The scheduled-report form uses a weekly, daily, or monthly schedule and records the time
in UTC.

Steps

1. Select **+ New report**.
2. In **Frequency**, choose a schedule:

If you need to…	Select
Run the report every day	**Daily**
Run the report each week	**Weekly**, then choose **Day of week**
Run the report each month	**Monthly**, then choose **Day of month**

3. Select **Create report**.

Result: The scheduled report uses the selected frequency and UTC time.

Handle empty and conditional surfaces

Some analytics content changes according to the selected project, the export format, the report frequency, and whether the workspace has data to show.

What you select or encounter	What appears
No project selected	**Select a project** and **Analytics covers the published docs of one project at a time.**
The primary analytics request fails	**Analytics couldn’t be loaded.** and **Retry** appear after loading finishes.
CSV in **Format**	**Table** appears with **Page views** and **Search queries**.
PDF in **Format**	The PDF export description and the download action remain available.
Weekly in **Frequency**	**Day of week** appears.
Monthly in **Frequency**	**Day of month** appears.
A task is terminal	The task does not offer **Resolve** or **Dismiss**.

When analytics does not load or an action fails

Use the message text to identify the action that needs attention. Do not repeat an action
until you know whether the message describes validation, a failed request, or a completed
export.

What you see	Meaning and next action
`Analytics couldn’t be loaded.`	Select **Retry** to request the analytics data again.
`Couldn't create task: ...`	The task was not created; review the insight and try **+ Create task** again.
`Update failed`	The task update did not complete; review the task and retry the status or assignee change.
`Please enter a name for the report`	Enter a value in **Name** before selecting **Create report** or **Save changes**.
`Please add at least one recipient email`	Add at least one address in **Recipients (comma or space separated)** before saving the report.
`Failed to save: ...`	The scheduled-report save did not complete; review the form and try again.

What you see	Meaning and next action
`Delete this scheduled report? This cannot be undone.`	Confirm that you want to remove the report before continuing.
`Delete failed: ...`	The scheduled report was not deleted; return to the report list and try **Delete** again.
`Export failed: ...`	The analytics export did not complete; review the selected period, format, and table, then select **Download** again.
`Failed to export audit log`	The audit export did not complete; try the other audit export format.

Successful actions use these messages:

Action	Message
Create a task	`Task created — track it in Needs Attention`
Start a documentation download	`Markdown download started`, `Html download started`, or `Pdf download started`
Download an analytics export	`PDF export downloaded` or `CSV export downloaded`
Save a scheduled report	`Scheduled report updated` or `Scheduled report created`
Run a scheduled report	`Report run — check your inbox` or `Run finished with status: ...`
Delete a scheduled report	`Scheduled report deleted`
Export the audit log	`Audit log exported as CSV` or `Audit log exported as JSON`

When a scheduled report already exists, use **Run now**, **Edit**, or **Delete**. In the report form, use **Cancel** to close it without saving, or **Save changes** when editing an existing report.

Continue with project analytics

Use the page that matches the work you want to do next:

Next task	Page
Open project analytics and inspect the available measurements	Read project analytics
Review analytics sections and export-oriented information	Analytics reference
Manage administrative analytics controls and reporting	Administer analytics

Next task	Page
Review administrative analytics and operational status	Operations and analytics reference