



# Reports

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This chapter describes the various types of reports that you can view using the CMX Engage.

## Viewing Reports

The Report shows the details of the customer activities in the CMX Engage enabled locations. It also shows the customer data you could acquire so far using the CMX Engage. A customer can be anyone in your business location with a Wi-Fi enabled device, who has purchased from your business premises earlier, a potential buyer, or a visitor. You can analyze the customer activities at various locations through the report to make right business decisions.



**Note**

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To view the reports, you must do certain configuration in the CMX. For more information on the CMX configurations required, see the [“Configuring the CMX to Send Notifications” section on page 5-2](#). If the CMX configurations are not done, when you try to access the reports, the CMX Engage displays a message stating the configuration is not done, and asks you whether to do the configurations automatically. If you click “Yes”, the configurations are done automatically in the CMX.

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To view the report, perform the following steps:

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**Step 1** In the CMX Engage dashboard, choose **Reports > Overview**.

The report appears.



**Note**

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By default, the report is shown for all the locations from the date on which you have installed the CMX Engage.

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**Step 2** In the FILTERs field, choose the locations for which you want to view the report.

By default, **All** is selected. To choose the locations, click the adjacent **Edit** icon, and in the Choose Locations window that appears, choose the locations for which you want to view the report, and click **Apply**.

**Step 3** In the Date field, specify the period for which you want to view the report.

By default, the report is displayed for the last 365 days for the locations for which you have access rights. To specify a period, click the adjacent **Edit** icon, and in the Choose Date window that appears, specify the date range, and click **Apply**.

- Step 4** To view a particular type of report, click the tab for the type of report that you want to view. For example, to view the User Activity report, click **User Activity**.

In the report header, various data is displayed. The counts are shown from the date of installation of the CMX Engage. The following details are displayed in the report header:

- **Devices Connected**-The total number of unique devices that have connected to your Wi-Fi and viewed the captive portal.
- **Devices Acquired**- The total number of unique devices that have connected to your WiFi and have accepted the terms and conditions for the captive portal.
- **Devices Opted In**-The total number of unique devices opted in for subscription. For more information on opted in users, see the [“Opted In Users” section on page 6-7](#).



**Note** The devices that have attempted for a social or e-mail authentication, and opted in for subscription, but couldn't successfully complete the authentication process are also considered.

- **Users Acquired**-The total number of unique customers that are identified by the CMX Engage and have accepted the terms and conditions for the captive portal. If the customer uses the same identity such as mobile number on multiple devices for the internet access, then only one user acquisition will be considered. For example, if the customer provides the same mobile number for authentication across 3 devices, it will be considered as one user acquire.

In addition, the CMX Engage enables you view the following types of reports. By default, these reports display the data for the last one year. You can filter the reports to view the data for specific locations and period.

- [Right Now, page 9-2](#)
- [Customer Acquisition Report, page 9-3](#)
- [User Activity Report, page 9-5](#)
- [Engagement Report, page 9-5](#)

## Right Now

The Right Now section in the reports displays the details of the customers currently present at your locations.

Alternatively, to access the right now report, choose **Reports > Right Now**.

By default, the report shows the details of customers currently present at all your locations. You can filter the location for which you want to view the data using the Locations drop-down list.

The report includes the following details:

- **Total Active Visitors**- The total number of customers currently present at the filtered locations.
- **New VS Returning Visitors**- The pie chart displays the total number of new customers and the returning customers (the customers who have visited your locations earlier) among the total number of customers currently present at the filtered locations. The count of new and returning customers are also shown below the pie chart along with their percentage.
- **Top 5 locations**- The 5 locations that have the highest number of customers at present.

- **Current visitors by their gender-** Displays pie charts with percentage of male, female, and gender-not-specified customers among the total number of customers currently present at the locations. The count for each gender is also displayed below the corresponding pie chart.
- **Current visitors profile information-** The number of mobile number, e-mail IDs, names, and gender details that are captured from the customers currently present at the locations. The number of current customers opted in for subscription is also shown in this section.
- **Current visitors distribution based on their tags-** Displays the tags to which the current customers belong to. A pie chart is displayed for each such tag showing the percentage of the current customers for that tag.
- **Current visit duration-** The bar graph displays the duration for which the current customers are present at the filtered locations. The number of current customers for various visit duration ranges is shown. The average dwelling time is shown at the top of the bar graph.
- **Visits count of the current visitors since last 30 days-** The number of visits made by the current customers at the filtered locations in the last 30 days. The number of customers for various visit ranges is shown. The average number of visits made by the currently present customers at the filtered locations is shown above the bar graph.
- **Current visitors by their locations-** Displays location-wise count of current customers for the filtered locations. The location-wise count is displayed in Map view and list view.
  - **Map View-**The filtered locations are shown in the world map along with the total number of customers in each of those locations.
  - **List View-** The filtered locations are listed and the number of current customers for each location is shown against that location.

## Customer Acquisition Report

The Customer Acquisition report displays the customer details acquired for the specified locations and period.

The customer acquisition report includes the following:

- **Customer Acquisition Graph-** This graph displays the following details for each day in the selected period. The total count for the specified period is displayed in the left side of the graph.
  - **Devices Connected-**The total number of devices that have connected to your Wi-Fi and viewed the captive portal.
  - **Devices Acquired-** The total number of unique devices connected to the Wi-Fi and have accepted the terms and conditions for the captive portal.
  - **Devices Opted In-**The total number of unique devices opted in for subscription. For more information on opted in users, see the [“Opted In Users” section on page 6-7](#).



### Note

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The devices that have attempted for a social or e-mail authentication, and opted in for subscription, but couldn't successfully complete the authentication process are also considered.

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- **Users Acquired-** The total number of unique customers that are identified by the CMX Engage and have accepted the terms and conditions for the captive portal. If the customer uses the same identity such as mobile number on multiple devices for the internet access, then only one user acquisition will be considered. For example, if the customer provides the same mobile number for authentication across 3 devices, it will be considered as one user acquire.

The following details are shown on the left side of the graph.

- **New Devices Connected**-The total number of new devices that have connected to your Wi-Fi and viewed the captive portal during the specified period from the selected locations.
- **Devices Acquired**- The total number of unique devices connected to the Wi-Fi and have accepted the terms and conditions for the captive portal during the specified period from the selected locations.
- **Devices Opted In**-The total number of unique devices opted in for subscription during the specified period for the selected locations. For more information on opted in users, see the [“Opted In Users” section on page 6-7](#).



**Note**

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The devices that have attempted for a social or e-mail authentication, and opted in for subscription, but couldn't successfully complete the authentication process are also considered.

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- **Users Acquired**- The total number of unique customers that are identified by the CMX Engage and accepted the terms and conditions for the captive portal during the specified period from the selected locations. If the customer uses the same identity such as mobile number on multiple devices for the internet access, then only one user acquisition will be considered. For example, if the customer provides the same mobile number for authentication across 3 devices, it will be considered as one user acquire.
- **User Profile**
  - **Total Users**- Denotes the total number of unique customers who have completed the authentication by providing any type of personal identity such as phone number, e-mail ID, and so on.
  - **Tag Pie Chart**-Displays the percentage of tagged and untagged customers among the Total Users. The percentage of the tagged customers is shown in the middle of the chart. The number of tagged and untagged customers are also shown.
  - **Male/Female Pie Charts**- Displays pie charts with the percentage of male and female customers within the tagged customers. The number of male and female customers are also shown.
  - **Tags Added**- Displays the pie chart for the tags with highest number of customers. The pie chart for a tag denotes the percentage of customers with in the Total Users that belong to that tag. The total number of customers for each tag is also displayed at the bottom of the respective pie chart. If a customer belongs to more than one tag, that customer is counted for all those tags.
- **Captured Data**- This section displays the personal details of the customers such as e-mail address, phone numbers, name, and gender details captured for the specified period and locations. You can capture the data through the Data Capture form (available for social and e-mail authentications) or a social authentication without a Data Capture form, provided the customer has given access to the personal details.
  - **Email**- The total number of unique e-mail addresses captured during the specified period from the specified locations.
  - **Phone Numbers**- The total number of unique phone numbers captured during the specified period from the specified locations.
  - **Names**- The total number of devices from which the names (first name/last name) are captured during the specified period from the specified locations.
  - **Gender**- The total number of devices from which gender are captured during the specified period from the specified locations.

## User Activity Report

The User Activity report shows the details of customer visits in the specified locations, the time the customers spend in the locations, and the number of times each customer visits the location, during the specified period.

The minimum duration of a visit is 20 minutes. If a customer disconnects from the Wi-Fi or goes out of the network, and connects back within the 20 minutes from the time of initial connection, it is considered as a single visit. If the customer connects back after 20 minutes from the time of initial connection, it is considered as another visit.

**Note**

If a customer has connected to your SSID at-least once, all the repeated visits of the customer is considered even if not connected to the SSID, provided the customer has a device with the Wi-Fi switched on.

The user activity report includes the following:

- **User Activity Graph**

- **User Per Day/Visits Per Day**-The user activity map displays the ratio of the “total unique customers visited per day” to “total visits per day”, for each day in the selected period.

The following details are shown on the left side of the graph.

- **Total Distinct Users**- The total number of unique customers who have visited the specified locations during the specified period. If the authentication type used does not support identifying a customer, the number of unique devices visited is considered.
- **Daily Active Users**- The average number of customers with Wi-Fi “ON” per day in the specified locations for the specified period.
- **Total Visits**- The total number of visits made to the specified locations during the specified period. A customer may make more than one visit.
- **Dwell Time**- Displays a bar graph that shows the duration of each visit in the specified locations during the specified period. The average dwell time is displayed at the top of the bar graph. The number of visits for various dwell time ranges are shown. For example, the count for **>8 hrs** represents the number of visits that spent greater than 8 hours.
- **Visit Count Distribution**- Displays a bar graph that shows the number of visits made by each unique customer in the specified locations during the specified time. The average number of visit by a unique customer is displayed at the top of the bar graph. The number of visits for various visit ranges are shown. For example, the count for **1 VISITS** represents the number of unique customers who have visited the specified locations only once during the specified time.

## Engagement Report

The Engagement report shows the details of engagement by the customers in the captive portals configured for the specified locations.

The report includes the following details:

- **New VS Returning Devices**- The bar graph displays the total number of new devices and the returning devices (the devices that have previously connected to your SSIDs from the specified locations) that have connected to the SSID configured for the locations, on each day.
- **Captive Portal Engagement**

- **Welcome Page Views**- The total number of times the customers accessed the captive portal and viewed the welcome page during the specified period from the specified locations.[Before internet provisioning]
- **Internet Provisioned**-The total number of customers who could connect to the internet through the captive portal during the specified period from the specified locations.
- **Landing Page Views**- The total number of times the customers accessed and viewed the landing page for the specified period and locations.[After internet provisioning]




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**Note** After the Internet provisioning, if the customer is redirected to an external link, it is not counted for landing page views.

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- **Number of Clicks per Menu Item**- The menu items in the captive portal or captive portals that the customers clicked the most. The percentage of the click for each menu item among the total click is shown as pie charts. The number of click for each of these menu items are also shown below the corresponding pie chart.
  - **Engagement Rules- Consumer Notifications**- A bar graph that displays the number of notifications sent to the customers through SMS, e-mail, or push notifications using various engagement rules for the specified period and locations. The colors that indicate SMS, Email, and App notifications in the bar are shown at the top-right of the graph. Each bar in the graph represents an engagement rule. The total number of SMS, e-mail, and push notifications sent using the engagement rules for the selected locations and period are shown on the left side of the graph.
  - **Engagement Rules- Business User Notifications**- A bar graph that displays the number of notifications sent to the business users through SMS, e-mail, or API notifications using various engagement rules for the specified period and locations. The colors that indicate SMS, Email, and API notifications in the bar are shown at the top-right of the graph. Each bar in the graph represents an engagement rule. The total number of SMS, e-mail, and API notifications sent using the engagement rules for the selected locations and period are shown on the left side of the graph.
  - **Engagement Rule - Profile Tags**- A graph that displays the total number of customers tagged or removed from the tags using various profile rules during the specified period for the specified locations. Each bar in the graph represents a profile rule. The total number of customers tagged and the customers untagged through various profile rules are shown on the left side of the graph.
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