CHAPTER **10**

Reports

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

Viewing Reports

The Report shows the details of the customer activities in the WiFi Engage enabled locations. It also shows the customer data you could acquire so far using the WiFi 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 To view the reports, you must do certain configuration in the MSE/CMX. For more information on the MSE/CMX configurations required, see the "Configuring the MSE/CMX to Send Notifications" section on page 5-2. If the MSE/CMX configurations are not done, when you try to access the reports, the WiFi 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 MSE/CMX.

To view the report, perform the following steps:

Step 1 In the WiFi Engage dashboard, choose **Reports**.

The report appears.

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

Step 2 In the FILTER BY area, choose the locations for which you want to view the report.

Step 3 To view the report for a particular period, click the calendar icon, and specify the period for which you want to view the report.

To select a date, in the calendar, click the required date, 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, the count of various data is displayed. The counts are shown from the date of installation of the WiFi 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**- This section is under update.

In addition, the WiFi 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.

- Customer Acquisition Report, page 10-2
- Use Activity Report, page 10-3
- Engagement Report, page 10-4

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.

    - **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.

    - **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**   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**- This section is under update.

- **User Profile**- This pie chart shows the total number of unique customers who have completed the social authentication (the social authentication with or without the Data Capture form) or e-mail authentication with a Data Capture form. It also shows the number of male and female customers among the total number of customers.

This section also displays the three tags with highest number of customers and the total number of customers for each tag. If a customer belong 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, and so on 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 e-mail addresses of the customers captured during the specified period from the specified locations.

  - Phone Numbers- The total number of phone numbers of the customers captured during the specified period from the specified locations.

  - Names- The total number of customer names captured during the specified period from the specified locations.

  - Gender- The total number of gender details captured during the specified period from the specified locations.

Use 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 maximum duration of a visit is 24 hours. 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:

- **Average Daily Active Users-** The average number of customers with Wi-Fi on in the specified locations for the specified period.

- **Total Unique Users**- The total number of unique customers who have visited the specified locations during the specified period.

- **Visits**- The total number of visits made to the specified locations during the specified period. A customer may make more than one visit.

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.

- **Dwell Time**- Displays a pie chart that shows the duration of each visit in the specified locations during the specified period. The average dwell time is displayed in the center of the pie chart. This section also shows the number of visits for various dwell time ranges. For example, the count for **<5 MINS** represents the number of visits that spent less than 5 min.

- **Average Number of Visits- Unique Users**- Displays a pie chart 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 in the center of the pie chart. This section also shows the number of visits for various visit ranges. 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:

- **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 landing page views for the specified period and location.[After internet provisioning]

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

- **Number of Clicks per Menu Item**- The five menu items in the captive portal or captive portals that the customers clicked the most.

- **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. 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. 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 added to or removed from various engagement rules using the tags during the specified period for the specified locations. Each bar in the graph represents an engagement rule. The total number of tags added and tags removed through various engagement rules are shown on the left side of the graph.