Community Manager Reports and Analytics - A Comparison

For those who have not moved to AWS yet, you can use the Analytics reports you currently have in your community to get an approximation of the community-wide reports that you will have when you move to AWS. For the most part, the ones in AWS have more functionality than the ones in the Analytics reports on 2016.3.x.

Changes to the way activity is measured

Analytics now uses the same data as the Data Export Service so the results are more accurate than some of the reports in the CMR.

There are key improvements to using this method over what was used in the CMRs:
1. The Analytics reports are updated in real-time with only a few minutes delay (in order to see today's data, change the date filter to include it. The default date range ends at yesterday so that the results will remain stable if you refresh the screen). CMRs were only updated once a day (in the middle of the night normally)
2. The data you see is no longer based on a "rolling" 30 days.
3. Monthly changes for a year are displayed - so you can better analyze month over month changes to assess positive or negative trends
4. Analytics more correctly reflects an industry-recognized way of visualizing a platform's participation ladder.
5. The new User Status chart makes it easier to see membership changes (created, deleted, deactivated).
6. Date ranges greater than 12 months can be selected.
7. The total and registered user numbers rarely matched with the actual user counts in the admin console due to the way that the CMR reports were generated. This led to a lot of confusion and frustration for customers trying to use the customer adoption reports to check their user counts against their licensed number.
8. For most reports in Analytics, clicking on the monthly bar or data point while in the full view will allow you to see a daily view for that month.
9. Most reports can be filtered by date range, department and title. (*note: you must be using the default Department and Title profile fields - and they must be configured to be filterable - to be able to filter in Analytics*)
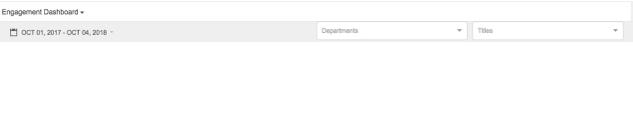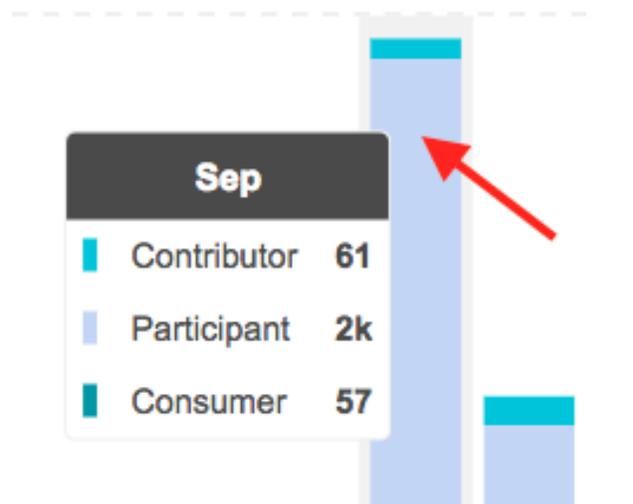
New Definitions

Participation Ladder

- Active users: made up of the number of Consumers + Participants + Contributors for the time period.
- Contributors: Logged into the community and created or edited at least 1 piece of content, such as a document, discussion, idea, blog post, place.
- Participants: Logged into the community and actively participated by liking, rating, voting, commenting, approving content, tagging, following, searching, sharing, or bookmarking content, such as a document, discussion, idea, blog post, or place.
- Consumers: Logged into the community and only read a piece of content (such as news or their homepage), downloaded a file, or navigated to links.
- Note: Each of the numbers is a discrete set of users where contributors (for example) are assumed to have 1. logged in and read something + 2. participated by liking rating, voting + 3. created or edited a piece of content. Contributors and participators are not included in the Consumer number/percent.

Engagement Ladder

- **Outcome Designation:** marking content with outcomes like Official, Final, etc.
- **Collaboration:** creating or modifying content
- **Curation/Moderation:** tagging and categorising to make content or conversations easier to find
- **Participation:** liking, commenting, sharing, etc.
- **Expert/Asset Location:** searching for people or content
- **Consumption:** viewing or downloading content

Using the Reports Features

Icon	Description
Engagement Index ⑦ ⬇ ⟲	Click this to expand or collapse the chart

The Engagement Index enables you to measure the average number of activities generated by the active members in the community on a monthly basis. **Metric Definition** Engagement Index: Total Activities divided by Total Active Users for the time period. For more on this, see here Engagement Index ⑦	Hover to see definitions for the report
Engagement Index ⑦ ⭳	Click to download report to a csv file
Engagement Dashboard ▾ 📅 OCT 01, 2017 - OCT 04, 2018 ▾ Departments ▾ Titles ▾	Use to configure the date range and select a department and/or title to filter on
Sep ▌ Contributor 61 ▌ Participant 2k ▌ Consumer 57 Jul value: 30%	Click on a data point or bar to display a daily view for the selected month
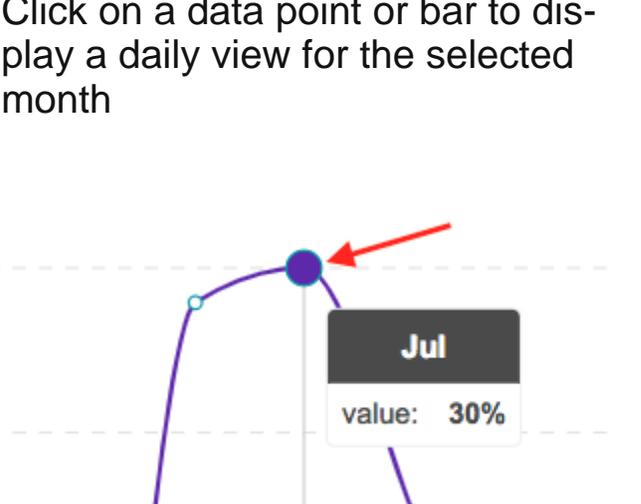
Community-level reports

Report Name	CMR/Community Analytics (2016.3.x)		Report name	Community Analytics (2018.x)
Community Manager Reports				

Community Health	The Community Health report shows visitors, content and searches for certain time periods so you can evaluate your community activity. For each of the three time periods (24 hours, 7 days, and 30 days), you see two numbers. The first counts activity for that period, and the second compares the last two periods to show the overall increase or decrease in activity.		Community Health	This report is the same as the CMR report. It provides a snapshot of the activities in your community. This report cannot be filtered by department or title. For more info, see Community Health
User Adoption	This chart displays the number of total, registered, active, participating and contribution users for the community. **Definitions:** • **Total Users**: All users with accounts who have not been disabled. • **Registered Users**: Users who have logged in at least once. • **Active Users**: Users who have viewed one piece of content (or a place) in the last 30 days.		**Engagement Dashboard > Participation Ladder**	This chart shows the number or percentage of consumers, participants and contributors that make up the active users monthly for the given time period. This can be toggled in the full-page version of the chart. Total active users are displayed in the large number. For more info, see Participation Ladder for Active Users

	• **Participation Users**: Users who have acted on (i.e. commented, replied to, liked, rated/voted, edited, or created) at least one piece of content (or a place) in the last 30 days. • **Contributing Users**: Users who have created one piece of content (or a place) in the last 30 days. This does not include comments.		**Community Usage Dashboard > User Status**	The User Status report captures changes in user status by month or day. The changes to status include when users are created, deleted or deactivated. The total number of changes is displayed in the large number. Clicking on a month's data point will display a daily chart for that month.
Profile Completion	The Profile Completion graph shows the percentage of users who complete certain fields in their profile. Downloading the CSV for the Profile Completion report provides a deeper dive into the profile completion data. When a Full Access admin generates the Profile Completion CSV, they see all profile fields and their values. When a regular user who has permissions to view global reports, or admins with Ma-		**Profile Completion**	This report is basically the same report but has the added functionality of being able to filter by department and title profile fields. The avatar data is not currently available in this report. It is under consideration to be added to the roadmap.

	nage Community or Manage System generates this report, they see X's instead of values for completed profile fields.			
User to User Interactions	This chart displays the interactions between users who are categorised based on several filterable profile fields (such as department, title, company, etc.). In addition, the total number of interactions between users per the time period is displayed. It can be configured to show different date ranges.	>	**Engagement Dashboard > Department Interactions**	The chart has been renamed Department Interactions. It can be configured to show all interactions between departments or between two specific departments. You can also filter on job title to create a more granular report. For more info, see Department Interactions
Content Creation	The content creation chart shows the number of pieces of content (status updates, documents, discussions/questions, blog posts, polls, ideas and videos) that have been created in the community for the given date range. It can also be filtered by profile field and skill.	>	**Community Usage Dashboard > Content Creation**	This report is the same as the CMR report, except that it no longer counts status updates, and discussions and questions have been broken out into two separate content types. Total content created is displayed in the large number.

Content Leader-board	The Content Lea-derboard displays the top 20 pieces of content with enga-gement activities in the time period. It al-so shows the num-ber of views the pie-ce of content has had. It can be filtered by profile field, skill and date range.		Community Usage Dashboard > Top Content	The Top Content chart replaces the Content Leader-board chart is ab-le to be sorted by Likes, Views, Sha-res and Comments and shows the top 100 pieces of con-tent per filter type for the date range. The large num-ber shows the total number of content items. *In 2018.3, the ability to download a csv fi-le has been added.*
Answered Questi-ons	Displays the total number of questions for the date range, broken out by those with responses, rep-lies marked helpful and replies marked correct. Can also be filtered by profile field and skill.		**Community Usa-ge Dashboard > Questions and Answers**	The Questions and Answers chart dis-plays the total num-ber of questions, and the number of replies marked hel-pful and replies mar-ked correct within the date range. Can also be filtered on department and title profile fields For more info, see Questions and Ans-wers Report

Questions - Average Response Times	Displays the average response time in days for questions, broken out by time to first response, time to first helpful answer, and time to correct answer. Can be filtered by date, profile field and skill			There is currently no replacement for this report - it was primarily an external community feature
Views of Answered Questions	Displays the number of views of answered questions. Can be filtered on date range, profile field and skill			There is currently no replacement for this report - it was primarily an external community feature
Correct and Helpful Events	Displays a tally of responses marked Helpful and Correct Answers for each day in the time period you select. This chart only shows an increase in Correct and Helpful events. It does not support removals or deletions when replies or comments are unmarked Correct or Helpful. Can be filtered on date range, profile field and skill		**Community Usage Dashboard > Questions and Answers**	This data can be found in the Questions and Answers report (see above)

Engagement Index	The Engagement Index is calculated by taking the total engagement activities for the month (or day) and dividing them by the total active users for that month (or day). The higher the number, the more engaged the community. **Engagement Index per Month** Total Activities for that Month divided by Total Active Users for that Month **Engagement Index per Day** Total Activities for that Day divided by Total Active Users for that Day		**Engagement Dashboard > Engagement Index**	This chart has been updated to show a single trend line which shows the index number per month. Total engagement activities include consuming, participating and contributing activities. **Engagement Index per Month** Total Activities for that Month divided by Total Active Users for that Month **Engagement Index per Day** Total Activities for that Day divided by Total Active Users for that Day
Activity Leaderboard	This chart displays the users who have the most: • Content created • Content read • Likes given • Likes received • Questions answered In the given time period			There is currently no replacement for this report but top user information can be found in the Rewards leaderboard and console. It is under consideration to be added to the roadmap

Daily Activity	This report shows the daily activity for the community for these activity types: • Views • Likes • Responses • Revisions • Creates For the given time period. Averages for the time period are posted below the chart	❯	**Community Usage Dashboard > Activity**	This report shows the daily activity for the community for these activity types: • Views • Likes • Comments • Revisions For the given time period. Total number of activities for the time period is shown in the large number. For more info, see Activity
Places Activity	This report displays the top 25 places based on views for the given time period. It can be filtered by date, any filterable profile field or skill. The csv file contains more information and a list of all places	❯	**Community Usage Dashboard > Places**	This report displays the top 100 places that have had at least one activity (view, like, comment) in the content in the place in the give time period. The csv file contains more information but the same number of places as shown on the page For more info, see Places Activity
Top Successful Search Queries	The top successful search queries chart displays the 15 search terms which results in a user clicking through to			There is currently no replacement for this report. It is under consideration to be added to the roadmap.

	something when they were typed in-to the search. It also displays the number of times it resulted in a click-through. It can be filtered on date range			
Analytics charts				
User to User Inter-actions	This chart is simi-lar to the User-to-User Interaction chart found in the CMR section but only shows depart-ment interactions		**Engagement Das-hboard > Depart-ment Interactions**	The chart has be-en renamed Depart-ment Interactions. It can be configured to show all interacti-ons between depart-ments or between two specific depart-ments. You can also filter on job title to create a more gra-nular report. For more info, see Department Interac-tions
Engagement Index	This chart displays the average num-ber of activities by active members for each month in the date range. It can be configured by date range		**Engagement Das-hboard > Engage-ment Index**	This chart displays the average num-ber of activities by active members for each month in the date range. Total engagement activities include consuming, partici-pating and contribu-ting activities.

				For more info, see Engagement Index
Daily/Monthly Active Users	The Daily/Monthly Active Users chart measures community interest by providing a percentage of how many monthly active users are engaged on a daily basis. It can be filtered by date range and shows an average for each month and an overall average for the last year.	❯	**Engagement Dashboard > Daily/Monthly Active Users**	This charge also displays the percentage of how many monthly active users are engaged on a daily basis. The minimum-maximum percent range for the time period is displayed in the large number. For more info, see Daily/Monthly Active Users
Participation Ladder	This chart is the same as the described above, except that it is not possible to click on one of the month's bars to see a daily view.	❯	**Engagement Dashboard > Participation Ladder**	See description above.
Engagement Index by User Type	This chart displays engagement index by user type: • Consumer • Participant • Contributor For the time period, based on the activities that comprise each user type It also shows the total number of engagements for the time period. The chart	❯	**Engagement Dashboard > Engagement Index by User Type**	This chart displays engagement index by user type: • Consumer • Participant • Contributor For the time period, based on the activities that comprise each user type. It also shows the average engagement activities per user for the time period.

	can be filtered by date range			For more info, see Engagement Index by User Type
Engagement Ladder	This chart displays a comparison of the different types of engagement happening in the community: • Consumption • Expertise/Asset Location (search) • Participation • Curation and Moderation • Collaboration (content creation or modification) • Outcomes for the date range It also shows the total number of engagement activities	❯	**Engagement Dashboard > Engagement Ladder**	This chart displays a comparison of the different types of engagement happening in the community: • Consumption • Expertise/Asset Location (search) • Participation • Curation and Moderation • Collaboration (content creation or modification) • Outcomes for the date range. It also shows the total number of engagement activities. For more info, see Engagement Ladder Report

Place Reports

Report Name	CMR/Community Analytics (2016.3.x)		Report name	Community Analytics (2018.x)
User Adoption	This chart shows the number of active, participating and contributing users for the place.	❯	**Participation Ladder**	This report shows the number of active users for the place, and breaks this number out into consumers, partici-

	It can be filtered by date range, profile field and skill. Subspaces can be included in the data displayed for any space.			pators and contributors for each month. Clicking into one of the month bars will display a daily chart for that month. The chart can be filtered by date range, department and title. Note: at this time, it is not possible to include subspace data.
User Leaderboard	This chart shows the top 10 users in the place, along with the points earned by the user by the activities they have done in the place.			There is currently no replacement for this report. It is under consideration to be added to the roadmap.
Content Creation	The content creation chart shows the number of pieces of content (status updates - if allowed in groups, documents, discussions/questions, blog posts, polls, ideas and videos) that have been created in the place for the given date range. It can also be filtered by profile field and skill.	>	**Content Creation**	This report is the same as the CMR report, except that it no longer counts status updates, and discussions and questions have been broken out into two separate content types. Total content created is displayed in the large number. It can be filtered by date range, and department and title profile fields.

Content Leaderboard	The Content Leaderboard displays the top 20 pieces of content with engagement activities in the time period. It also shows the number of views the piece of content has had. It can be filtered by profile field, skill and date range.			There is currently no replacement for this report. It is under consideration to be added to the roadmap.
Daily Activity	This report shows the daily activity for the community for these activity types: • Views • Likes • Responses • Revisions • Creates For the given time period. Averages for the time period are posted below the chart		Activity	This report shows the daily activity for the place for these activity types: • Views • Likes • Comments • Revisions For the given time period. Clicking into the data point for a month will display a chart with the values for each day of the month. Total number of activities for the time period is shown in the large number This chart can be filtered on date range, department and title.

Answered Questions	Displays the total number of questions for the date range, broken out by those with responses, replies marked helpful and replies marked correct. Can also be filtered by profile field and skill		Questions and Answers	The Questions and Answers chart displays the total number of questions, and the number of replies marked helpful and replies marked correct within the date range. Can also be filtered on department and title profile fields
Questions - Average Response Times	Displays the average response time in days for questions, broken out by time to first response, time to first helpful answer, and time to correct answer. Can be filtered by date, profile field and skill			There is currently no replacement for this report - it was an external community feature