

## NEWSTATS

You talked about a new statistics tool?

The new statistics interface gives you simple rapid and full access to your data. The new tool is a seamless development of the previous interface but designed to be more intuitive and easier to use.

The principle functions in steps: Select the data to be displayed and its form, then display this data for subsequent use.

The requests available from the new interface can draw upon dates back to 23/03/2012. If you need to recover data from before 23/03/2012, your previous statistics interface is the only one that can be used: All you need to do is click on the "Back to old version" link at the top right hand of the statistics tool to find the previous data.

What functions does the new interface have?

When running statistics, a request is automatically set to display your revenues for the past week, broken down into days. So you have a direct view of your activity over the last 7 days with a graph and a table of your data.

You can reset these search presets to run a new one ('Reset' button).

Required elements: An analysis period and at least one statistic must be entered to run a new request.

**Optional information:**

**Breaking down data:** You can break down the statistic or statistics, that is view the distribution using one or more criteria. For example, display your revenue for one month, broken down into days to view the distribution of revenue per day.

**Filtering:** You can also filter to select only some of the data to be displayed. For example, display your revenue for one month, broken down into days and filtered by iPhone, iPad and iPod terminals, to view the distribution of revenue per day for terminals that use the iOS.

The request run displays a graph and the corresponding data table. You can zoom in and focus on certain areas of the graph (click and slide the cursor to frame the area you are interested in). To **zoom out**, click on the '-' icon. Important: If your search is run over a large period, the graph will automatically adjust to the highest values.

**Export:** You can export the graph (Download icon) and the table (Export button in the menu) separately, respectively in JPEG format and Excel format.

**Print:** You can print out the graph (Print icon) and the table (Export button in the menu).

**Future developments:**

*You can save your reports to find your requests (by clicking on Save). You can find it in 'My reports' and run the previously sought request.*

**Recurrent sent e-mail:** *Set the parameters of your report to receive them automatically at regular intervals.*

## What statistics can you analyse?

5 statistics are available to you:

- 1) Visits, that is the sessions on your site or sites.
- 2) Transactions, that is the purchases on your site or sites.
- 3) The revenues, that is the turnover generated by the purchases on your site or sites.
- 4) Transformations are the average number of purchases for 1,000 visits to your site or sites.
- 5) Performances are the average basket for 1,000 visits to your site or sites

## What operations can you perform?

- You can analyse up to five statistics at the same time. The figures are obtained in real time.
- If you only analyse one statistic, you can apply up to two breakdowns.
- If you are analysing several statistics, you can only apply a maximum of one breakdown.
- The 'Visit' statistic is incompatible with a breakdown by price offer or by transaction type.
- It is impossible to use to time-based breakdowns.
- There is no limit on the filters.

## What graph types can I get with my requests?

You can choose to display the graphs (the data will then take longer to load), or only display the tables for the data by deselecting the 'Display graphs' box.

If you want to view the graphs, the display will be different according to the requests made:

- If you select a period and one or more statistics (without breakdown): Your data is displayed simply, that is the figures without any graph.
- If you select a period and a statistic, you can view the distribution of the data via one or two breakdowns (maximum):
  - With one time-based breakdown: Histogram, pie chart and straight-line charts are available.
  - With one non-time-based breakdown: Histogram and pie chart are available.
  - With two non-time-based breakdowns: Histogram and straight-line charts are available.
  - With one time-based breakdown and one non-time-based breakdown: Histogram and straight-line charts are available.
- If you select a period and several statistics, you can view the distribution of the data via a single breakdown:
  - With one time-based breakdown: Histogram, pie chart and straight-line charts are available in several tabs relating to the number of statistics selected.
  - With one non-time-based breakdown: Histogram and pie chart are available in several tabs relating to the number of statistics selected.

Selecting filters will not affect the display of the graphs.

## Optimised display of statistics:

You will get the best possible display for your statistics by disabling any modules or extensions designed to block adverts. None of the statistics contain adverts but some images are considered as such and may not be displayed.