Jive Interactive Intranet

9.x User Guide

Jive Analytcis: Community Manager Reports

Unlimited Possibility

Notices

For details, see the following topics:

Notices

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Aurea global support

If you encounter a problem while using an Aurea product or require assistance with downloading the software or upgrading a product release, please, try to:

- Search the articles on the Aurea Knowledge Base for solutions to your issues.
- Search the product documentation and other product-related information that are also available on Support Central.

If you still cannot find a solution, open a ticket on Aurea Support Central. Information about the support organization is available on Support Portal as well.

You can also find the setup files on Support Portal.

For information about purchasing an upgrade or professional services, contact your account executive. If you do not know who your account executive is, or for other queries, contact us through our website.

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Community Analytics

Jive Analytics includes several components that you can use to get your community statistics.

Community Manager Reports

The Community Manager Reports plugin provides analytics reports with a visual representation of the community statistics. In this guide, you can find the details on setting up, administering, and using Community Manager Reports.

- Place-level reports can be found on the **Reports** tab of the place. For the list of available reports, see Place-level reports on page 15.

> **Note:** You need to be a place owner or administrator to see this tab.

For information on using Jive Analytics, see Using Jive Analytics on page 9.

Jive Analytics provides reports that help you better understand community engagement, and gauge the health of specific places and community as a whole. These reports provide insight into how effectively people are using the community, and which areas require promoting.

For details, see the following topics:

- System requirements
- Limitations
- Supported browsers
- Additional resources

System requirements

Here you can find requirements for using Analytics in Jive.

Software requirements	• Jive 9.0.0 or later
General requirements	• Make sure your Analytics database is **on a different host computer** than the Jive web application and your Jive core database. You need to create this database before you can install the Community Manager Reports plugin. • Analytics Database needs to be enabled to use Community Manager Reports. For more on this, see Setting up Community Manager Reports plugin. • The analytics database is supported only on the PostgreSQL and Oracle DBMSes. For more information, see Supported database engines in the Jive 9.x User Help.

Limitations

Here you can find details on limitations in Jive Analytics.

Jive Analytics Data Retention Policy for the Cloud Analytics service

The standard retention policy for data in the Jive Cloud Analytics service will include the current and previous two calendar years.

For example, let's assume that the current date is 5/28/2020. In this case, you can access the data within the following range: 1/1/2018-5/28/2020.

For more information, see Update to our Jive Analytics Data Retention Policy on Worx.

Supported browsers

Jive works with most current web browsers. Note that if you need to use Content Editor features, such as cut and paste, script access to the clipboard must be enabled.

- Microsoft Edge* (Chromium-based).
- Apple Safari 8 and 9 (on Macs only).
- Mobile Safari on iPhone and iPad for iOS 8 and 9 and later. (For a browser-independent native iOS phone app, be sure to look for the Jive Daily Hosted app, if your community uses it, in the App Store.)
- Mobile Chrome on Android devices for Android 4.4 and later. (For a browser-independent native Android phone app, be sure to look for the Jive Daily Hosted app, if your community uses it, in Google Play.)
- Mozilla Firefox*.
- Google Chrome*.

* Google Chrome, Mozilla Firefox, and Microsoft Edge browsers are released frequently. Jive Software makes every effort to test and support the latest version.

Note: The recommended minimum screen resolution for desktop devices is 1024 x 768. Results may vary if you use zoom to adjust your view to levels other than 100%.

Important notes and restrictions

- Beta versions of web browsers are not supported, but they are quickly added to the supported list after they're formally released.
- Apps are not supported on mobile devices. These features may not work correctly on mobile devices.

Additional resources

Here you can find the list of related articles on Worx.

- Update to our Jive Analytics Data Retention Policy
- Community Manager Reports and Analytics - A Comparison
- Using the V2 Jive Data Export Service (Analytics)

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Using Jive Analytics

Place-level reports	To see reports for a group or space, navigate to the group or space, and then select the **Reports** tab.

You can find the information about available reports in Place-level reports on page 15.

If you are a place owner or administrator, you can view place reports. If you are a community administrator, you can also access community analytics reports.

For details, see the following topics:

- Getting more out of reports

Getting more out of reports

You can get the most out of Community Manager Reports by using the following features that you might not notice at first glance.

Open a full report

Click the report title to open the full report where you can filter by sets of users. For more information, see Filtering reports by date on page 13.

Remove lines from graphs

In the full report for line graphs, click lines in the legends to add or remove them from the graph.

Hover over for more information

You can hover over people, group names, and bars or lines in graphs to find out more about the person, group, or data set. Use hovering over to see the actual counts and not just the percentage for line and bar graphs.

Get CSV of a report

- Click **Download CSV** in the upper right corner of a report to get the CSV version of the report you are viewing.
- Click **E-mail CSV** in the upper right corner of a report to request the CSV version of the report you are viewing sent to your email.

Note that if you are viewing a report that has been filtered, you get that filtered version.

Include subspaces in your reports

For spaces, subspaces are not included in reports by default. You can include subspace data by selecting the **Include subspaces** checkbox in the left pane.

Take a quick view of reports

Charts are cached so when you reload the same chart after loading it the first time, you see it faster. The community-level reports dashboard is cached nightly. Selecting a new date range or filter means that you are requesting a chart that has not been cached, so it can be slower.

Analytics events

Here are specific details of the different events that are available in the analytics database.

Caution: These details were derived from the 4.0 codebase, and may slightly differ in different versions of Jive.

Event (AnalyticsEventCode)	
Log In (160)	This is fired every time a user logs in. This includes when an account is first created and when a user bridges a piece of content.
Log Out (161)	This is fired every time someone explicitly clicks the 'log out' link. It will not be fired when a user's session automatically expires.
Offline (150)	This should be every time a user logs out or their session expires. However, there are known bugs with this event and these statistics should be ignored.
View (10)	Views are counted for all content types and all primary containers (spaces, projects, and social groups), and profile pages. For containers, this includes any of the tabs within a container. It does not include editing the container, viewing group members, etc. This will also be fired any time an attachment is downloaded. Views to the home page are considered a view of the root community.

Event (AnalyticsEventCode)	
Delete (30)	Fires when any major content type, poll, project, social group, blog, space, announcement, user, avatar, task, message (from a discussion), comment, bookmark, or attachment is deleted. It will also be fired if a user relationship is removed. Note that blogs are containers within spaces, social groups, and projects. If a space that has a blog is deleted, the delete event will be fired for each of those. Deleting a container will also fire the delete events for all of the content within that container.
Undelete (80)	This is used by documents. If a document is deleted, an admin can find and un-delete the document.
Create (20)	Fires when any major content type, message (reply to a thread), announcement, space, project, social group, blog, user account, relationship/friendship, bookmark, attachment, comment, or user avatar is created.
Modify (40)	Fires when any major content type, announcement, space (such as changing its name), project, social group, bookmark, user profile, or user avatar is modified. For content, this includes editing the post or tags of the post. For containers, this only includes when the title, description, or tags are modified. This will also be fired if the community organization chart is modified.
Copy (60)	This is an event reserved for custom content types. It is not used by the core Jive code.
Move (70)	Fired when any major content type or space is moved. This can fire for a blog for one specific scenario: if a community that has a blog is being merged into another community that does not already have a community.
Send (120)	This is only fired by Private Messages. This is not fired by sending emails.
Associate (200) and Dissociate (210)	This is used when a member joins or leaves a group. It is also used when a tag is added or removed from a piece of content.
Validate (230)	This is only fired when a registering user validates their email address.

Event (AnalyticsEventCode)	
Approve (130)	This is only fired when a user accepts a 'friendship' request.
Reject (240)	This is only fired when a user rejects a 'friendship' request.
Aided (290)	This is only fired when a discussion marked as question is marked as *helpful*.
Resolved (300)	This is only fired when a question is marked as *answered*.
Search Content (170)	This is fired any time someone lands on the advanced search results page.
Search Users (180)	This is only fired when someone searches on the **Browse** > **People** page.
Spotlight Search (190)	This will get fired every time the Spotlight Search results appear. These are the results that appear before you hit enter in search results. Note that this can get fired multiple times per search if the user changes their search terms after spotlight search results have already appeared. For example, if you type `tes` into the search bar, results will appear, if you add another `t`, more results will appear. These are 2 spotlight search events.
Follow (270) and Unfollow (280)	This is fired every time someone follows or unfollows a container or user. This is slightly different than 'receive email notifications'.

Note:

- *Any major content* type here includes discussions, blog posts, documents, and videos.
- Almost all of these events are available to custom content types (plugins) via the ContentEvent abstract class.

Filtering reports by date

While looking at a full report view, you can filter reports to zero in on data for specific groups of people.

You can use one or more filters when you want to see a report for a more specific set of users. For example, you can look at how much content has been created by all users in the UK who are also in the Engineering department. The filtering options depend on the configuration of the user profile fields.

The Filter by text option enables you to narrow users by using text snippets found anywhere in the user's profile. You can use this option along with adding a filter, or just on its own.

To add a filter:

1. Open the full view of a report. If you're in the dashboard view, click a report title to open the full view.
2. Click **Add Filter**.
3. Select the **Filter by** criteria.

   This setting uses community-specific profile fields.
4. Select your filter, which contains data that one or more person used in the selected profile field.
5. Repeat steps 2 through 4 to add additional filters.
6. Type a text string in the **Type to filter by text** box to filter by the text snippet in all user profile fields.
7. Click **Refresh** to see the filter work.

Note: Fields that can be filtered are profile fields marked searchable by your community administrator.

How reports count group status updates

Community Manager Reports does not fully support the new Group Status Update feature at this time. Certain reports incorporate content items from group status updates.

The following list explains the behavior of content items for group status updates.

User Adoption Users can increase their active and participating points by liking group status updates. However, viewing, responding, or creating group status updates do not affect a user's active, participate, or contribute counts.

User Leaderboard A user receives points every time they create, comment, or like group status updates.

Content The Content Creation report includes group status updates in its Status Update content items for the Global Dashboard. However, this report does not count group status updates in Total Content points for Group and Space dashboards.

Content Leaderboard The Content Leaderboard chart shows group status updates when created by standard access users. However, the chart does not count views and sets views to zero, so group status updates will always rank low on the leaderboard.

Daily Activity Likes in the Daily Activity report includes those for group status updates. However, views, responses, or creates in this report do not include those for group status updates.

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Place-level reports

In this section, you can find the descriptions of the available reports for places (that is, groups, spaces, or subspaces). Note that the CSV downloads provide more info than the on-screen reports.

You can find the instructions for using reports in Using Jive Analytics on page 9.

Opening reports

Place-level reports	To see reports for a group or space, navigate to the group or space, and then select the **Reports** tab.

For more information, see Using Jive Analytics on page 9.

If you are a place owner or administrator, you can gauge the status of your place with place analytics reports.

For details, see the following topics:

- User Adoption
- User Leaderboard
- Content
- Content Leaderboard
- Daily Activity
- Answered Questions
- Average Response Time to Questions

User Adoption

The User Adoption chart shows the extent of user engagement with the community over time.

Fastpath: Your Place > **Reports** > **User Adoption**

The following list defines the important terms you see on the User Adoption graph. Categories are subsets of each other. For example, all Contributing Users are automatically Participating, and all Participating users are also Active users.

Active	Users who have viewed at least one document, discussion, blog post, status update, poll, video, idea, group overview page, space overview page, or project overview page during the last 30 days.
Participating	Users who have commented on, replied to, liked, rated, voted, edited, or created at least one document, discussion, blog post, status update, poll, video, idea, group, space, or project during the last 30 days. It also counts any users who have joined a group within this period.
Contributing	Users who have created at least one document, discussion, blog post, status update, poll, video, idea, group, space, or project in the previous 30 days. A user needs to actually create something and not just respond to existing content to be considered a contributing user. For example, a user can start a discussion, ask a question, or post a document in order to be considered a contributing user.

Tip:

- You can hover over the lines in the graph to see actual counts for specific points in time.
- User counts in the on-screen report include external contributors. To narrow the report down to only standard-access users or external contributors, select **Add Filter** > **Filter by user type** and pick the user type you want to see in the report.
- The CSV download of the User Adoption report includes external contributors. You can narrow down the report by using filters.

CSV details

The CSV download provides two reports.

- The Chart Results CSV shows the data of the User Adoption report: how many users have been active, participated, or contributed in the date range you select.
- The User Results CSV lists of the User Leaderboard report: who has been active, participated or contributed in the community as of the report date.

User Leaderboard

The User Leaderboard lists the top 5 contributors with the most points in the last 90 days or date range you select.

Fastpath: **Your Place** > **Reports** > **User Adoption**

This report includes status points, following and followers counts of all contributors.

Tip:

- The full report shows the top 10 contributors.
- Hover over a user's name to see their pop-up profile.

- This report includes external contributors. To narrow the report down to only standard-access users or external contributors, select **Add Filter** > **User Type** and pick the user type you want to see in the report.
- The CSV download of the User Leaderboard report also includes external contributors. You can narrow down the report by using filters.

Content

You can use the Content graph to track how much content is being created over time. When content is published, it increases the count of content created. When content is deleted, it decreases the count.

Fastpath: **Your Place** > **Reports** > **Content**

This graph provides a percentage breakdown by content type: documents, blog posts, status updates, discussions, polls, ideas (if enabled), and videos (if enabled).

Tip:

- You can hover over the lines in the graph to see actual content item counts for a specific day.
- The Total Content box provides a count of all content types that were published yesterday, or at the end of the selected date range.
- Total content includes content created by external contributors. To narrow the report down to only content created by standard-access users or external contributors, select **Add Filter** > **User Type** and pick the user type you want to see in the report.
- The Content Creation graph does not include draft content until the day it's published.

Content Leaderboard

The Content Leaderboard lists the top 6 pieces of published content with the most views in the last 90 days or date range you select. This report includes the content's title, author, and the number of views.

Fastpath: **Your Place** > **Reports** > **Content**

Because views shown in the Content Leaderboard reflect activity over the selected date interval, they typically differ from the number of views shown for content in the Jive web app. Downloading the CSV for the Content Leaderboard report provides a deeper dive into the content leaderboard data.

The on-screen report for each content item includes the item type, the title, the last user who edited it, and the number of views.

Tip:

- The report in a place shows the top 6 pieces of content. The full report shows the top 20 pieces of content.
- Content Leaderboard includes content created by external contributors. To narrow the report down to only standard-access users or external contributors, select **Add Filter** > **User Type** and pick the user type you want to see in the report.
- The Content Leaderboard does not include draft content until the day it's published.

CSV details

The following fields are exported to a Content Leaderboard CSV file: Title, Creation Date, Content ID, Content Type, Current Question Status, Number of Views, Number of Likes, Number of Rates and Votes, Number of Responses, Number of Revisions, Current Author Name, Current Author Username, Current Author ID, Current Container Name, Current Container ID, Current Container Type.

To help navigate the CSV, the following Current Question Status definitions might be helpful:

- **Resolved:** When a question receives a correct answer. When the answer is marked correct, the question is marked answered.
- **Unresolved:** When a question has no replies marked helpful and no correct answer.
- **Helped:** When a question has at least one reply that was marked as helpful.

Daily Activity

You can use the Daily Activity graph to get a glimpse of the activity happening in your place each day.

The following list describes the activity items you see in the on-screen report. The CVS download also provides Rates and Votes.

Creates	The number of times a document, discussion, blog post, status update, poll, video, idea, group, space, or project was created.
Responses	The number of times a user replied to a discussion or commented on a document, blog post, status update, poll, video, or idea. This counts every response to the same piece of content, including responses by the same user on the same day.
Likes	The number of times a user liked a document, discussion, blog post, status update, video, comment, or response.
Views	The number of times a user viewed a document, discussion, blog post, status update, poll, video, idea, group overview page, space overview page, or project overview page. This counts every view to the same piece of content, including views by the same user on the same day.

Revisions	The number of times a user viewed revised a document, discussion, blog post, status update, poll, video, idea, group, space, or project. This counts every revision to the same piece of content, including revisions by the same user on the same day.
Rates and Votes	The number of times a user rates a content item or votes in a poll. Rates and Votes are only shown in the CSV download.

Tip:

- The full report provides daily averages below the graph for activity types.
- You can hover over the lines in the graph to see counts for a specific day's activity types.
- This report includes activity generated by external contributors. To narrow the report down to only activity generated by standard-access users or external contributors, select **Add Filter** > **User Type** and pick the user type you want to see in the report.
- The Daily Activity report includes activity on draft content.

Answered Questions

You can use the Answered Questions graph to see the number of questions with responses, with helpful answers, or with correct answers at different points in time.

The totals underneath the graph provide total counts up to the end of the selected date range.

Tip:

- You can hover over the lines in the graph to see actual question counts for a specific day.
- This report includes questions asked by external contributors. To narrow the report down to only questions asked by standard-access users or external contributors, select **Add Filter** > **User Type** and pick the user type you want to see in the report.

Average Response Time to Questions

You can use the Average Response Time to Questions graph to gauge how responsive your community or a segment of your community is on a given day.

During the days shown, you can see the average length of time questions were outstanding prior to receiving the first response, first helpful answer, or the correct answer.

Tip:

- Hover over the graph lines to see the average time for a specific day.
- The Average Response Time to Questions report includes questions asked by external contributors. To narrow the report down to only questions asked by standard-access users or external contributors, select **Add Filter** > **User Type** and pick the user type you want to see in the report.