

The background of the top section features a gradient from pink to orange. It is decorated with several faint, light-colored icons: a shopping cart, a document with lines, and a bar chart. The word "e-commerce" is centered in a large, white, sans-serif font with a subtle drop shadow.

# e-commerce

## E-commerce App

### IQLECT

IQLECT E-commerce document contains technical information on the E-commerce app's features, stream details, list of attributes and setup guide.

IQLECT SOFTWARE SOLUTIONS PVT LTD

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## Overview

IQLECT's E-commerce App analyzes customer behavior on the web and mobile sites in order to understand and improve the digital user experience, visitor acquisition and help "online sellers" get better insights into customer behavior.

It also finds patterns by analyzing actions taken across the web and mobile channels that aren't intuitive to us but might be crucial. For example, 'Struggle detection' through session replay or including taxes in display price. It can also measure and refine the impact of search engine advertising, email campaigns, cross-selling or upselling targets, social media activity, and customer service effectiveness.

Web analytics solutions have three main components:

- Data capture
- Visualization & reporting
- Advanced capabilities

### Data capture

The actors and the data that the app expects are discussed in detail in the section 'Configuring the App'. Initially the user demographic data is captured and an ID is assigned. Post that, the ID is mapped with events that takes place through the user journey. The data is captured and mapped in real-time.

### Visualization & reporting

Data visualization enables businesses to make crucial decisions based on the captured data. This includes various forms of charts, tables, graphs, comparative display and more.

While the web analytics market is mature, vendors continue to expand their capabilities to include advanced analytics, the ability to analyze across channels and devices, and extensibility to broader customer analytic tools that provide a more granular view of the customer. Our offerings include:

1. Real time analytics
2. Comparative analytics
3. Predictive analytics

All charts are organized and discussed in section 'Dashboards'.

### Advanced capabilities

The team at IQLECT continuously updates and upgrades the ecommerce app. At the time of authoring this document, the upcoming offerings include:

- Unique user identification: use of very basic user behaviors complemented with well-known techniques like cookies to better identify a customer and cater specifically to their needs.
- Segmentation, Churn, Personalization

- Extend analytics to mobile apps: By 2018, more than 50% of users will go to a tablet or smartphone first for all online activities.

## Configuration

This section of the document will help you in setting up the ecommerce app and configure the app to your specific requirement.

### How to install?

1. Sign in to your registered Iqlect account
2. Go to app store and from categories select website
3. Select the ecommerce app
4. Click the install button

### How to Delete?

1. In my app section ensure that “e-Commerce” app is already installed
2. Open the app
3. Find the “ACTIONS” dropdown and select “DELETE”

## Getting Started

To begin, you need to populate the user, product and seller info so that we can then map the input data from your website. Also the same information needs to be updated every time to ensure the analytics adapt your system changes. In order to do that, you can use one of the CLIENTS supported and integrate with your backend as well as to pump the data at once. If you need any support please reach us at [forum.iqlect.com](http://forum.iqlect.com) or email at [help@iqlect.com](mailto:help@iqlect.com)

To get started with tracking your website, add the JavaScript snippet into the HEAD section of your website. We can start collecting and analysing information like visits, and basic visitor demographics such as geo, page/session etc. right away.

## Configuring the App

IQLECT's JavaScript API exposes specific functions that lets you to relate your user info in real-time. To add the JavaScript snippet, Copy-Paste the snippet. Subsequently, by calling certain functions, it is possible to track specific events.

### User Information

1. **Iqlect.set\_visitor\_id(user\_id):** IQLECT generates a unique ID for each user who visits your site. This function will override the auto generated user ID with the provided visitor ID.
2. **Iqlect.set\_user\_lang(language):** Set the LANGUAGE in which the user is viewing the site.
3. **Iqlect.set\_login\_method:** Set the login method like “Web”, “App” etc.

## Campaign and Marketing

IQLECT will check the utm parameters automatically for information on source, campaign name and other details. The details are mentioned below.

1. The `utm_source` parameter (required) identifies which site sent the traffic, and is a required parameter.

Ex: `utm_source=Google`

2. The `utm_medium` parameter (required) identifies what type of link was used, such as cost per click or email.

Ex: `utm_medium=cpc`

3. The `utm_campaign` parameter (required) identifies a specific product promotion or strategic campaign.

Ex: `utm_campaign=spring_sale`

4. The `utm_term` parameter (optional) identifies search terms.

Ex: `utm_term=running+shoes`

5. The `utm_content` parameter (optional) identifies what specifically was clicked to bring the user to the site, such as a banner ad or a text link. It is used for A/B testing and content-targeted ads.

Ex: `utm_content=logolink` (or) `utm_content=textlink`

### Exception Handling

IQLECT handles errors encountered while calling the function. However to make sure your site is not affected by the integration we strongly recommend to place the IQLECT code inside a try-Catch block as shown below.

```
try {  
  //IQLECT Custom Event Tracking code  
}  
catch(err) {  
  //Code to Handle errors  
}
```

### Sending Data

IQLECT lets you track events specific to a ecommerce website and provides useful insights to administrators and owners. To track such events you need to use the functions below and use them at scripts, buttons, links where the events are defined.

1. `Iqlect.product_viewed(product_info)`: To send the product related info.

```
// Prepare the product info  
var product_info = {  
  "product_id": <product_id>,  
  "seller_id": <seller_id>,  
  "in_stock": <in_stock>,  
  "membership_benefits": <membership_benefits>,  
  "price_per_unit": <price_per_unit>  
};  
// Send the info  
Iqlect.product_viewed(product_info);
```

2. `Iqlect.add_to_cart(product_info)`: To send product info when the product is added to cart

```
// Prepare the product info
var product_info = {
  "product_id": <product_id>,
  "seller_id": <seller_id>,
  "price_per_unit": <price_per_unit>
};
// Send the info
Iqlect.add_to_cart(product_info);
```

3. Iqlect.checkout(product\_info): To send the info of the products for which the order was placed.

```
// Prepare the product info
var product_info = {
  "order_id": <order_id>,
  "product_id": <product_id>,
  "seller_id": <seller_id>,
  "membership_benefits": <membership_benefits>,
  "price_per_unit": <price_per_unit>,
  "order_type": <order_type>
  "payment_method": <payment_method>
  "quantity": <quantity>
  "total_price": <total_price>
  "coupon_code": <coupon_code>
  "coupon_type": <coupon_type>
  "coupon_used": <coupon_used>
  "discount": <discount>
  "revenue": <revenue>
  "shipping_charges": <shipping_charges>
  "tax": <tax>
};
// Send the info
Iqlect.checkout(product_info);
```

4. Iqlect.add\_to\_wishlist(): To send the info of the products that are added to wishlist

```
// Prepare the product info
var product_info = {
  "product_id": <product_id>,
  "price_per_unit": <price_per_unit>
};
//Send the info
Iqlect.add_to_wishlist(product_info);
```

5. Iqlect.remove\_from\_cart(product\_info): To send product info when the product is added to cart

```
// Prepare the product info
var product_info = {
  "product_id": <product_id>,
  "seller_id": <seller_id>,
```

```
"membership_benefits": <membership_benefits>,  
"price_per_unit": <price_per_unit>  
};  
// Send the info  
Iqlect.remove_from_cart(product_info);
```

6. `Iqlect.cancel_order(product_info)`: To send the info of the products for which the order was placed.

```
// Prepare the product info  
var product_info = {  
"order_id": <order_id>,  
"product_id": <product_id>,  
"seller_id": <seller_id>,  
"membership_benefits": <membership_benefits>,  
"price_per_unit": <price_per_unit>,  
"order_type": <order_type>  
"payment_method": <payment_method>  
"quantity": <quantity>  
"total_price": <total_price>  
};  
// Send the info  
Iqlect.cancel_order(product_info);
```

7. `Iqlect.remove_from_wishlist(product_info)`: To send the info of the products for which the order was placed.

```
// Prepare the product info  
var product_info = {  
"product_id": <product_id>,  
"price_per_unit": <price_per_unit>  
};  
// Send the info  
Iqlect.remove_from_wishlist(product_info);
```

## Explanation & How to guides

The section below explains the dashboards and the streams section of the app. It contains a detailed list of data streams, charts, the type of information carried and the types of derived streams that are included.

### Dashboards

Dashboards are a great way to organize your charts. You can create one or more dashboards and add multiple charts to each dashboard. Relevant charts can be grouped together in dashboards.

### Visitors

This dashboard provides various information on visitors to the website. The following information is tracked in real-time.

- Tracks number of visitors, sessions, and stats about the pages browsed
- Tracks click and load times for each browser and their corresponding versions conveying critical info about any deployment issues for that particular browser
- Validates the success or failure of a campaign by tracking traffic brought through a particular campaign
- Compares traffic (users, sessions, page views) with varying granularity on timeframe
- Differentiates traffic and views by gender and age groups
- Tracks the distribution of traffic by Geography, Devices, OS and Network
- Dedicated section for tracking all of the above properties/events on Mobile devices
- Tracks the source and medium of visitors

Charts for this dashboard includes

- Visitors
- Sessions
- Page Views
- Avg Views/Visitor
- Avg Views/Session
- Avg Session Duration
- Avg Load Time
- New vs. Returning Visitors
- Site Profiling
- Visitors (vs.) Sessions (vs.) Views
- Stats per Page by Page URL
- Stats by Page Category
- Stats per Page by Title

#### 1.1 Behavior

- New vs. Returning stats
- Count of Sessions

#### 1.2 Browser

- Page Views vs. Time by Browser
- Page Views by Browser
- Page Views by Browser Version
- Load Time by Browser
- Average Load Time by Browser Version
- Stats by Browser
- Stats by Browser Version

#### 1.3 Campaigns

- Users by UTM Campaigns
- Page Views by UTM Campaigns
- Sessions by UTM Campaign
- Details by UTM Campaign

#### 1.4 Comparative Analysis (done wrt two different timelines and varying granularity)

- Visitors
- Sessions
- Page Views
- Average Views per User
- Average Session Duration
- Average Sessions per User

#### 1.5 Demographics

- Page Views by Gender
- Stats by Age Group
- Details by Gender
- Details by Age Group

#### 1.6 Devices

- Visitor Distribution
- Views Distribution
- Sessions per Device
- Views by Resolution
- Details per Device
- Details by Screen Resolution

#### 1.7 Geo

- Top Countries by Page Views
- Top States by Page Views
- Top Cities by Page Views
- Country wise Details
- Details by State
- Details by City
- Visitor Distribution

#### 1.8 Mobile

- Visitors
- Sessions
- Page Views
- Mobile Views
- Mobile vs. Non Mobile
- Stats by Operating System
- Stats by Device Manufacturer
- Stats by Gender
- Page Views by Browser
- Stats by Browser
- Stats by Service Provider
- Stats by Age Group
- Stats by Country

### 1.9 OS & Network

- Page Views vs. Time by OS
- Page Views by OS
- Views by Service Provider
- Details by OS
- Details by Service Provider

### 1.10 Source / Medium

- Visitors by Channel
- Visitors by Referrer URL
- Users by UTM Source
- Users by UTM Medium
- Details by Channel
- Details by Referrer URL
- Details by UTM Source
- Details by UTM Medium

### 1.11 User Explorer

- Stats by Client ID
- Stats by IP

### 1.12 Visitors (A/B)

- Visitors
- Sessions
- Page Views
- Average Views/Visitor
- Average Views/Session
- Average Session Duration
- Average Load Time
- New vs. Returning Visitors
- Visitors (vs.) Sessions (vs.) View

## E-Commerce

These dashboards cover the business portion of the ecommerce website. Details on products, categories, channels, brand, sales etc. are included here.

- Covers all aspects related to product and brand
- Tracks abandoned orders by value and category
- Tracks canceled orders by value, category and underlying reason against time
- A/B testing with relation to number of orders, total order value, conversion rate, dropout rate, event distribution
- Dedicated section to track activity and orders of subscribed users
- Dedicated brand dashboards to track product view, card addition, orders, conversion rate and dropout rate. This could further be grouped on the basis of campaign, price range, category, membership and device
- Tracks product views, card addition, orders, conversion rate and dropout rate by 'campaign' highlighting results

- Tracks product views and orders against time, inventory and category
- Tracks products currently being viewed and top-K products within specified timeframe
- Detailed visitor profile, order value and volume grouped by gender and language
- Dedicated sellers section to get aggregated data like top-K sellers, fulfillment info grouped by product category

Charts for this dashboard includes

### 2.1 Abandoned Orders

- Abandoned Orders
- Abandoned Orders Value
- Abandoned Products
- Abandoned Orders by Product Category
- Abandoned Orders Value by Product Category
- Abandoned Orders by Sub Category
- Abandoned by Sub Category
- Top Abandoned Products

### 2.2 Basket Analysis

- Basket Share by Price Range
- Basket Share by Category & Price Range

### 2.3 Brand Analysis-1

- Products Viewed by Brand
- Add to Cart by Brand
- Total Orders and Amount by Brand
- Conversion Rate by Brand
- Dropout Rate by Brand
- Cancelled Orders and Value by Brand
- Cancelled Orders by Cancellation Reason and Brand
- Average Views per user by Brand
- Average Views per Session by Brand

### 2.4 Brand Analysis-2

- Total Views by Campaign and Brand
- Total Purchases by Campaign and Brand
- Total Views by Price Range and Brand
- Total Purchases by Price Range and Brand
- Total Views by Product Category and Brand
- Total Purchases by Product Category and Brand
- Total Views by Membership Info and Brand
- Total Purchases by Membership Info and Brand
- Total Purchases by Device and Brand
- Order Value by Device and Brand

## 2.5 Campaign

- Product Views by Campaign
- Add to Cart by Campaign
- Orders by Campaign
- Products Purchased by Campaign
- Products Purchased by UTM Source
- Dropout Rate and Products Viewed by Campaign
- Conversion Rate and Product Viewed by Campaign

## 2.6 Cancelled Orders

- Cancelled Orders
- Cancelled Orders Value
- Cancelled Products
- Cancelled Orders vs. Time
- Cancelled Orders by Category and Subcategory
- Cancelled Orders Value by Category and Subcategory
- Top Cancelled Products
- Cancelled Orders by Category and Cancelled Reason

## 2.7 ecommerce(A/B)

- Total Orders
- Total Amount
- Average Items per Order
- Average Price per Order
- Conversion Rate
- Dropout Rate
- Orders vs. Time
- Event Distribution

## 2.8 Product Analysis

- Products Viewed and Purchased vs. Time
- Views by Inventory
- Views by Inventory and Category
- Views by Inventory and Subcategory
- Products Being Viewed
- Top 50 Products Viewed
- Average Products Viewed by Shoppers and Visitors

## 2.9 Sellers

- Total Sellers
- Total Sellers by Fulfillment Program
- Top 50 Sellers by Products Sold
- Products Sold by Sellers and Product Category
- Products Sold by Sellers and to city
- Products Sold by Product Category and to city

## 2.10 Subscribed Users

- Total Revenue by Membership Benefits

### 2.11 Visitor Profile

- Shoppers by Gender
- Shoppers by Language
- Order Value by Gender
- Order Value by Language
- Order Volume by Gender
- Order Volume by Language
- Average Basket Value by Gender
- Average Basket Value by Language
- Average Basket Size by Gender
- Average Basket Size by Language

## INSIGHTS

### 3.11 Product Insights

- Details of the Product
- Product Activity
- Product and Seller Relation
- Cancelled Reason and Count

### 3.12 Seller Insights

- Details of the Seller
- Seller Activity
- Cancelled Reason and Count

### 3.13 User Insights

- Details of the User
- User Activity
- Pages Visited by User
- User Activity
- User and Seller Relation
- User Activity by Campaign
- User Activity by Price Range

## Streams

Streams page contains the list of data streams and derived streams in the system. Streams can be defined as group of attributes that flows continuously from a source to the destination in packets. In this case the destination is Ampere. Each stream has a set of attributes that can be user-defined.

There are two types of streams on Ampere and the streams listed here can be either data streams or derived streams. A data stream is a basic stream with several attributes while a derived stream is one created on an existing stream using analytics such as aggregate, CEP or predictive.

The relevant labels and fields are explained below.

Stream name: Name of the stream

Event count: Number of streams that have arrived in the last interval

Status: Denotes whether the stream is enabled or disabled

Each stream also has three quick launch buttons – Aggregate, Visualize and Act. Upon clicking aggregation wizard, chart creation wizard and action creation wizard is launched respectively. These buttons can be found by hovering on the row that contains the stream. Another option, “copy”, is available only for the raw data streams.

The checkbox ‘Show only data streams’ filters the entire list of streams and displays only the data streams (hides the derived and/or analytics streams).

## Events

An event is an action someone takes in an application or on your website. You can define any event that is specific to your business. In the Ecommerce app predefined events used are as follows:

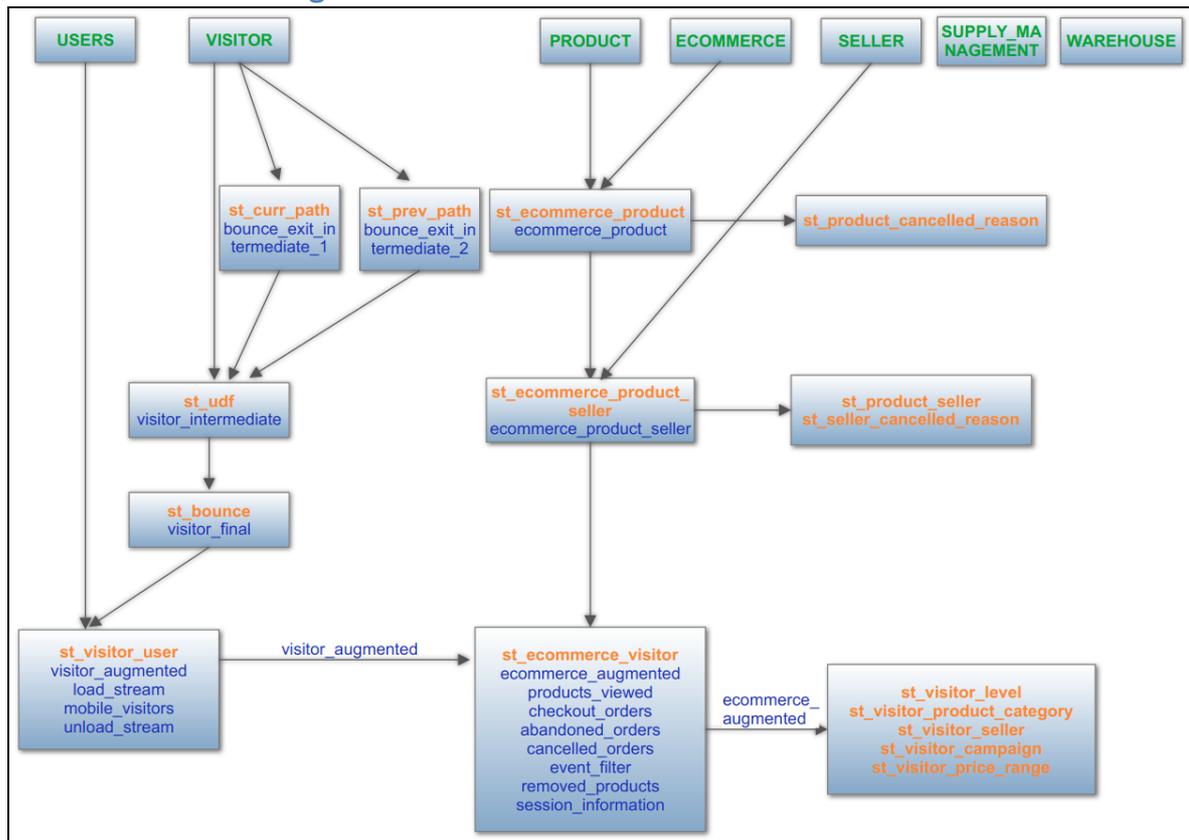
### VISITOR:

- load
- Unload

### ECOMMERCE:

- view
- add\_to\_cart
- watching
- checkout
- add\_to\_wishlist
- save\_for\_later
- return
- cancelled
- replace
- Move\_to\_wishlist

## Stream data flow diagram



## Data Streams

Data streams (1-7) gets data from agent and data streams(8-25) gets processed or filtered data from static CEP.

- USERS
- VISITOR
- PRODUCT
- ECOMMERCE
- SELLER
- SUPPLY MANAGEMENT
- WAREHOUSE
- bounce\_exit\_intermediate\_1
- bounce\_exit\_intermediate\_2
- visitor\_intermediate
- visitor\_final
- visitor\_augmented
- load\_stream
- mobile\_visitors
- unload\_stream
- ecommerce\_product
- ecommerce\_product\_seller
- ecommerce\_augmented
- products\_viewed
- checkout\_orders

- abandoned\_orders
- cancelled\_orders
- event\_filter
- removed\_products
- session\_information

### Derived Streams

These streams are the aggregated or CEP of the data streams that has been built on existing data streams.

### Static CEP Streams

This section includes the CEP streams. CEP streams are also derived streams. These streams can be derived from one or more data streams. These streams have property to keep data for long time and also serve as data source for other data streams (none or many). Static CEP streams in Ecommerce app are as follows:

#### 1. st\_curr\_path

Primary Key:

path

Input Streams:

VISITOR

Output Streams:

Bounce\_exit\_intermediate\_1

#### 2. st\_prev\_path

Primary Key:

prev\_url

Input Streams:

VISITOR

Output Streams:

Bounce\_exit\_intermediate\_2

#### 3. st\_udf

Primary Key:

path

Input Streams:

VISITOR,

bounce\_exit\_intermediate\_1,

bounce\_exit\_intermediate\_2

Output Streams:

Visitor\_intermediate

#### 4. st\_bounce

Primary Key:

session\_id

Input Streams:

visitor\_intermediate

Output Streams:

Visitor\_final

5. st\_visitor\_user
  - Primary Key:
    - visitor\_id (index)
  - Input Streams:
    - USERS,
    - visitor\_final
  - Output Streams:
    - visitor\_augmented,
    - load\_stream,
    - mobile\_visitors,
    - Unload\_stream
6. st\_ecommerce\_product
  - Primary Key:
    - product\_id (index)
  - Input Streams:
    - PRODUCT,
    - ECOMMERCE
  - Output Streams:
    - Ecommerce\_product
7. st\_ecommerce\_product\_seller
  - Primary Key:
    - seller\_id (index)
  - Input Streams:
    - ecommerce\_product,
    - SELLER
  - Output Streams:
    - Ecommerce\_product\_seller
8. st\_ecommerce\_visitor
  - Primary Key:
    - session\_id (index)
  - Input Streams:
    - ecommerce\_product\_seller,
    - visitor\_augmented
  - Output Streams:
    - ecommerce\_augmented,
    - products\_viewed(event = view),
    - checkout\_orders(event = checkout),
    - abandoned\_orders,
    - cancelled\_orders(event = cancelled),
    - event\_filter(event = view or add\_to\_cart or checkout),
    - removed\_products(event = remove),
    - session\_information(event = unload)
9. st\_product\_cancelled\_reason
  - Primary Key:
    - product\_id (index),
    - cancellation\_reason
  - Input Streams:
    - ecommerce\_product
  - Output Streams: NONE

10. st\_product\_seller
  - Primary Key:
    - product\_id (index),
    - seller\_id
  - Input Streams:
    - ecommerce\_product\_seller
  - Output Streams: NONE
11. st\_seller\_cancelled\_reason
  - Primary Key:
    - seller\_id (index),
    - cancellation\_reason
  - Input Streams:
    - ecommerce\_product\_seller
  - Output Streams: NONE
12. st\_visitor\_level
  - Primary Key:
    - visitor\_id (index)
  - Input Streams:
    - ecommerce\_augmented
  - Output Streams: NONE
13. st\_visitor\_product\_category
  - Primary Key:
    - visitor\_id (index),
    - category\_code
  - Input Streams:
    - ecommerce\_augmented
  - Output Streams: NONE
14. st\_visitor\_seller
  - Primary Key:
    - visitor\_id (index),
    - seller\_id
  - Input Streams:
    - ecommerce\_augmented
  - Output Streams: NONE
15. st\_visitor\_campaign
  - Primary Key:
    - visitor\_id (index),
    - utm\_campaign
  - Input Streams:
    - ecommerce\_augmented
  - Output Streams: NONE
16. st\_visitor\_price\_range
  - Primary Key:
    - visitor\_id (index),
    - price\_range
  - Input Streams:
    - ecommerce\_augmented
  - Output Streams: NONE

### *Aggregation Streams*

This section includes streams names in hierarchical order based on the parent stream from which it is derived. Root stream is always a data stream for any aggregate stream. Aggregate streams in Ecommerce app are as follows:

- (1) load\_stream
  - (a) stats\_by\_page\_url
  - (b) views\_per\_session
    - (i) avg\_views\_per\_session
  - (c) visitors\_by\_channel
  - (d) stats\_by\_utm\_campaign
  - (e) visitors\_by\_referrerurl
  - (f) a\_b\_average\_load\_time
  - (g) stats\_by\_clientid
  - (h) stats\_by\_age\_group
  - (i) a\_b\_views\_per\_user
    - (i) a\_b\_average\_views\_per\_user
  - (j) stats
  - (k) stats\_by\_browser
  - (l) stats\_by\_country
    - (i) top\_20\_countries\_by\_page\_views
  - (m) stats\_by\_os
  - (n) stats\_by\_service\_provider
  - (o) stats\_mobile\_nonmobile
  - (p) stats\_by\_gender
  - (q) stats\_by\_utm\_medium
  - (r) stats\_by\_resolution
  - (s) new\_returning
  - (t) a\_b\_new\_returning
  - (u) stats\_by\_page
  - (v) a\_b\_views\_per\_session
    - (i) a\_b\_average\_views\_per\_sessionstats\_by\_device
  - (w) stats\_by\_page\_category
  - (x) views\_per\_user
    - (i) average\_views\_per\_user
  - (y) sessions\_per\_user
    - (i) average\_session\_per\_user
    - (ii) session\_interval
    - ii) count\_of\_sessions
  - (a) stats\_by\_state
    - (i) top\_20\_states\_by\_page\_views
  - (b) count\_by\_browser
  - (c) a\_b\_stats
  - (d) stats\_by\_utm\_source
  - (e) stats\_by\_city
    - (i) top\_40\_cities\_by\_page\_views
  - (f) stats\_by\_ip
  - (g) average\_load\_time
- (2) mobile\_visitors
  - (a) stats\_mobile\_by\_age\_group

- (b) stats\_mobile\_by\_manufacturer
- (c) stats\_mobile\_by\_gender
- (d) stats\_mobile\_by\_os
- (e) stats\_mobile\_by\_srvc\_prov
- (f) stats\_mobile\_by\_browser\_version
- (g) stats\_mobile
- (h) stats\_mobile\_by\_country
- (i) stats\_mobile\_by\_browser
- (3) unload\_stream
  - (a) a\_b\_average\_session\_duration
  - (b) average\_session\_duration
- (4) ecommerce\_augmented
  - (a) add\_to\_cart\_by\_brand
  - (b) shoppers\_by\_gender
  - (c) checkout\_per\_campaign\_and\_product
  - (d) st\_visitor\_campaign
  - (e) shoppers\_by\_language
  - (f) total\_revenue\_by\_membership\_benefits
  - (g) st\_visitor\_seller
  - (h) checkout\_per\_utm\_source\_and\_product
  - (i) st\_visitor\_level
  - (j) orders\_by\_device
  - (k) shoppers\_by\_language\_and\_basket
    - (i) avg\_basket\_by\_language
  - (l) product\_views\_by\_campaign
  - (m) basket\_share\_by\_category\_and\_device
  - (n) add\_to\_cart\_per\_campaign
  - (o) shoppers\_by\_gender\_and\_basket
    - (i) avg\_basket\_by\_gender
  - (p) st\_visitor\_price\_range
  - (q) st\_visitor\_users
  - (r) st\_visitor\_product\_category
- (5) products\_viewed
  - (a) total\_views\_by\_brand\_and\_category
  - (b) views\_per\_session\_by\_brand
    - (i) avg\_views\_per\_session\_by\_brand
  - (c) views\_by\_stock\_info
  - (d) total\_views\_by\_brand\_and\_price\_range
  - (e) total\_views\_by\_brand\_and\_membership\_benefits
  - (f) products\_viewed\_count
  - (g) view\_count\_by\_product
    - (i) top\_50\_products\_viewed
  - (h) views\_per\_user\_by\_brand
    - (i) avg\_views\_per\_user\_by\_brand
  - (i) total\_views\_by\_brand\_and\_campaign
  - (j) products\_viewed\_by\_brand
  - (k) views\_by\_stock\_info\_by\_category
- (6) checkout\_orders
  - (a) checkout\_per\_campaign

- (b) per\_order\_volume\_value
  - (i) average\_order\_value\_volume
- (c) products\_purchased
  - (i) top\_50\_products\_purchased
  - (ii) products\_purchased\_count
- (d) total\_sellers\_by\_fulfilment\_program
- (e) a\_b\_per\_order\_volume\_value
  - (i) a\_b\_average\_order\_value\_volume
- (f) a\_b\_orders\_volume\_value\_count
- (g) products\_sold\_by\_seller\_by\_location
- (h) product\_purchased\_by\_brand\_and\_category
- (i) total\_products\_ordered\_and\_amount\_by\_brand\_devic
- (j) basket\_share\_by\_price\_range
- (k) basket\_share\_by\_price\_range\_and\_product\_category
- (l) product\_purchased\_by\_brand\_and\_membership\_benefits
- (m) orders\_volume\_value\_count
- (n) total\_orders\_and\_amount\_by\_brand
- (o) product\_purchased\_by\_brand\_and\_price\_range
- (p) products\_sold\_by\_seller\_by\_location\_by\_category
- (q) total\_sellers
- (r) product\_purchased\_by\_brand\_and\_campaign
- (s) products\_sold\_by\_each\_seller
  - (i) top\_50\_sellers\_by\_products\_sold
- (t) products\_sold\_by\_seller\_by\_category
- (7) abandoned\_orders
  - (a) abandoned\_products
    - (i) top\_50\_abandoned\_products
  - (b) abandoned\_orders\_by\_category\_and\_sub\_category
  - (c) total\_abandoned\_orders
- (8) cancelled\_orders
  - (a) cancelled\_volume\_value
  - (b) cancelled\_orders\_by\_category\_and\_sub\_category
  - (c) cancelled\_products
    - (i) top\_50\_cancelled\_products
  - (d) cancelled\_orders\_and\_value\_by\_brand
  - (e) cancelled\_orders\_by\_category\_and\_cancelled\_reason
  - (f) cancelled\_orders\_by\_brand\_and\_cancellation\_reason
- (9) event\_filter
  - (a) event\_distribution
  - (b) a\_b\_event\_distribution
- (10) session\_information
  - (a) a\_b\_products\_viewed\_and\_count\_by\_session\_info
  - (b) products\_viewed\_and\_count\_by\_session\_info
  - (c) products\_viewed\_and\_count\_by\_utm\_campaign
  - (d) products\_viewed\_and\_count\_by\_brand

### Use Cases

The e-commerce app has ready-made visualizations to provide information on the following scenarios.

1. Customer (Group Behavior)
  - 1.1. What age groups prefer what products/brands?
  - 1.2. Which gender prefers what products/brands?
  - 1.3. What categories do the customers like?
  - 1.4. What brands do the customer like?
2. Customer(Individual Behavior)
  - 2.1. What color does the customer like?
  - 2.2. What size does the customer wear?
  - 2.3. What brand does the customer like?
  - 2.4. What categories do the customer like?
3. Product
  - 3.1. Which products sell fast?
  - 3.2. Which brands sell without much discounts?
  - 3.3. Which products have poor ratio of views to conversions?
  - 3.4. Which product have higher return/cancellation rate?
4. Seller
  - 4.1. Which seller is selling more?
  - 4.2. Which seller has better ratings from the users?
5. Marketing Channels
  - 5.1. Which marketing channel gives better value for money?
6. Location
  - 6.1. Which location buys what kind of products (heat map based on product/brand)?
7. Search and Site Navigation
  - 7.1. From where do customers come in?

## Customization

Customization allows users to add streams, derived streams(aggregations, CEP and predictive), create actions, charts and notification templates.

### How to create notifications/alerts?

Select Notification template from the menu and click on “+ ADD NEW NOTIFICATION TEMPLATE” button.

#### Notification template:

This section displays all the notification templates under this account. A user can get into the details of the notification by clicking on the Notification Template name.

Similarly, the templates can be edited by clicking “Edit” on the right end against any notification template name.

#### Add/Edit Notification template:

To add a notification template please follow the steps below.

1. Provide a name to the notification.
2. Select a group that will receive this notification.
3. Choose the frequency of triggering this notification.

4. Select the channel of notification e.g. email.
5. API endpoint is optional but any endpoint that needs to be triggered with this notification should be entered here.
6. Notification message.
7. Select priority and a tag.
8. Choose whether to save this notification as a template.
9. You may also select to receive related information under “receive related info” section. The streams and attributes selected here will be converted as a chart screenshot and sent to the group.
10. Submit to complete the process

Editing a notification requires the same steps as above. Upon completion, the notification will be listed.

### How to add a new stream?

Go to customize section and select “Streams”. To add new streams click on “+NEW STREAM” button.

Create a stream using the following steps

1. Provide a stream name.
2. Choose if the attribute codes will be system generated (check the box to auto generate attribute code).
3. Enter Attribute Name, Attribute code (if step 2 is skipped), select attribute data type, choose if the attribute should be indexed (check the box to enable indexing)
4. Add attributes (by default one row is added to enter new attribute). By providing a numerical value in the field, bulk rows can be added too.
5. Text search allows you to reverse index a string attribute. This enables searching for an attribute value by text.

Once done, you may choose to add another stream or add the created streams to an app by clicking on “Done”.

### How to add new chart?

Go to customize section and select “Create Chart”. Charts are created from this section. Charts represent the data from a stream in friendly and easy to understand visual format. The operation is divided into two segments.

- The Wizard
- Preview

The Wizard section allows users to define chart parameters and the data to be plotted. The preview section shows how the chart will appear on the dashboard. In the preview section, users can add multiple queries.

A query is a series of data that can be visualized on the charts. A single chart may contain up to five queries (for certain charts). Each query may contain one or more attributes that are displayed on the plotted charts.

The limit of queries and attributes that can be applied to different types of charts are mentioned below.

- Line chart - 5 queries & 10 attributes
- Spline chart - 5 queries & 10 attributes
- Area chart - 5 queries & 10 attributes
- Stacked area chart - 5 queries & 10 attributes
- Bar chart - 1 query & 10 attributes
- Stacked bar chart - 1 query & 10 attributes
- Stacked bar percentage chart - 1 query & 10 attributes
- Column chart - 5 queries & 10 attributes
- Stacked column chart - 1 query & 10 attributes
- Stacked column percentage chart - 1 query & 10 attributes
- Tables - 1 query & 10 attributes
- Value chart - 5 queries & 20 attributes
- Map - 1 query & 2 attributes
- Donut, Pie can have 4 different series. Donut and pie charts can contain up to 4 donuts or pies in a single chart. However, their attributes may vary.
- 1 attribute limit is applicable to progress bars.

#### The Wizard:

The wizard (on the left) collects the data and other information from users to create charts, tables or graphs. Multiple streams and their attributes can be plotted on the charts to create correlative and comparative views.

1. The chart creation process begins by selecting the type of analysis that you want to perform. The following options are available,
  - a. Normal Analysis: Plotting regular stream attribute data. Up to five queries are allowed.
  - b. Comparative Analysis: Plotting data trend between two time periods. Maximum of 1 stream and 2 attributes are allowed
  - c. Trend Analysis: Similar to normal analysis but can be plotted on archived data
  - d. Cumulative Analysis: Plot chart with cumulative data with given intervals
  - e. Static Analysis: Can be plotted taking any parameter (other than time) on x-axis.
2. Select a query that will be plotted on the chart. The final chart may contain more than one query.
3. To begin creating a query, select the input stream on which the chart will be created. Depending on the type of attributes in a stream, grouping option for the attribute may be available.
4. The type of chart to be displayed can be selected from the dropdown list of chart types.
5. Upon selecting the stream, the attribute codes are displayed in the window provided below.
6. User may select the attribute that needs to be displayed on the chart. Different attributes types such as integer, strings, long and decimal are color-coded.

7. Dynamic and static filter may also be applied on the chart using the different tabs. A dynamic filter will allow users to filter data at the dashboard. A static filter will filter the data continuously.
8. Users can plot multiple attributes on a single chart by clicking on new attributes.
9. Provide the labels for X-axis, Y-axis and tooltip for this query. As you add new query, you may add more Y-axis labels.
10. Add more query if necessary or plot the chart to see the preview.

#### Preview:

The preview section on this page shows the user how the chart will appear on the dashboard. Users can generate a chart preview on the right hand side by clicking on 'Plot' button.

On the right hand side the preview window gives the user a view of how the chart will appear on the dashboard. Click on the "Plot" button to plot the chart.

Minor controls such as full screen view, auto refresh and chart descriptions are also available on the top left corner of the preview window. Time granularity and interval can be adjusted from the top right.

Provide Chart title, chart subtitle and description. Select a dashboard where this chart will be placed and click "Add to dashboard" to complete the process.

## Contact us

For any additional information on the platform or any apps,

Send mail to: **support@iqlect.com**

Post your questions on: **forum.iqlect.com**