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:

Step 1 From the left side bar menu, select Reports.

The Services, Message, Domain Metrics, and Visitor Connect 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.

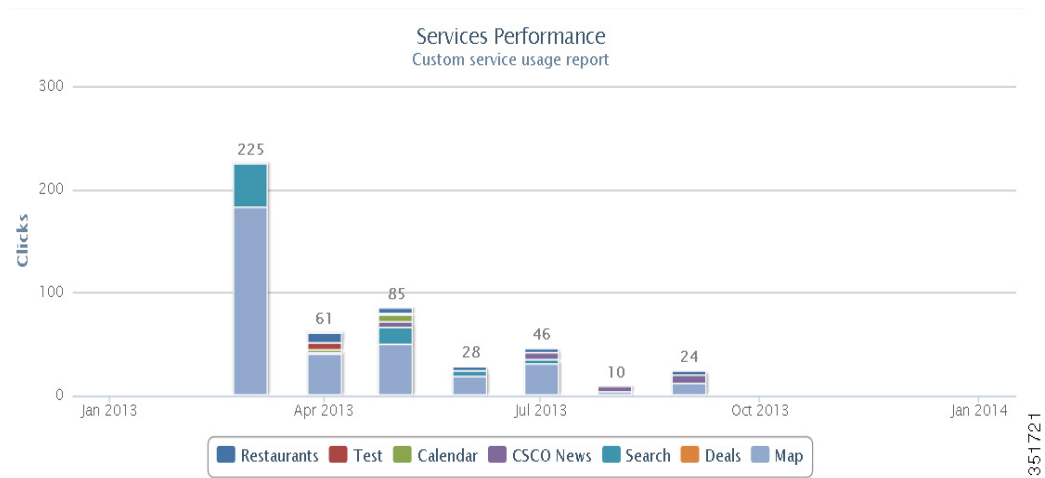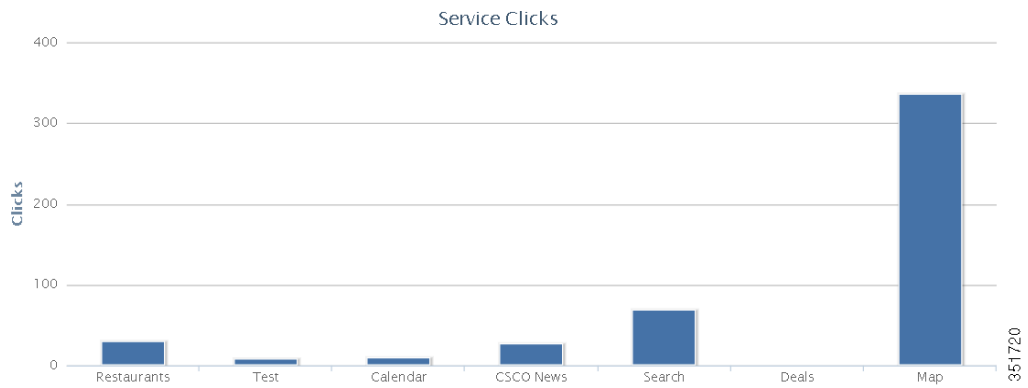**Figure 11-1   Service performance**

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**.

Step 5   To monitor the visitor details, click **Visitor Connect**.

- To view the hourly based trend for new visitors and total visitors connected through visitor connect, click **Hourly** and choose the start date and time and end date and time.

Figure 11-4   Hourly Trend for New Visitors
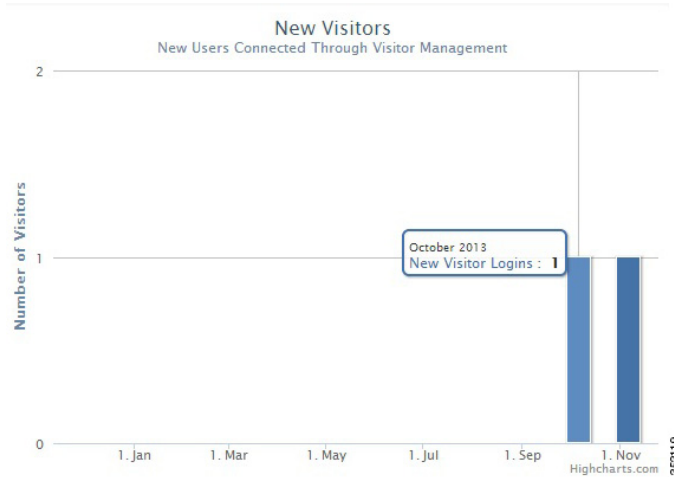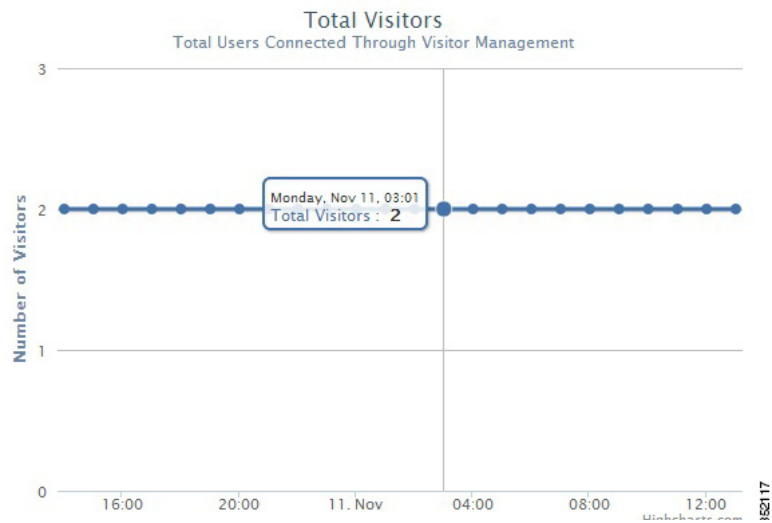
Figure 11-5   Hourly Trend for Total Visitors

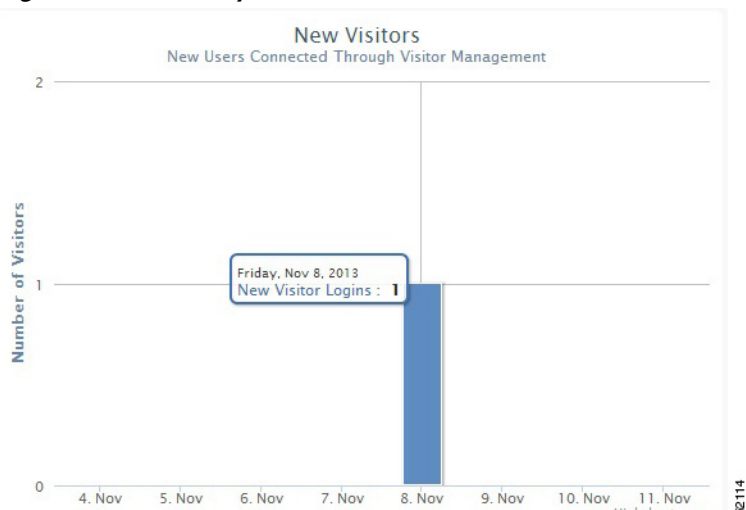- To view daily trend for new visitors and total visitors, click **Daily** and choose the start date and end date.

Figure 11-6   Daily Trend for New Visitors

Figure 11-7   Daily Trend for Total Visitors

- To view weekly trend for new visitors and total visitors, click **Weekly** and choose the start date and end date.

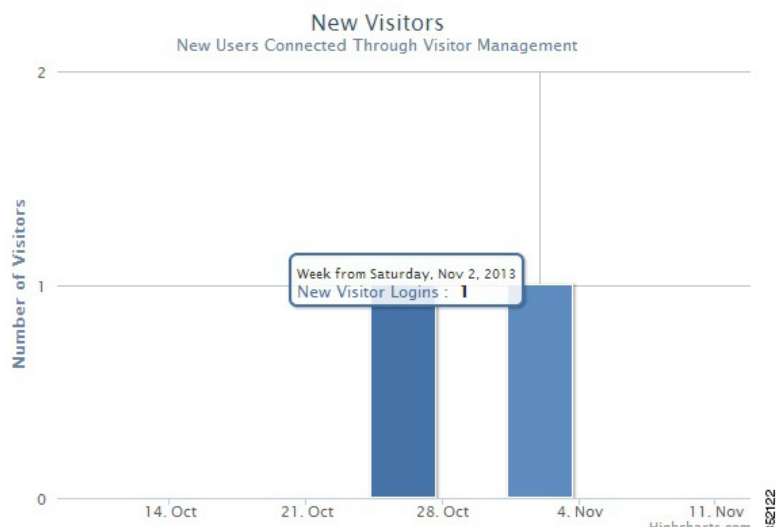*Figure 11-8   Weekly Trend for New Visitors*

Figure 11-9   Weekly Trend for Total Visitors

- To view monthly trend for new visitors and total visitors, click **Monthly** and then choose the month.

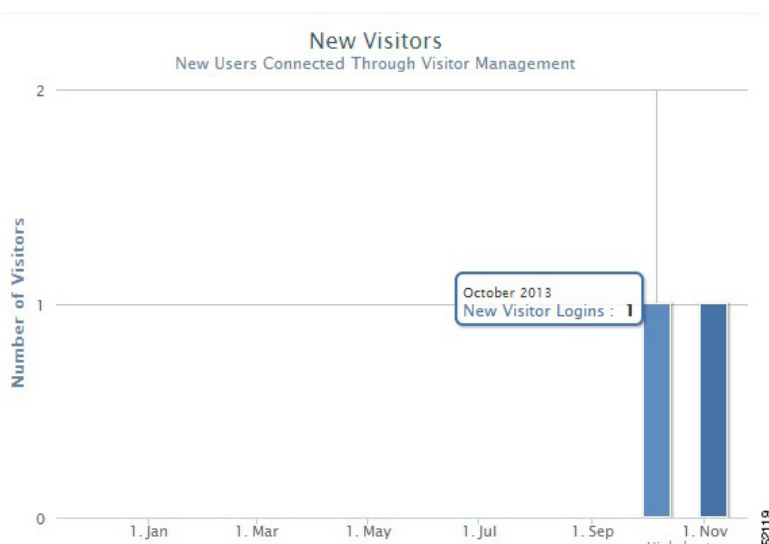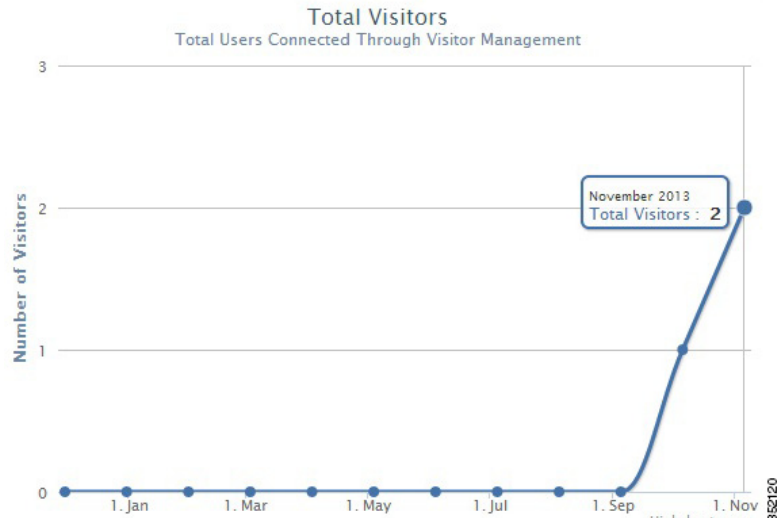*Figure 11-10   Monthly Trend for New Visitors*

Figure 11-11   Monthly Trend for Total Visitors

Step 6   Table at the bottom of the page lists the registration information about the active visitors based on the splash template configuration. This information in the table can be sorted and filtered.

Step 7   Click **Export to CSV** to export the visitors details.

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.
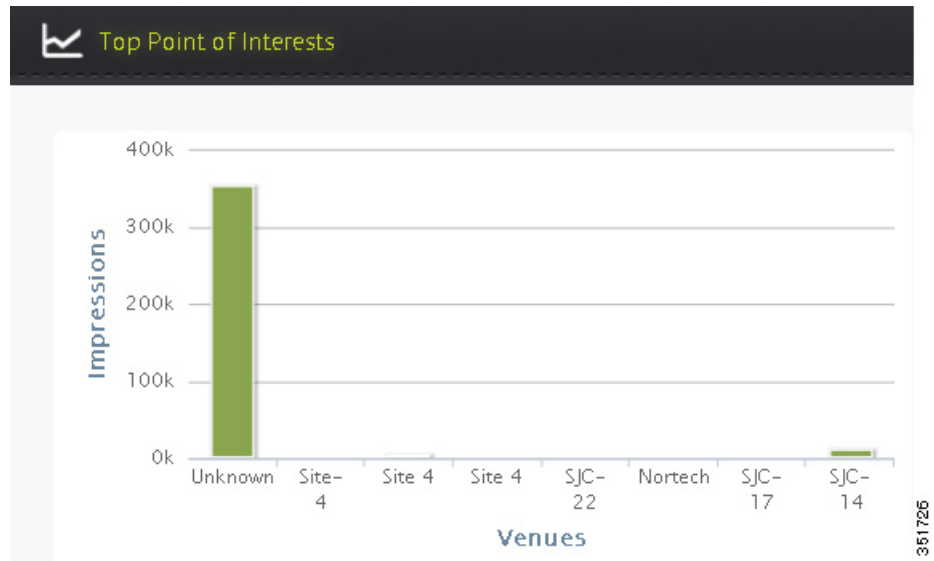
Figure 11-12   Top POIs
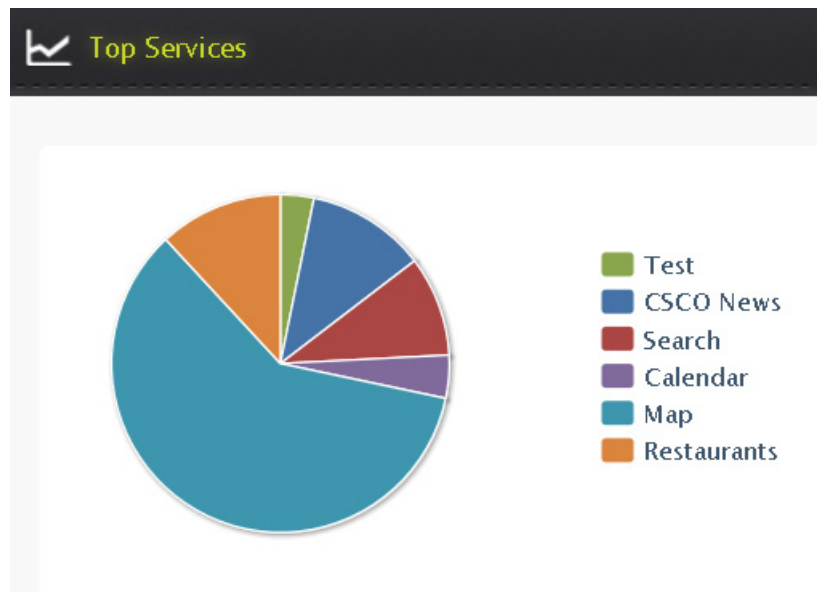

Figure 11-13   Top services

Figure 11-14   *Top domains*

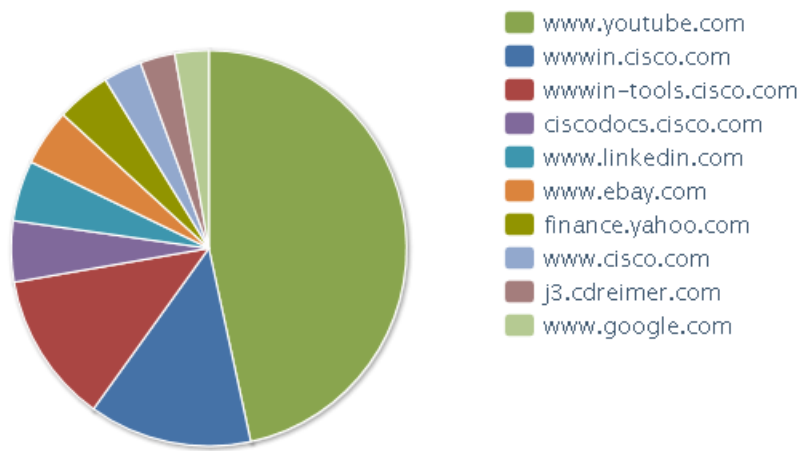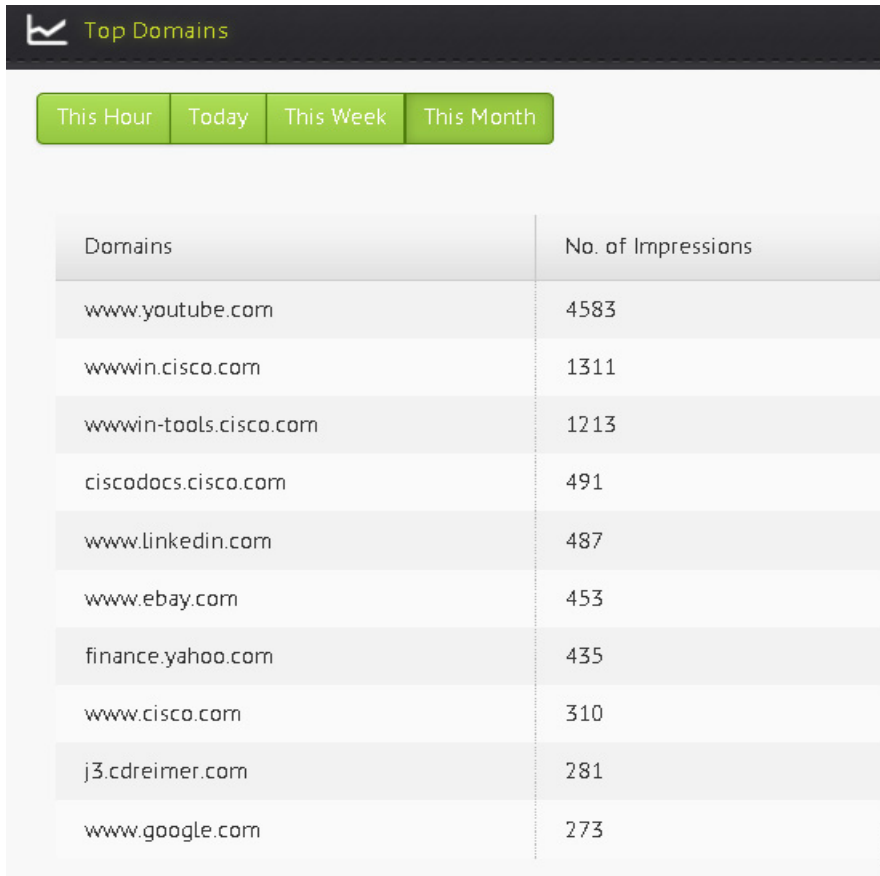| Domains	No. of Impressions
www.youtube.com	4583
wwwin.cisco.com	1311
wwwin-tools.cisco.com	1213
ciscodocs.cisco.com	491
www.linkedin.com	487
www.ebay.com	453
finance.yahoo.com	435
www.cisco.com	310
j3.cdreimer.com	281
www.google.com	273

Figure 11-15   Top operating systems