Analytics reference

September 15, 2026

Analytics reference

Analytics at a glance

Analytics is the area for reviewing activity in published documentation and working with
analytics and documentation exports. The Analytics surface brings together the dashboard,
audit activity, tracked work, reports, and export options. Audit activity is the record of actions
such as publishing, editing, webhooks, exports, and scheduling. Tracked work is selected insight
turned into a task that can be assigned and moved through a status.

If you need to…	Go to
Read usage measures and content insights	Understand dashboard measures and insights
Review audit activity or tracked work	Review audit activity and tracked work
Export analytics or documentation	Export analytics and documentation
Create or manage recurring reports	Create and manage scheduled reports
Resolve a load or data-availability problem	Handle unavailable data and errors
Understand the wider Analytics area	Analytics overview
Open project analytics and inspect measurements	Read project analytics
Continue with project change history	Project changes and audit
Continue with published documentation	Published documentation

The dashboard includes **Top Documents**, **Top Searches**, **Devices**, and **Traffic Sources**
alongside the main measures. These areas help you read how published

documentation is being used
before you choose a follow-up task.

Before you start

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

Prerequisites

- Select a project in the application header.
- Select **Analytics** in the main navigation.

If no project is selected, the page presents an empty state asking you to select a project. Select
Analytics in the main navigation to open the Analytics destination.

Find Analytics and choose a section

Use this procedure when you need to move from the Analytics destination to the part of the surface
that answers your question.

Prerequisites

- A project is selected.

Steps

1. Select **Analytics** in the main navigation.
2. Select the tab that matches your task.

If you need to…	Select
Read usage measures and content insights	**Dashboard**
Review recorded activity	**Audit Trail**
Export analytics or documentation	**Export Center**
Review tracked tasks and reader feedback	**Needs Attention**

3. On **Dashboard**, select the time period you want to review: `7d`, `30d`, `90d`, or `1y`.

Result: The selected Analytics section is on screen, with the dashboard period set when you
choose **Dashboard**.

Understand dashboard measures and insights

The dashboard combines summary measures, traffic views, content insights, and reader feedback
signals for published-document activity.

Prerequisites

- A project is selected.
- **Dashboard** is selected.

Steps

1. Read the summary measures.

Measure	What it presents
Page views	Views of published documentation
Unique visitors	Distinct visitors represented in the period
Avg time on page	Average time spent on a page
Avg scroll depth	Average depth reached while reading
Bounce rate	The bounce-rate percentage for the selected period
Searches	Searches recorded in the period

2. Read the activity and traffic panels.

Panel	What it presents
Daily Traffic	Traffic across the selected period
Top Documents	Documents ordered by page views
Top Searches	Search queries with click-through rate
Devices	Mobile, tablet, and desktop activity
Traffic Sources	Where readers came from
Countries	Where readers are based

3. Read the content-insight panels.

Panel	What it presents
Trending Documents	Documents moving up or down against the previous period
Scroll Depth	How far readers scroll, including the completion rate
Content Gaps	Searches that returned zero results
Ghost Documents	Published documents with zero views in 30 days

4. Select another dashboard period when you want to compare a different time window.

5. Read the panel message when a panel is loading or has no data.

Panel state	Message
Document views	`No document views yet`
Searches	`Loading searches…` ; `No search queries yet`
Devices, sources, or countries	`No device data yet` ; `No source data yet` ; `No country data yet`
Trends	`Loading trends…` ; `Not enough history for a trend yet`
Scroll data	`Loading scroll data…` ; `No scroll data yet`
Content gaps	`Loading gaps…` ; `No content gaps — every search returned results`
Ghost documents	`Loading ghost docs…` ; `Every published doc has readers — nicely done`

Result: The dashboard is filtered to the selected period, and its measures and insight panels
are available for review.

To review recorded activity or tracked work, select **Audit Trail** or **Needs Attention**.

Review audit activity and tracked work

Review the audit trail

Use this procedure to inspect recorded activity.

Prerequisites

- A project is selected.

Steps

1. Select **Audit Trail**.
2. Choose an audit action in the action selector.
3. Select the audit export that matches your file format.

If you need…	Select
A CSV audit file	**Export CSV**
A JSON audit file	**Export JSON**

The export messages are:

- `Audit log exported as CSV; Audit log exported as JSON`.
- `Failed to export audit log`.

Result: The audit view is filtered to the selected action, or the selected audit export is started and its message appears.

Review tracked work and reader feedback

Use this procedure to work with insights that have become tracked tasks and to read reader feedback.

Prerequisites

- A project is selected.
- **Needs Attention** is available in the Analytics tabs.

Steps

1. Select **Needs Attention**.
2. Filter the task queue by status using the status selector.
3. Filter the task queue by assignee using the assignee selector.
4. Read each task's status, assignee, and insight type.
5. Select **Resolve** when the task is complete.
6. Select **Dismiss** when the task is not to be pursued.
7. Read **Reader feedback**.

Feedback area	What it presents
Helpfulness Rate	The percentage of readers who found the documentation helpful
Lowest-Rated Docs	Documents needing improvement
Recent Negative Feedback	Recent negative comments

8. Read the queue or feedback state when no records are available.

State	Message
Task queue loading	`Loading tasks…`
No tasks for all statuses	`No tasks yet — create them from Dashboard insights: ghost docs, content gaps, ticket topics, and low-rated pages.`
No tasks for one status	`No {status} tasks.`
Audit list loading or empty	`Loading audit events…` ; `No audit events`
Feedback loading or empty	`Loading feedback…` ; `No feedback yet`
No low-rated documents	`All docs are doing well — no low-rated pages`

When a task action succeeds or fails, the page uses `Task created — track it in Needs Attention`, `Couldn't create task: {error}`, and `Update failed`.

Result: The selected task queue or feedback information is on screen, and the task status or reader-feedback branch is clear.

To export analytics, audit activity, or documentation, select **Export Center**.

Export analytics and documentation

Use this procedure when you need a file containing analytics information, audit activity, or the documentation itself.

Prerequisites

- A project is selected.

- **Export Center** is selected.

Steps

1. In Analytics Reports, choose a **Period**: **Last 7 days**, **Last 30 days**, **Last 90 days**, or **Last year**.
2. Choose an export **Format**: **PDF** or **CSV**.
3. If you choose **CSV**, choose a **Table**: **Page views** or **Search queries**.
4. Select **Download**.

   The analytics export reports `{format} export downloaded` after a successful export, and
   `Export failed: {error}` when the export fails.
5. Review Recent exports.
6. In Documentation Exports, choose the version in the version selector.
7. Select the export that matches your purpose.

If you need to…	Select
Download documents as an MDX ZIP archive	**Download .zip** in Markdown Archive
Download a self-contained offline HTML site	**Download .zip** in Static HTML Site
Generate a paginated document	**Generate PDF** in PDF Document

8. For PDF Document, choose its options.

If you need…	Select
A contents list	**Table of Contents**
A cover page	**Cover Page**
A paper size	**A4** or **Letter**

   Documentation exports use **Download .zip** for the Markdown and HTML packages and
   Generate PDF for the PDF package. The page reports `{format} download started` for a documentation
   download. The audit export actions use `Audit log exported as CSV`, `Audit log exported as JSON`,
   or `Failed to export audit log`.

Result: The selected analytics, audit, or documentation export action is started, and the
corresponding message appears.

To configure a recurring report, continue with Scheduled reports.

Create and manage scheduled reports

A scheduled report is a recurring analytics report configured with a name, schedule, format,
period, and recipients.

Create a scheduled report

Use this procedure to configure a recurring report.

Prerequisites

- A project is selected.
- **Export Center** is selected.

Steps

1. Select **+ New report** in Scheduled reports.
2. Enter the report name in **Name**.
3. Choose Daily, Weekly, or Monthly in **Frequency**.
4. Choose the delivery hour in **Time (UTC)**.

If you choose…	Choose…
Weekly	A value in **Day of week**
Monthly	A value in **Day of month**
Daily	No day selector

5. Choose **PDF** or **CSV** in **Format**.
6. Choose `7`, `30`, or `90` in **Period (days)**.
7. Enter at least one address in **Recipients (comma or space separated)**.
8. Select **Create report**.

   If **Name** is empty, the page uses `Please enter a name for the report`. If no recipient is entered, it uses `Please add at least one recipient email`.

Result: The scheduled report form closes after a successful save and the page uses `Scheduled report created`. If saving fails, it uses `Failed to save: {error}`.

Manage an existing scheduled report

Use this procedure when a scheduled report already appears in Scheduled reports.

Prerequisites

- A scheduled report is listed in Scheduled reports.

Steps

1. Select **Run now** to run the listed report.
2. Read `Report run — check your inbox` after a successful run.
3. Select **Edit** to change the report settings.
4. Select **Save changes** to save the edited settings.
5. Read `Scheduled report updated` after a successful edit.
6. Select **Delete** to remove the scheduled report.
7. Confirm the deletion in the confirmation prompt.
8. Read `Scheduled report deleted` after a successful deletion.

   A failed run uses `Run failed: {error}`. A failed save uses `Failed to save: {error}`. A failed
   failed
   deletion uses `Delete failed: {error}`.

Result: The scheduled report is run, updated, or deleted according to the action you selected.

If an action stops before completing, use Handle unavailable data and errors.

Handle unavailable data and errors

Use this troubleshooting reference when Analytics does not present the expected data or when a
report action stops before completing.

What you see	What it means	What to do
`Analytics couldn't be loaded.` and **Retry**	The Analytics overview load did not complete.	Select **Retry**.
The project-selection empty state	No project is selected for Analytics.	Select a project in the application header.
`Loading…` or another loading message	The corresponding Analytics data is still being requested.	Wait for the panel to finish loading.
`No versions`	No documentation version is available in the version selector.	Use the Analytics information that is available, or continue with the page that owns project versions.
`Please enter a name for the report`	The scheduled report has no name.	Enter a value in **Name**.
`Please add at least one recipient email`	The scheduled report has no recipient address.	Enter an address in **Recipients (comma or space separated)**.
`Export failed: {error}`	The analytics export did not complete.	Review the message and retry the export action.
`Failed to save: {error}`	The scheduled-report save did not complete.	Review the report fields and select **Create report** or **Save changes** again.
`Run failed: {error}`	The scheduled report did not run successfully.	Review the report and select **Run now** again.
`Delete failed: {error}`	The scheduled report was not deleted.	Select **Delete** again if the report is still listed.

What to do next

When you have finished reading the Analytics surface, continue with the page that owns the next
task:

- Read the broader Analytics concepts in Analytics overview.
- Open and inspect project measurements in Read project analytics.
- Continue project activity review in Project changes and audit.
- Continue documentation work in Published documentation.

Result: You know which page to open for the next project, document, or Analytics task.