

# Analytics view

**Analytics view**

The [Workbench](#) comes integrated with essential reports and displays the usage data of your [Product Guides](#).

You can opt for the full [Web Analytics](#) suite or stick to the default ones provided within [the Workbench](#).

The *Analytics* view displays the usage data of your Product Guides. There are only a handful of reports integrated into the Workbench. The full [Web Analytics](#) Suite contains a lot more data, reports and views than within the Workbench.

You can access the advanced analytics via [Matomo](#) if you have at least a *Professional* account.

Please note that your free trial account contains demo data only and not productive data.

## Example from Demo Guides

Analytics

Analyze the performance of your product guide (SERVICE environment only).

Select Date Range: last 7 days

Visits Over Time

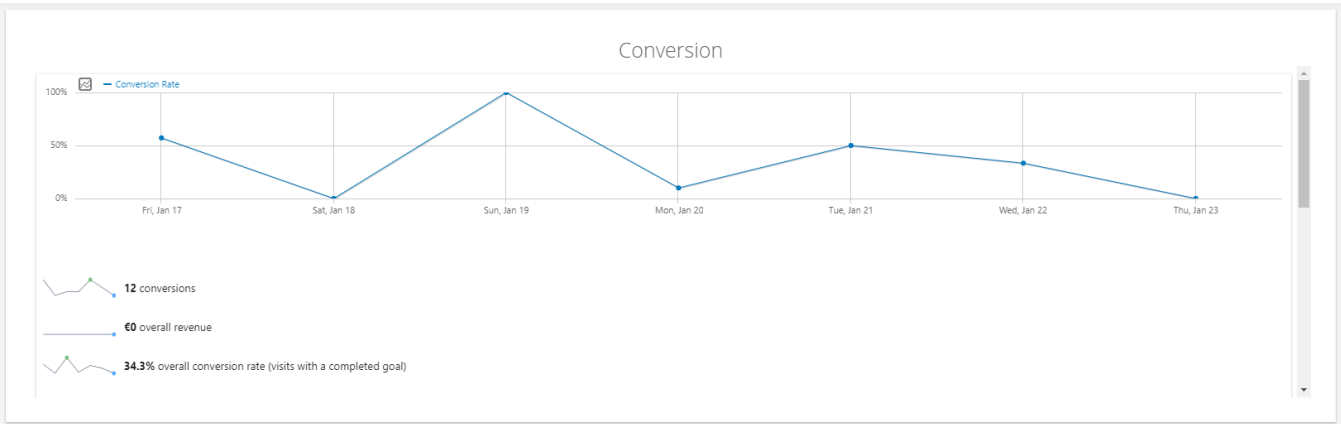
| Date        | Visits |
|-------------|--------|
| Fri, Jan 17 | 7      |
| Sat, Jan 18 | 2      |
| Sun, Jan 19 | 1      |
| Mon, Jan 20 | 10     |
| Tue, Jan 21 | 8      |
| Wed, Jan 22 | 6      |
| Thu, Jan 23 | 1      |

Stages

| PAGE URL         | PAGEVIEWS | UNIQUE PAGEVIEWS | BOUNCE RATE | AVG. TIME ON PAGE | EXIT RATE |
|------------------|-----------|------------------|-------------|-------------------|-----------|
| app_Bike-Advisor | 90        | 69               | 44%         | 00:00:25          | 45%       |
| app_Camera-Guide | 23        | 20               | 0%          | 00:01:39          | 10%       |

Answer Options

| EVENT ACTION                                      | EVENTS | EVENT VALUE |
|---|--------|-------------|
| gender  | 6      | -           |
| which additional features should your camera have | 6      | -           |
| how tall adult                                    | 5      | -           |
| light reflectors                                  | 5      | -           |
| age   | 4      | -           |



### Device Types

| TYPE          | VISITS |
|---------------|--------|
| Desktop       | 34     |
| Smartphone    | 1      |
| Camera        | -      |
| Car browser   | -      |
| Console       | -      |
| Feature phone | -      |

### Screen Resolutions

| RESOLUTION | VISITS |
|------------|--------|
| 1920x1080  | 10     |
| 1920x1200  | 9      |
| 1440x900   | 3      |
| 1680x1050  | 2      |
| 2560x1440  | 2      |



**Analytics**

Analytics are useful to organically learn more about your customers and their behavior. You can measure conversion rate, view what kind of products are popular, segment customers and much more.