

WI Professional Services

User Guide for Wow Analytics (Insights/Logs) DNN Module

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Home

Wow Analytics (Insights/Logs) tracks and reports DNN Portal traffic; visualize your site traffic in unlimited different ways (charts). Charts is animated, with a load of customization options and interactivity extensions. Uses the HTML5 canvas element. It's supported in all modern browsers, and polyfills support for IE7/8.

Wow Analytics helps you analyze visitor traffic and paint a complete picture of your audience and their needs.

Wow Analytics is:

1. Tracking every single page view.
2. Tracking time spent in each page.
3. Distinguish between new users and returning users.
4. Tracking user IP addresses.
5. Lookup users countries and cities based on their IP address.
6. Distinguish between direct and referrer visits.

What is page view?

A page view is defined as a view of a page on your site that is being tracked. If a user clicks reload after reaching the page, this is counted as an additional page view. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

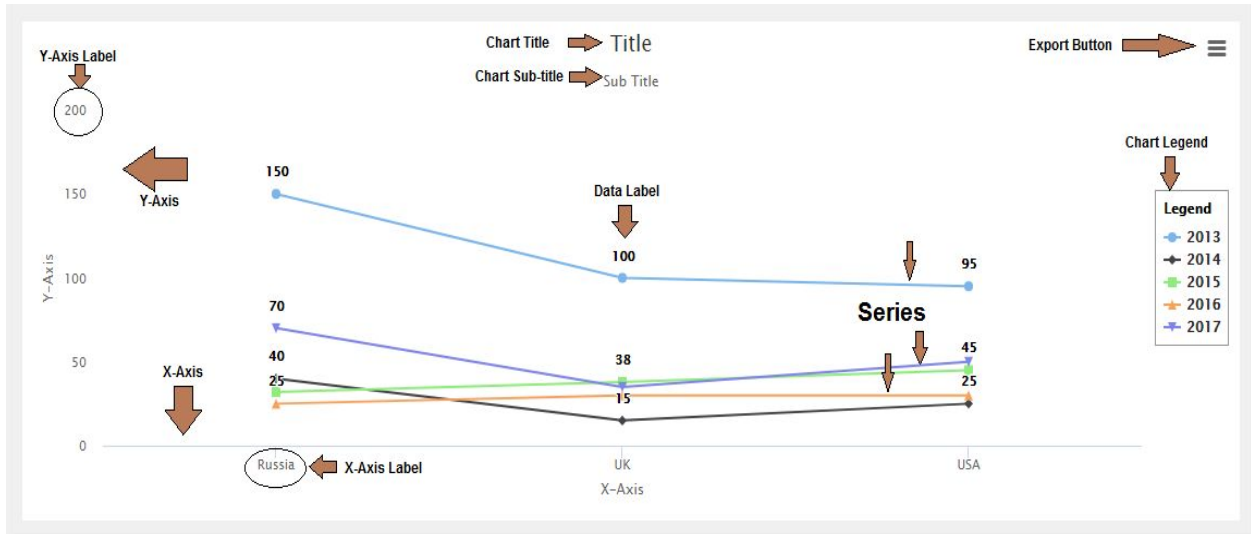
What is user visit or user session?

A visit/session is defined as a group of interactions one user takes within a given time frame on your website. Wow Analytics defaults that time frame to 30 minutes.

Meaning whatever a user does on your website (e.g. browses pages, downloads resources, purchases products) before they leave equals one session.

Before Getting Started

Do you know chart parts? see below



Notice: Chart Title, Chart Sub-title, Y-Axis Label, Y-Axis, X-Axis, X-Axis Label, Series, Chart Legend, Data Label and Export button.

Getting Started

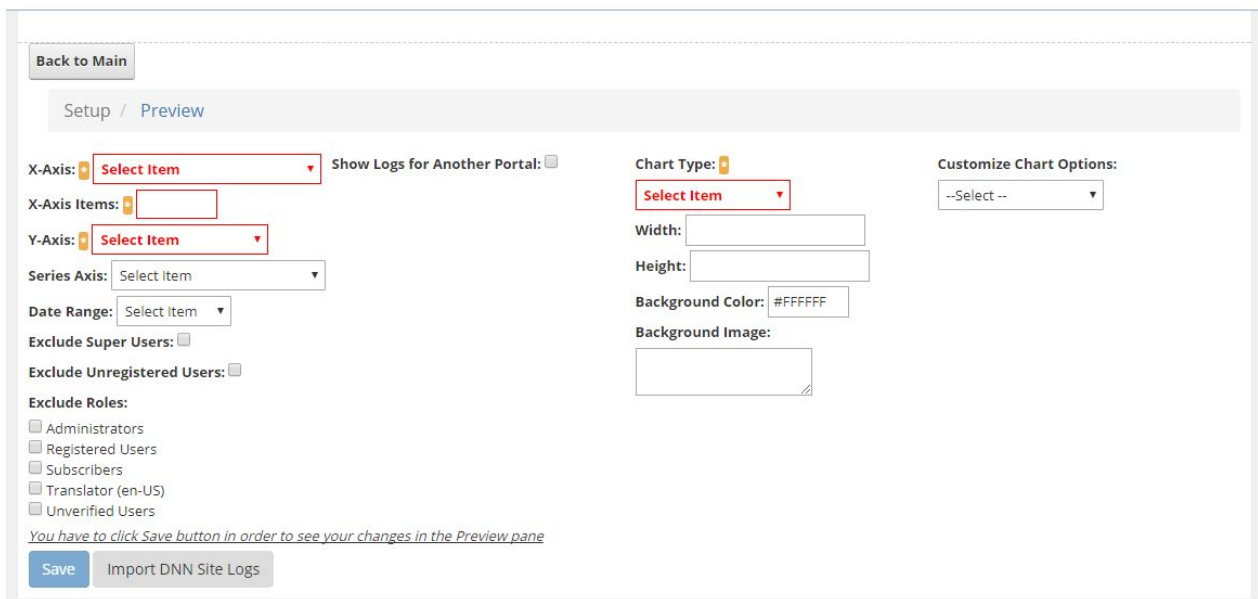
This guide will quickly get you started with your first analytic chart. It's not meant to be exhaustive, so most of the options provided by Wow Analytics Module will be ignored for simplicity.

Let's get started!

- If you haven't already done so, download Wow Analytics (Insights/Logs) from [DNN Store](#). You can install the trial version and use it until you purchase a license and activate it.
- Add 'WI Wow Analytics' module to your page, it will show "No Data to display this chart" message as shown below:



- Now we have to setup analytic chart in order to report site traffic, click 'Setup Analytic Chart' button. Since you didn't setup the analytic chart yet, the screen should look like in the image below:



Sample Analytic Charts

Top Viewed 5 Pages

The analytic chart setup as following:

- X-Axis: Page Name
- X-Axis Items: 5
- Y-Axis: Total Pageviews
- Chart Type: Column Chart

The screen should look like in the image below:

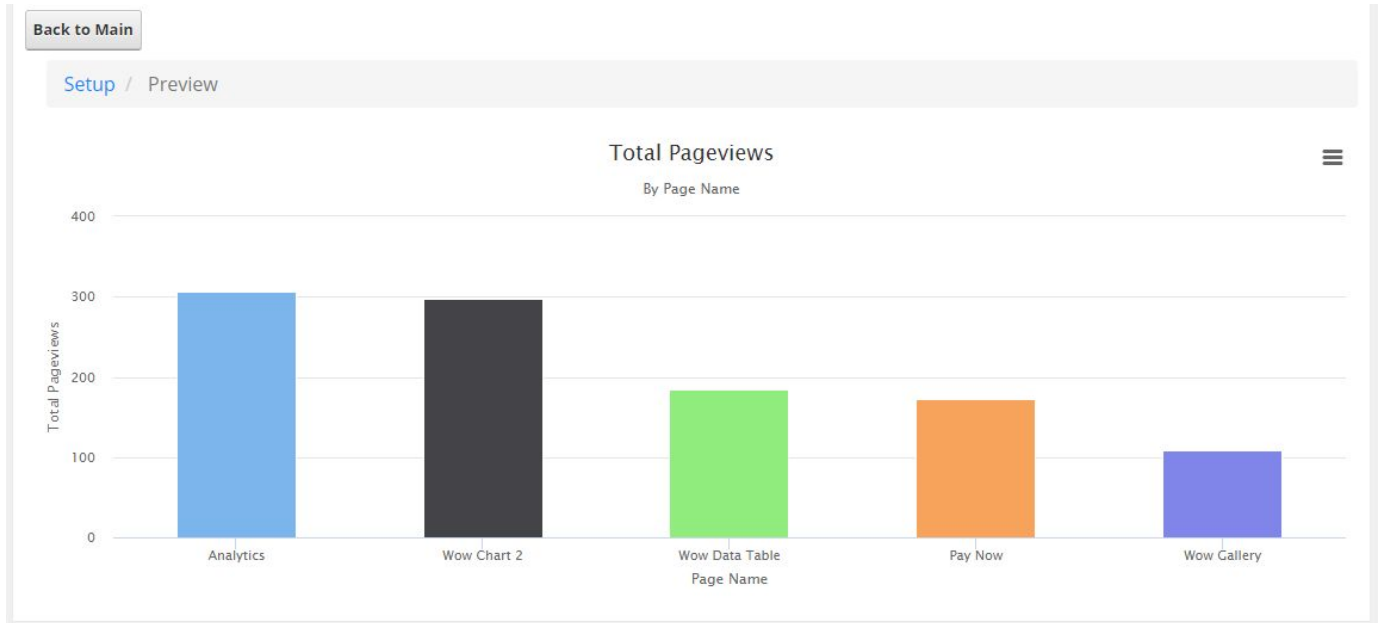
The screenshot shows the configuration interface for an analytic chart. At the top left is a "Back to Main" button. Below it is a breadcrumb "Setup / Preview". The main configuration area is divided into several sections:

- X-Axis:** A dropdown menu set to "1. Page Name".
- X-Axis Items:** A text input field containing the number "5".
- Y-Axis:** A dropdown menu set to "1. Total Pageviews".
- Series Axis:** A dropdown menu set to "9. Country".
- Series Axis Items (Max.):** A text input field containing the number "3".
- Date Range:** A dropdown menu set to "Select Item".
- Exclude Super Users:** An unchecked checkbox.
- Exclude Unregistered Users:** An unchecked checkbox.
- Exclude Roles:** A list of roles with checkboxes: Administrators, chartv2-editors, Registered Users, Subscribers, Translator (en-US), and Unverified Users. All are currently unchecked.
- Show Logs for Another Portal:** An unchecked checkbox.
- Chart Type:** A dropdown menu set to "Column Chart".
- Customize Chart Options:** A dropdown menu set to "--Select --".
- Width:** An empty text input field.
- Height:** An empty text input field.
- Background Color:** A text input field containing "#FFFFFF".
- Background Image:** An empty image selection box.

At the bottom, there is a note: "You have to click Save button in order to see your changes in the Preview pane". Below the note are two buttons: "Save" (highlighted in blue) and "Import DNN Site Logs".

Click Save Button. If you go to Preview mode, it will show "No Data to display this chart" message.

Visit multiple pages and go back to your analytics page. The screen should look like in the image below:



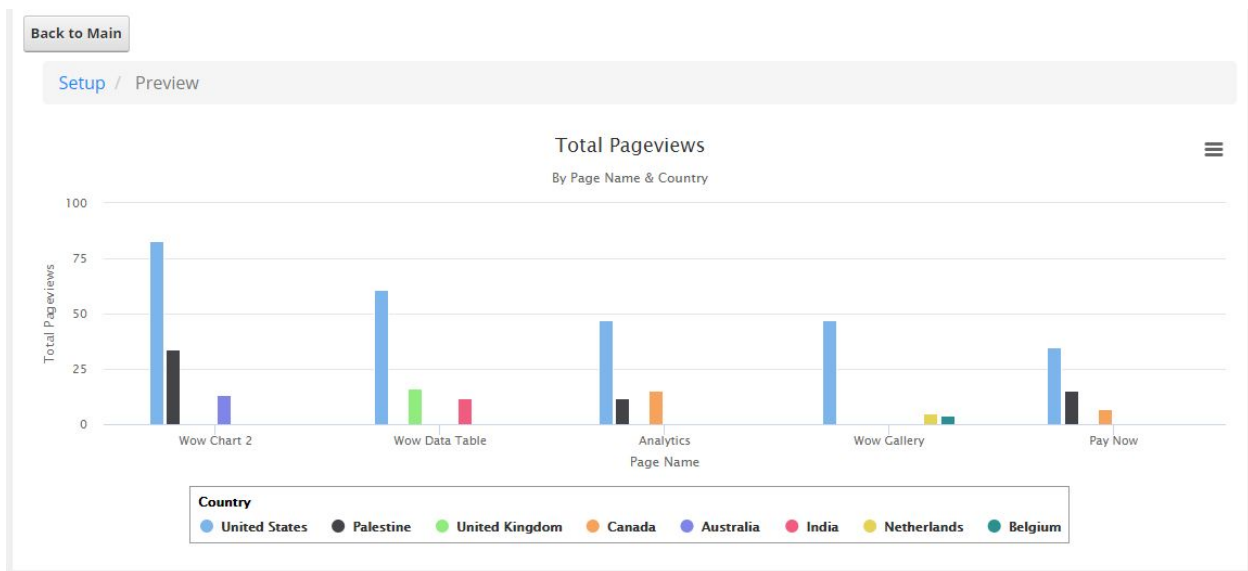
Top Viewed 5 Pages / Top 3 Countries in each page

This sample will show 5 pages, and top 3 countries views in each page.

Use the previous analytic chart and set the followings:

- Series Axis: Country
- Series Axis Items (Max.): 3

Click Save Button then go to Preview pane. The screen should look like in the image below:



Top Time Spent 4 Days for the Last Month

the analytic chart setup as following:

- X-Axis: Day
- X-Axis Items: 5
- Y-Axis: Total Time Spent
- Date Rank: Last Month
- Chart Type: Pie Chart
- Legend Options:
 - Enabled: Yes
 - Align: Center
 - Vertical Align: Bottom
 - Layout: Bottom
 - Title: Day
 - Border Width: 1
 - Label Format: {name} ({{percentage:.1f}} %)
- Data Labels Options:
 - Enabled: Yes.

Click Save Button then go to Preview pane. The screen should look like in the image below

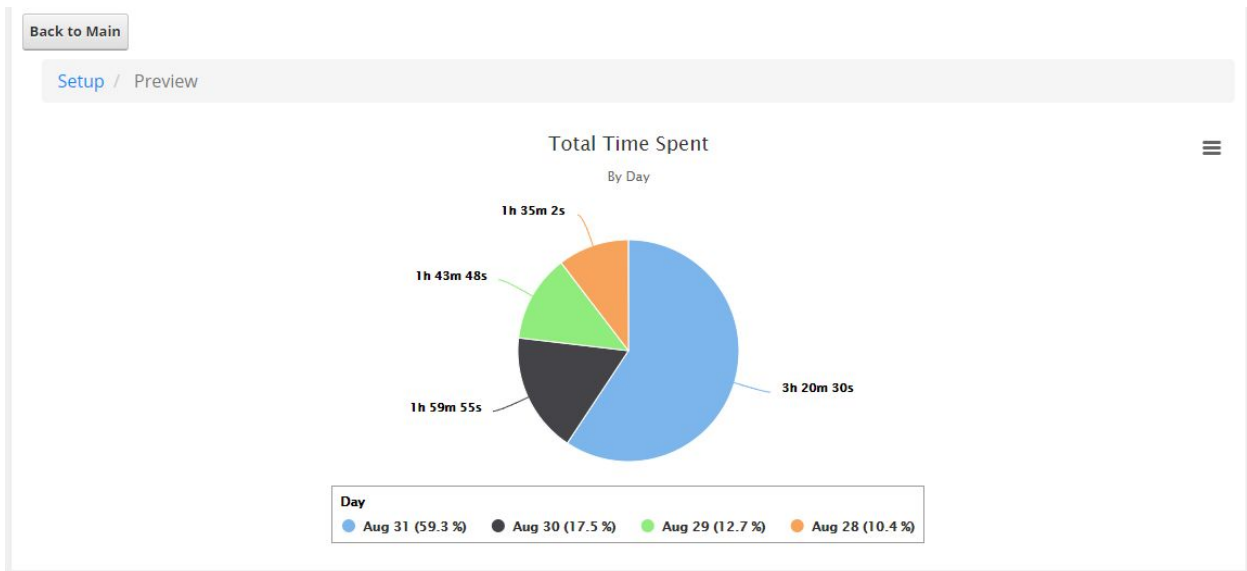


Chart Options

* means option is required

Traffic data: means traffic data of the current DNN Portal.

1. General Options

	Name	Type	Description	Example
1	X-Axis *	Predefined Options	The horizontal chart axis.	Page Name
2	X-Axis Items *	Number	The number of horizontal axis label to show.	
3	Y-Axis *	Predefined Options	The vertical chart axis.	Total Pageviews
4	Series Axis	Predefined Options	The detailed chart axis. It will detail the vertical chart axis value.	Country
5	Series Axis Items (Max.)	Number	The maximum detailed axis items in each horizontal axis item.	
6	Chart Type *	Predefined Options	The type of chart, can be any of the chart types Line, Spline, Area, Areaspline, Column, Bar, Pie	Line
7	Date Range	Predefined Options	Filter traffic data based on date, can be any of the options Today, Yesterday, This Week, Last Week, This Month, Last Month, This Year, Last Year, This Quarter.	Yesterday
8	From Date	Formatted Text mm/dd/yyyy	Filter traffic data from this date. <i>This field appears only when custom date range.</i>	11/20/2017
9	To Date	Formatted Text mm/dd/yyyy	Filter traffic data to this date <i>This field appears only when custom date range.</i>	11/28/2017
10	Exclude Super Users	Checkbox	Whether to exclude traffic data for super DNN users.	
11	Exclude Unregistered Users	Checkbox	Whether to exclude traffic data for unregistered DNN users (anonymous users)	
12	Exclude Roles	Checkbox List	Whether to exclude traffic data for users belongs to specific DNN Roles	

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13	Show Logs from another Portal	Checkbox	Whether to show traffic data for another portal. <i>If target portal not exists in current DNN database then you have to provide connection string.</i> <i>Wow Analytics module must be installed in the target portal.</i>	
14	Portal Connection String	Free Text	Target Portal connection string in case other dnn database. More information about connection string at www.connectionstrings.com	
15	Portal ID	Number	The ID of target DNN Portal	
16	Portal Language	Free Text	The language of target DNN Portal in case multilingual DNN sites.	
17	Width	Number / Percentage	An explicit width for the chart. By default (when empty) the width is calculated from the offset width of the containing element. Defaults to null.	80% or 500px
18	Hight	Number / Percentage	An explicit height for the chart. If a number, the height is given in pixels. If given a percentage string (for example '56%'), the height is given as the percentage of the actual chart width. This allows for preserving the aspect ratio across responsive sizes.	80% or 500px
19	Background Color	Color Picker	The background color or gradient for the outer chart area. Defaults to #FFFFFF.	red or #00bb00
20	Background Image	Fee Text	The URL for an image to use as the chart background. <i>Note that for the image to be applied to exported charts, its URL needs to be accessible by the export server.</i>	

2. Config Options

	Name	Type	Description	Example
1	Point Padding *	Number	Padding between each column or bar, in x axis units. <i>This field appears only when column or pie chart types</i>	
2	Border Width *	Number	The width of the border surrounding each column or bar. <i>This field appears only when column or pie chart types</i>	
3	Stacking	Predefined Options	Whether to stack the values of each series on top of each other. Possible values are disabled, normal to stack by value or percent.	
4	Zoom	Predefined Options	Decides in what dimensions the user can zoom by dragging the mouse. Can be one of x, y or xy.	
5	Color Per Point	Checkbox	Whether the chart should receive one color per series or one color per point.	
6	Animation	Checkbox	Set the overall animation for all chart updating. Animation can be disabled throughout the chart by clear this option	
7	Inverted	Checkbox	Whether to invert the axes so that the x axis is vertical and y axis is horizontal	
8	Shadow	Checkbox	Whether to apply a drop shadow to the outer chart area	
9	Polar	Checkbox	When selected, cartesian charts like line,area and column are transformed into the polar coordinate system	

3. Title Options

	Name	Type	Description	Example
1	Text	Free Text	The title of the chart. To disable the title, clear it	Sales By Year
2	Align	Predefined Options	The horizontal alignment of the title. Can be one of "left", "center" and "right".	
3	Vertical Align	Predefined Options	The vertical alignment of the title. Can be one of "top", "middle" and "bottom"	
4	Font Size	Number	The font size of chart title in pixels	
5	Font Color	Color Picker	The font color of chart title	red or #00bb00
6	Margin	Number	The margin between the title and the plot area, or if a subtitle is present, the margin between the subtitle and the plot area	

4. SubTitle Options

	Name	Type	Description	Example
1	Text	Free Text	The sub title of the chart. To disable the sub title, clear it	2010 - 2017
2	Align	Predefined Options	The horizontal alignment of the sub title. Can be one of "left", "center" and "right".	
3	Vertical Align	Predefined Options	The vertical alignment of the sub title. Can be one of "top", "middle" and "bottom"	
5	Font Color	Color Picker	The font color of chart sub title	red or #00bb00

5. Legend Options

	Name	Type	Description	Example
1	Enabled	Checkbox	Enable or disable the legend	
2	Align	Predefined Options	The horizontal alignment of the legend box within the chart area. Valid values are left, center and right.	
3	Vertical Align	Predefined Options	The vertical alignment of the legend box. Can be one of top, middle or bottom	
4	Layout	Predefined Options	The layout of the legend items. Can be one of "horizontal" or "vertical"	
5	Title	Free Text	A title to be added on top of the legend	
6	Background Color	Color Picker	The background color of the legend	red or #00bb00
7	Border Color	Color Picker	The color of the drawn border around the legend	red or #00bb00
8	Border Radius *	Number	The border corner radius of the legend	
9	Border Width *	Number	The width of the drawn border around the legend	
10	Floating	Checkbox	When the legend is floating, the plot area ignores it and is allowed to be placed below it	
11	X-offset *	Number	The x offset of the legend relative to its horizontal alignment align within spacing left and spacing right. Negative x moves it to the left, positive x moves it to the right.	
12	Y-offset *	Number	The vertical offset of the legend relative to its vertical alignment vertical align within spacing top and spacing bottom. Negative y moves it up, positive y moves it down.	
13	Label Format *	Free Text	A format string for each legend label	{name}

6. X-Axis Options

	Name	Type	Description	Example
1	X-axis Text	Free Text	The axis title, showing next to the axis line	
2	Minimum Value	Number	The minimum value of the axis. If empty the min value is automatically calculated	
3	Line Width *	Number	The width of the line marking the axis itself	
4	Line Color *	Color Picker	The color of the line marking the axis itself	red or #00bb00
5	Grid Line Width *	Number	The width of the grid lines extending the ticks across the plot area	
6	Crosshair	Checkbox	Configure a crosshair that follows either the mouse pointer or the hovered point	

7. Y-Axis Options

	Name	Type	Description	Example
1	Y-axis Text	Free Text	The axis title, showing next to the axis line	
2	Minimum Value	Number	The minimum value of the axis. If empty the min value is automatically calculated	
3	Line Width *	Number	The width of the line marking the axis itself	
5	Grid Line Width *	Number	The width of the grid lines extending the ticks across the plot area	
6	Crosshair	Checkbox	Configure a crosshair that follows either the mouse pointer or the hovered point	

8. Tooltip Options

	Name	Type	Description	Example
1	Enabled	Checkbox	Enable or disable the tooltip	
2	Header Format	Free Text	The HTML of the tooltip header line. Variables are enclosed by curly brackets. Available variables are point.key, series.name, series.color.	
3	Point Format	Free Text	The HTML of the point's line in the tooltip. Variables are enclosed by curly brackets. Available variables are point.x, point.y, series.name and series.color	
4	Split	Checkbox	Split the tooltip into one label per series, with the header close to the axis. This is recommended over shared tooltips for charts with multiple line series, generally making them easier to read	
5	Shared	Checkbox	When the tooltip is shared, the entire plot area will capture mouse movement or touch events. Tooltip texts for series types with ordered data (not pie, scatter, flags etc) will be shown in a single bubble. This is recommended for single series charts and for tablet/mobile optimized charts.	

9. 3D Options

	Name	Type	Description	Example
1	Enabled	Checkbox	Whether to render the chart using the 3D functionality	
2	Alpha *	Number	One of the two rotation angles for the chart	
3	Beta *	Number	One of the two rotation angles for the chart	
4	Depth *	Number	The total depth of the chart	

10. Data Label Options

	Name	Type	Description	Example
1	Enabled	Checkbox	Enable or disable the data labels	
2	Format	Free Text	A format string for the data label	{y} {point.name}
3	Color	Color Picker	The text color for the data labels	red or #00bb00
4	Rotation	Number	Text rotation in degrees	
5	Border Color	Color Picker	The border color for the data label	red or #00bb00
6	Border Radius	Number	The border radius in pixels for the data label	
7	Border Width	Number	The border width in pixels for the data label	
8	X offset	Number	The x position offset of the label relative to the point	
9	Y offset	Number	The y position offset of the label relative to the point	

11. Captions

	Name	Type	Description	Example
1	Drill Up Text	Free Text	The text for the button that appears when drilling down, linking back to the parent series. The parent series' name is inserted for {series.name}	
2	No Data	Free Text	The text to display when the chart contains no data	
3	Print Chart	Free Text	The text for the menu item to print the chart	
4	Download JPEG	Free Text	The text for the JPEG download menu item	
5	Download PDF	Free Text	The text for the PDF download menu item	
6	Download PNG	Free Text	The text for the PNG download menu item	
7	Download SVG	Free Text	The text for the SVG download menu item	

12. Drill Down Options

	Name	Type	Description	Example
1	Title Location	Predefined Options	Where to show parent series name when drilling down. Can be one of "Don't Show" or "Title" or "Subtitle"	
2	Title Prefix	Free Text	A prefix text to show with the parent series name when drilling down	
3	Hide Title	Checkbox	Whether to hide original chart title when drilling down	
4	Hide Subtitle	Checkbox	Whether to hide original chart subtitle when drilling down	

13. Export Options

	Name	Type	Description	Example
1	Allow Exporting	Checkbox	Whether to enable chart exporting. Clear this option will hide the context button	
2	Allow Download CSV	Checkbox	Whether to enable CSV chart exporting. Clear this option will hide 'Download CSV' menu item	
3	Allow Download XLS	Checkbox	Whether to enable XLS chart exporting. Clear this option will hide 'Download XLS' menu item	
4	Allow View Data	Checkbox	Whether to enable View chart data. Clear this option will hide 'View Data' menu item	