



CMX Dashboard Reports

The CMX Dashboard enables the administration user in an enterprise to analyze the use of services and the customer behavior.

The admin user can also study the pattern of sales across the domains in a venue.

For instance, the admin user can view services performance and can analyze the use of hyper-search, map, and deals services.

On the basis of these reports, the enterprise can explore the opportunities to propose more and more customer centric offers. This enables the enterprise to attract and engage more customers at a particular venue.

Reports

The CMX Dashboard supports taking out reports of services for a specific venue. The reports enable the admin user to analyze the performance for a certain period of time.

To access the reports in the CMX Dashboard, follow these steps:

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- Step 1** From the left side bar menu, select Reports.
The Services, Message, and Domain Metrics tabs appear.
- Step 2** To view the Services Performance and Service Clicks for today, in the Services tab, click **Today** and then click **Apply**.



Note Service Performance is a custom service usage report.

- To view the daily Services Performance and Service Clicks, click **Daily** and then click **Apply**.
- To view the monthly Services Performance and Service Clicks, click **Monthly** and then click **Apply**.

Following figures show the monthly performance and number of clicks.

Figure 11-1 Service performance

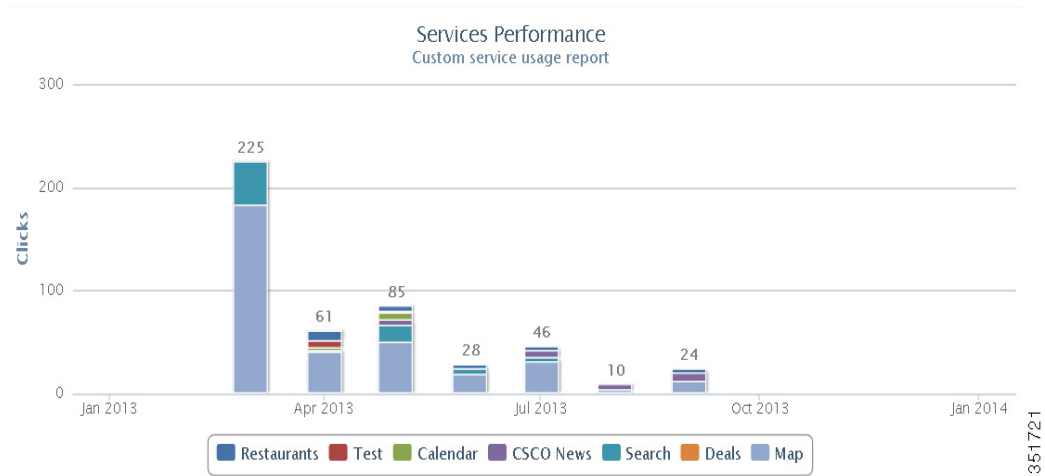
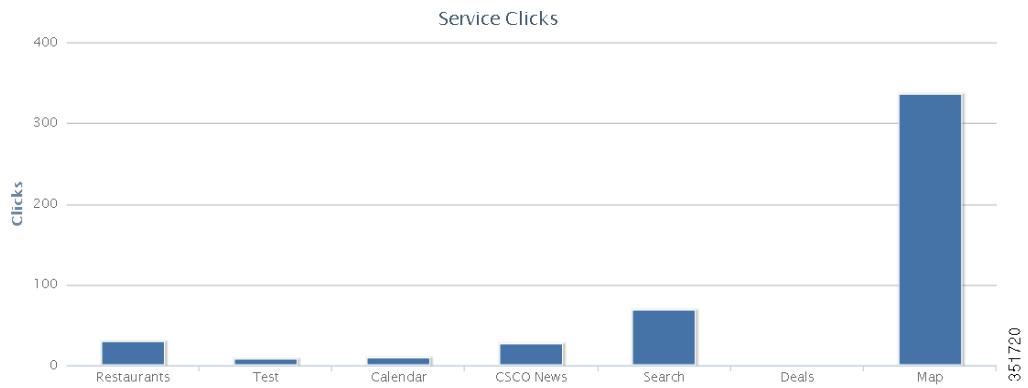


Figure 11-2 Number of service clicks



- To view the report for dates of your choice click Custom. Select those dates in the calendars in **From** and **To**. Click **Apply**.

Step 3 To view the number of messages for each venue, Click Message.

Following figure shows the number of messages for a venue.

Figure 11-3 Messages per venue

- Step 4** To study the domain wise performance, click **Domain Metrics**.
Select the time frame from the **This Hour, Today, This Week, and This Month**.

Summary

The CMX Dashboard has a dashboard that provides a schematic representation & summary of various factors important for analysis such as usage, point of interests, services, domains, device manufactures, and even the operating systems of the customer's mobile devices.

To access the dashboard summary, log in the CMX Dashboard user interface using the credentials.

From the left side bar menu, select Summary.

You can view the venues on the map in Venues. The venues are represented by big dots. You can view the active point of interest, current active campaigns, and total messages served.

To view the information charts for all the venues in the dashboard, click **Summary**. To view the information charts for a specific venue, click the green dot representing that venue on the map.

The usage of CMX Dashboard appears as a graph of impressions versus days. As you scroll down, you can view the top point of interests, top services, and top domains. To analyze the pattern of operating systems customer's mobile devices within a venue, you can view the top operating systems.

Following figures show the top POIs, services, top operating systems, and domains.

Figure 11-4 Top POIs

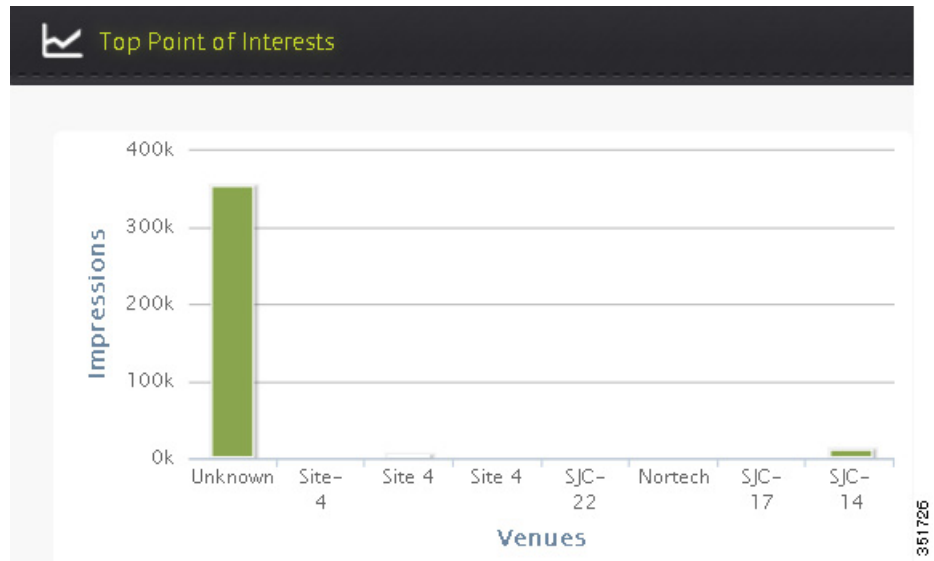


Figure 11-5 Top services

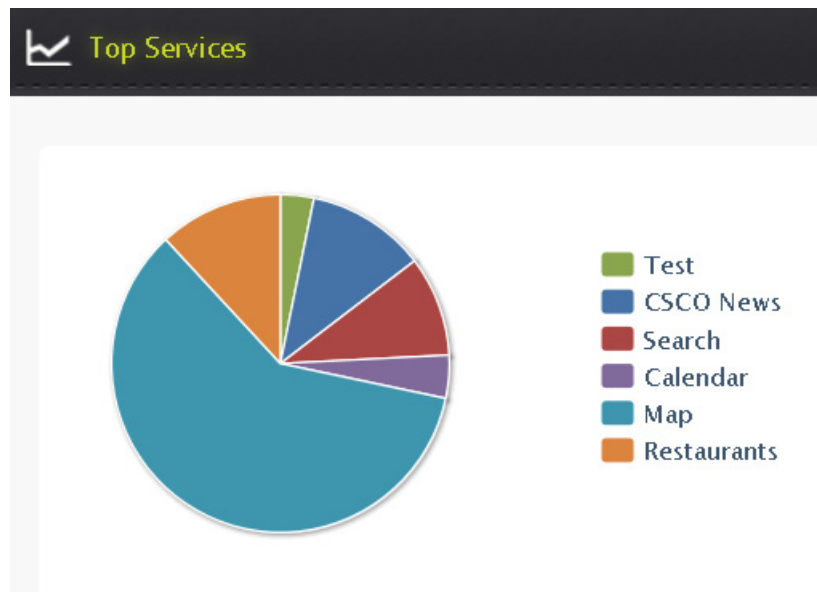


Figure 11-6 Top domains

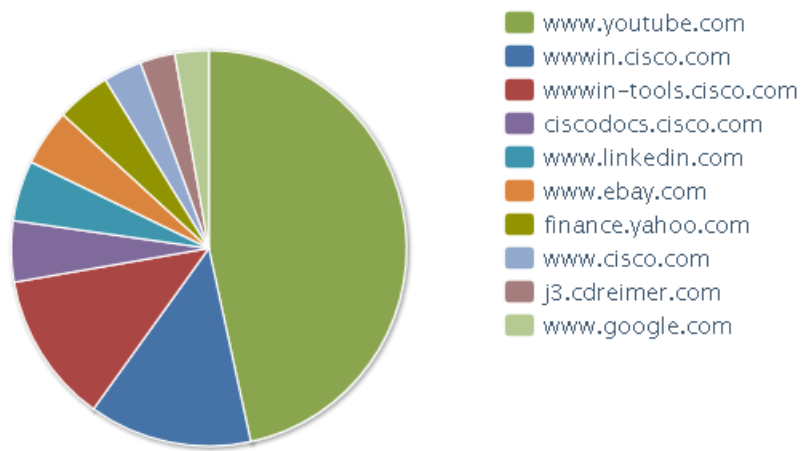
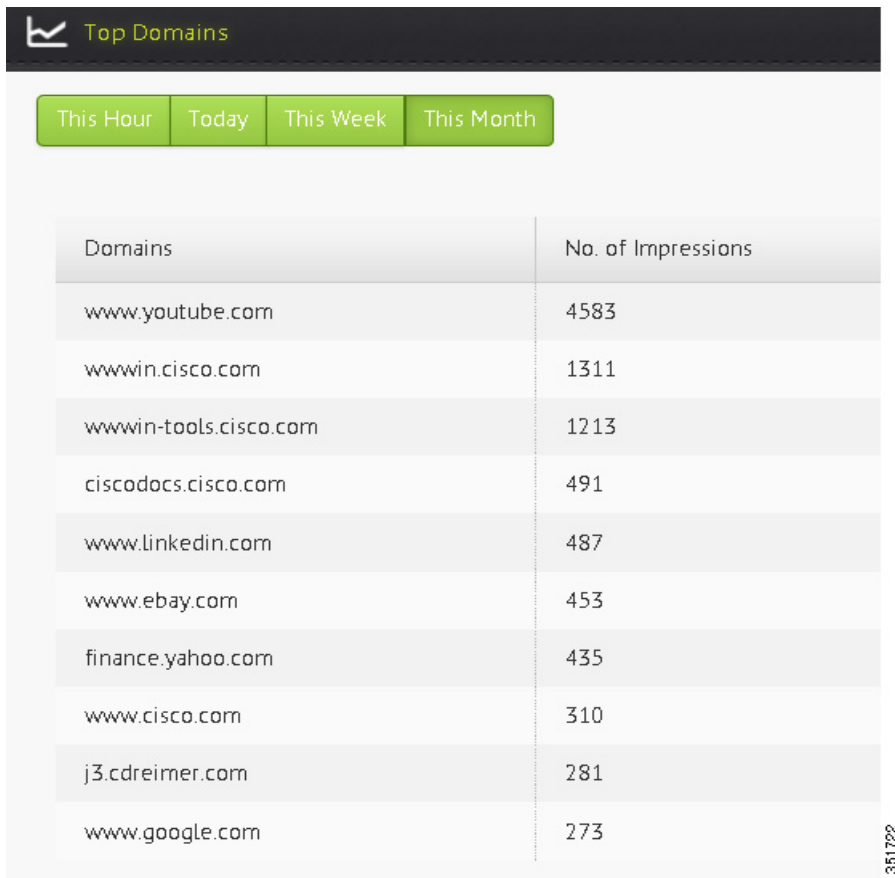


Figure 11-7 Top operating systems

