

Read project analytics

September 15, 2026

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What project analytics is

Project analytics is the workspace for reviewing how readers use your published documentation.

It sits in the Analytics area after operational work, so you use it to inspect the measurements that result from published documentation.

Use this page according to what you need to do:

If you need to...	Go to
Understand what the analytics views summarize	Analytics overview
Inspect the measurements step by step	Read project analytics
Look up analytics sections and export information	Analytics reference

Start with [Before you start](#).

Before you start

Project analytics shows information for one selected project at a time. Published documentation is the subject of the analytics view.

Prerequisites

Have this ready	Why it matters here
A selected project	The analytics surface uses the current project context.
Published documentation for that project	The page summarizes activity across the project's published documentation.

Have this ready	Why it matters here
The question you want to answer	The available sections separate dashboard measurements, audit information, follow-up work, and exports.

If no project is selected, the page shows `Select a project` and the message `Analytics covers the published docs of one project at a time.`

With a project selected, continue to [Open project analytics](#).

Open project analytics

Project-scoped analytics is a route that leads to the enterprise Analytics workspace rather than displaying a separate analytics screen.

Prerequisites

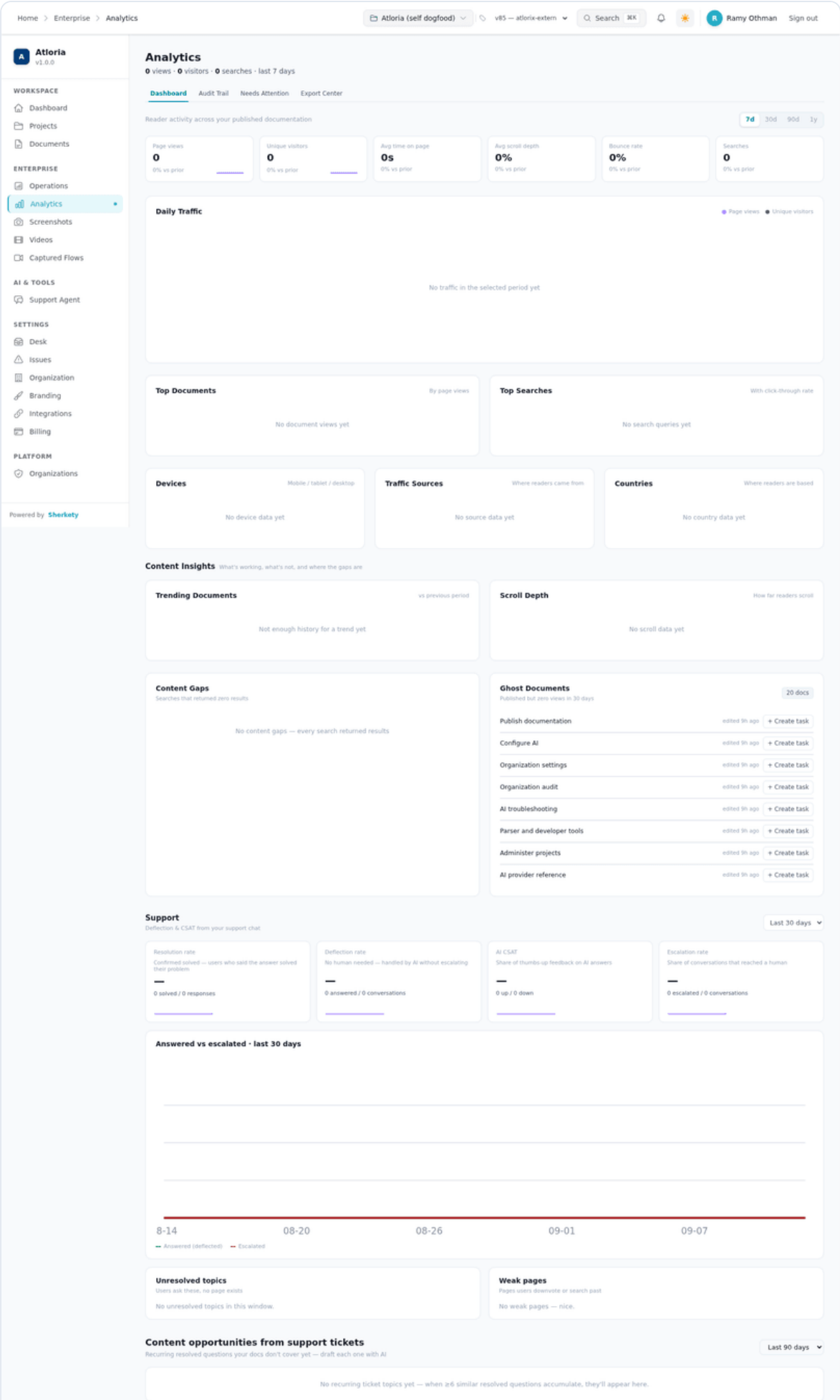
- You have a project context selected.

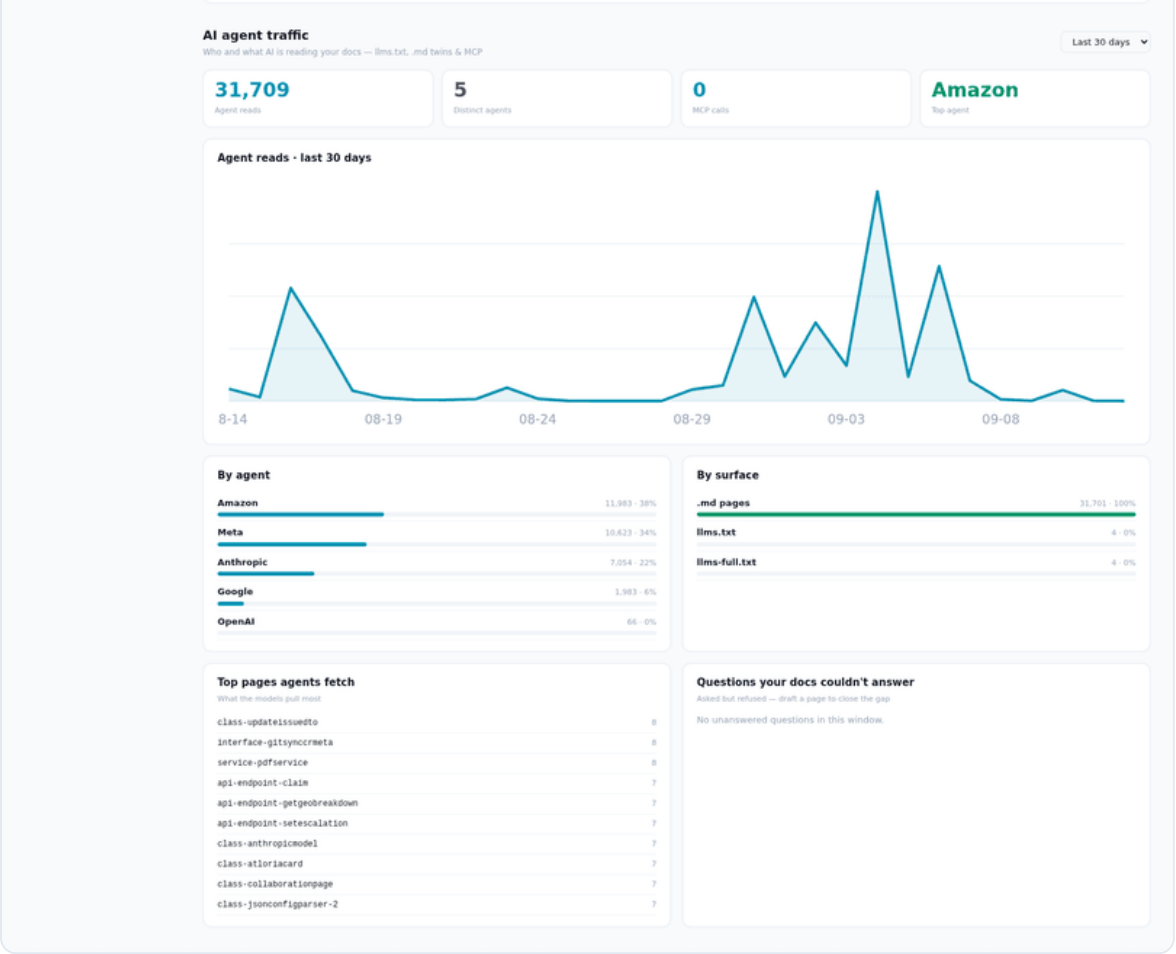
Steps

- Open the project-scoped analytics route, or select **Analytics** in the main navigation.

If you need to...	Open
Open analytics from a project link	The project-scoped analytics route
Open the enterprise workspace directly	Select Analytics

- Confirm the **Analytics** page opens.





Result: The Analytics workspace opens with **Dashboard**, **Audit Trail**, **Needs Attention**, and **Export Center** available.

Next, use [Understand the analytics screen](#) to locate the area you need.

Understand the analytics screen

The analytics screen groups measurements and related work into four sections. Select a section according to the information you are reviewing.

Section	Use it to...	Areas or measurements named on the screen
Dashboard	Review documentation usage, traffic, and content patterns	Page views, Unique visitors, Avg time on page, Avg scroll depth, Bounce rate, Searches, Daily Traffic, Top Documents, Top Searches, Devices, Traffic Sources, Countries, Content Insights, Trending Documents, Scroll Depth, Content Gaps, and Ghost Documents
Audit Trail	Open the project activity view	Review audit events and export the audit log as CSV or JSON

Section	Use it to...	Areas or measurements named on the screen
Needs Attention	Open the follow-up work view	Create tasks from content insights and review task-update results
Export Center	Open the analytics and documentation export view	Use analytics and documentation export actions and review scheduled-report results

The main view also presents + **Create task** controls in the content-insight area.

The following messages can appear when you use task, export, report, or audit actions:

When it appears	Message
A task is created	Task created – track it in Needs Attention
A task cannot be created	Couldn't create task: ...
A task update fails	Update failed
A documentation download starts	<format> download started
An analytics export finishes	<format> export downloaded
An analytics export fails	Export failed: ...
A report name is missing	Please enter a name for the report
A report has no recipient email	Please add at least one recipient email
A scheduled report is updated	Scheduled report updated
A scheduled report is created	Scheduled report created
Saving a scheduled report fails	Failed to save: ...
A scheduled report runs successfully	Report run – check your inbox
A scheduled report finishes with another status	Run finished with status: ...
Running a scheduled report fails	Run failed: ...
A scheduled-report deletion is requested	Delete this scheduled report? This cannot be undone.
A scheduled report is deleted	Scheduled report deleted
Deleting a scheduled report fails	Delete failed: ...
The audit log is exported as CSV	Audit log exported as CSV

When it appears	Message
The audit log is exported as JSON	Audit log exported as JSON
Audit-log export fails	Failed to export audit log

When you are ready to change the period, continue to [Choose the measurement period](#).

Choose the measurement period

The time-period selector changes the period used by the Dashboard measurements.

Prerequisites

- The Analytics workspace is open.

Steps

1. Select **Dashboard**.
2. Select the period that matches the question you are answering:

If you need to...	Select
Review the most recent short period	7d
Review the recent month	30d
Review the recent quarter	90d
Review the recent year	1y

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

Result: The Dashboard is set to the selected period and its measurement areas are available for review.

If the view does not load, use [Handle unavailable analytics](#).

Otherwise, continue to [Continue from project analytics](#).

Handle unavailable analytics

Two conditions change what you can do from the analytics screen: a project context may be missing, or the analytics data may fail to load.

Steps

1. Follow the path that matches the message on screen:

If you see...	Do this
Select a project	Choose a project from the header project selector.
Analytics couldn't be loaded.	Select Retry .

2. Confirm the Analytics view returns.

Result: A project context is available, or the failed analytics load has been retried.

After the view returns, continue to [Continue from project analytics](#).

Continue from project analytics

After reviewing the available measurements, continue to the page that owns the next question.

- For the meaning and purpose of the analytics views, open [Analytics overview](#).
- For analytics sections and export-oriented information, open [Analytics reference](#).