

Getting Started with Analytics



Since working with Matomo and the reports itself is very straightforward and **well-documented on the [Matomo website](#)**, this chapter is limited to the **most important documentation and specifics for excentos** only.

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Introduction / Get started

excentos recommends the following steps to get you started with the Analytics:

1. **change your password** (click on the username on the top right, select *Personal | Settings* in the menu and scroll down to the *change password* dialog)
2. please make sure your **selected user language is english** since the entire documentation and naming of success goals is in english (this is also edited in *Personal | Settings*)
3. browse through the **Dashboard** and the other main reports to **get familiar**

Selecting the Date Range

You need to select the date range in order to see the data for a certain day, week, month or time range.

Click on the "Date range" box; select a period (e.g. month, week, day) and then **click into the calendar** to confirm the date range (you also need to click into the calendar if you select an entire month to confirm your selection).

DATE RANGE: 2016, JUNE

◀ Jun 2016 ▶

Mo Tu We Th Fr Sa Su

1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30

Period

☐ Day

☐ Week

☒ Month

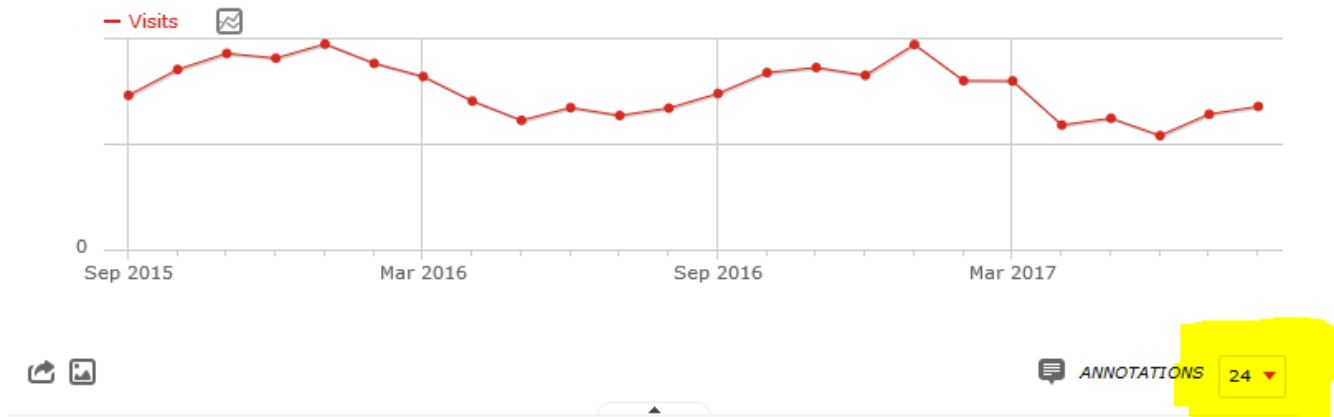
☐ Year

☐ Date range

i If you select "day" or "date range", the x-axis (showing the timeline) will be based on **days**. This may cause **slower performance** of your reports since every data is calculated on a daily instead e.g. monthly basis. To perform the reports on a monthly basis, select the period "month".

If you selected "month" or "week" or "year", the charts are displayed with a certain time range **back into the past** (note: this only applies to the charts; the table reports show only the currently selected date range). You can change the time range displayed in the charts by selecting the dropdown on the lower right of the corresponding chart:

Evolution over the period



Help and Explanations / Tooltips

Most reports have help or explanation content. Just hover over the report title and click on the "i"-symbol. Example:

Evolution over the period

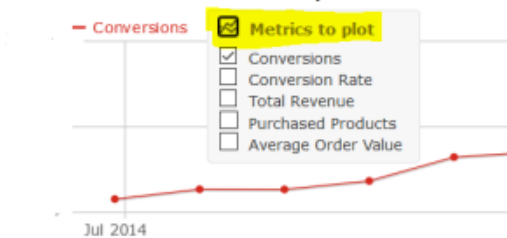
This is an overview of your goal conversions. In **Insights**, the graph shows the sum of all conversions. Below the graph, you can see conversion reports for each of your goals. The sparklines can be enlarged by clicking on them.

Help

Customize Charts

Most charts allow you to **customize the data displayed**. Just hover over the **metrics to plot** - icon to select the attribute

Evolution over the period



Customize your Dashboard

You can customize your dashboard by **adding widgets**. To add a widget, click on **widgets and dashboards** and select **add a widget**



DATE RANGE: 2016, JUNE ALL VISITS

WIDGETS & DASHBOARD

Add a widget ↓

- Visits Summary
- Live!
- Visitors
- Visitor Settings
- Visitor Devices

Goals Overview

Conversions

Each widget can also be **reloaded**, **collapsed / expanded** or **closed** to remove it from the dashboard:

Visitor Location (Country)		
COUNTRY		VISITS
Germany		4
Switzerland		1313
Austria		1

Select a Segment

Use the "Segment" selector to filter down to one segment only:

DATE RANGE: FROM 2016-01-01 TO 2016-09-06

ALL VISITS

Search

Select a segment of visitors:

- All visits (default)
- Ski Advisor

Add new segment

If the segments you need don't exist yet, please contact excentos or use the *Pages* report.

Activate Commerce Tracking

excentos provides **powerful and easy-to-integrate features to track real shopping cart transactions** ([see more](#)). Activating commerce tracking means that excentos gets **access to your shopping cart data** for completed transactions of visitors that used the Product Guide. excentos needs this information to **fully understand the buying process** and exit points, and **increase conversion, margins and generate new customers** far better if commerce tracking is enabled.

excentos only gets information on visitors that actually used the Product Guide, thus information of other users of your shop or website stays confidential.

Please contact excentos to activate commerce tracking.

IP Address Filtering

The excentos Web Analytics filters internal IP addresses (such as excentos-offices, your offices) as internal traffic. The data is logged into log files, but not processed for the reports.

Please check regularly, whether the external IP-Addresses of your office and those others in your company have changed. If configured correctly, your own test activities won't have an effect on your statistics as also not the activities of excentos.

Please ask your internal IT department or use a public tool like this to find out your IP address: <http://www.heise.de/netze/tools/ip/> and provide excentos with your IP address.