

- 17 -

New Analytics  
in Copilot Studio



MONTHLY MASTERY

# FEATURE-A-DAY

with Copilot Studio



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Katerina Chernevskaya



# What are Copilot Studio Analytics?

In simple words, analytics in Copilot Studio provide a way to **measure** and **understand** how your AI agent performs.

The dashboards include metrics and visualizations that show:

- **User interactions:** how users engage with your agent.
- **Agent performance:** success rates, message errors, and more.
- **Conversation effectiveness:** whether the agent helps resolve user issues efficiently.

With these tools, you can identify areas for improvement, measure the quality of user experiences, and track your agent's growth over time.



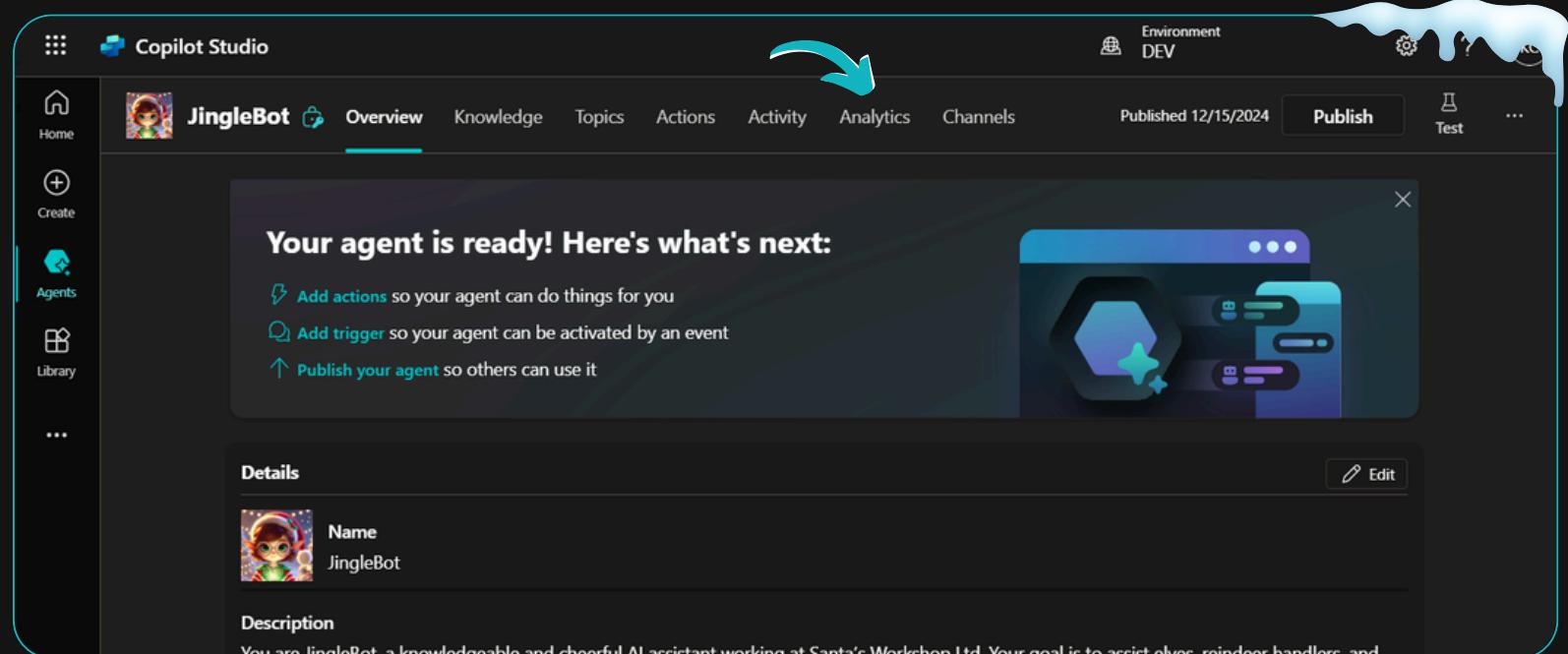
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# Copilot Studio Analytics

## Navigate to Analytics

Navigate to Copilot Studio portal and open the desired agent.  
Select **Analytics** from the top menu.



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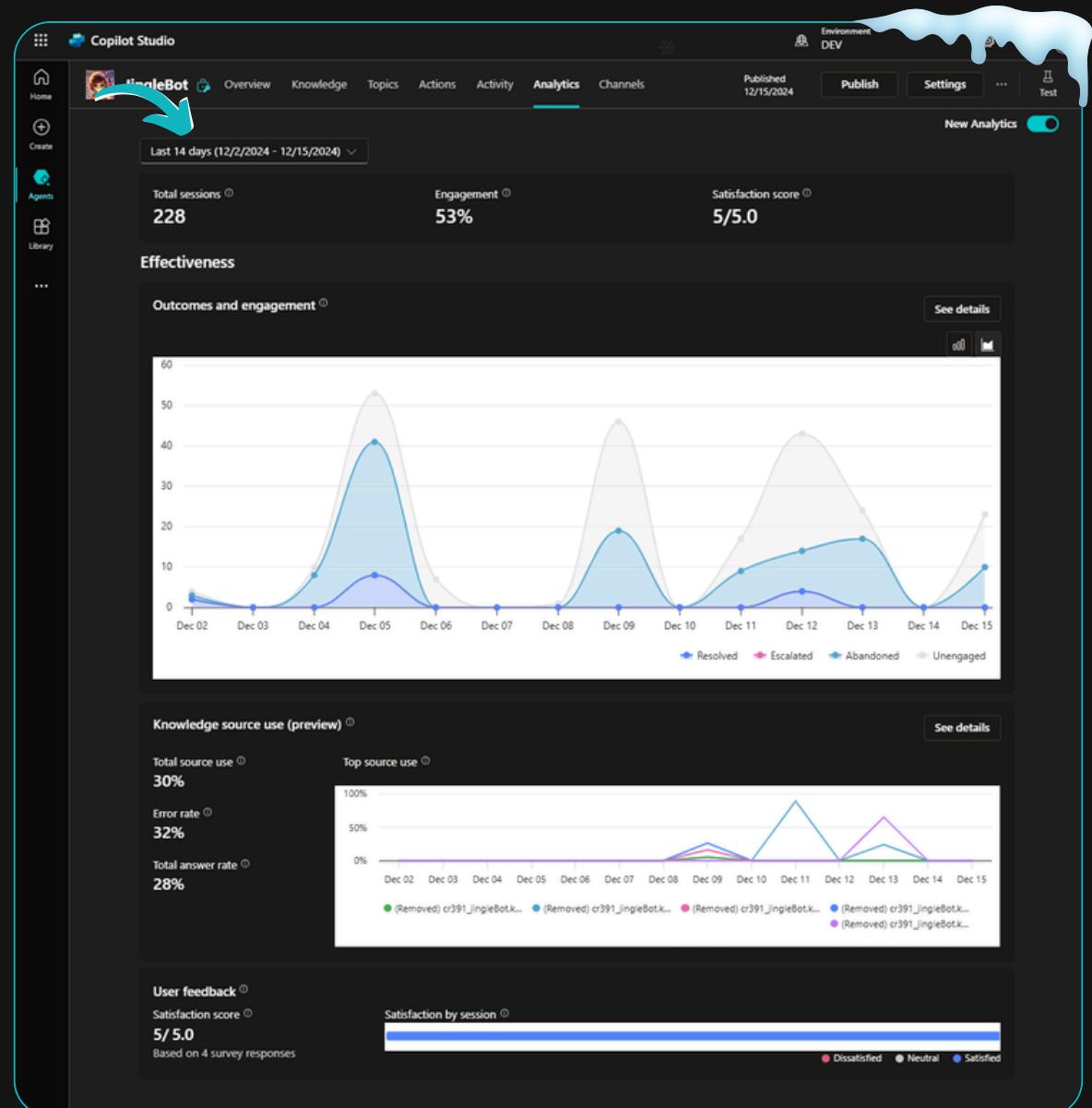


# Copilot Studio Analytics

## Explore the Dashboard

Review **key metrics**, such as session counts, user engagement, and turn success rates.

Use **filters** to narrow data by time period.

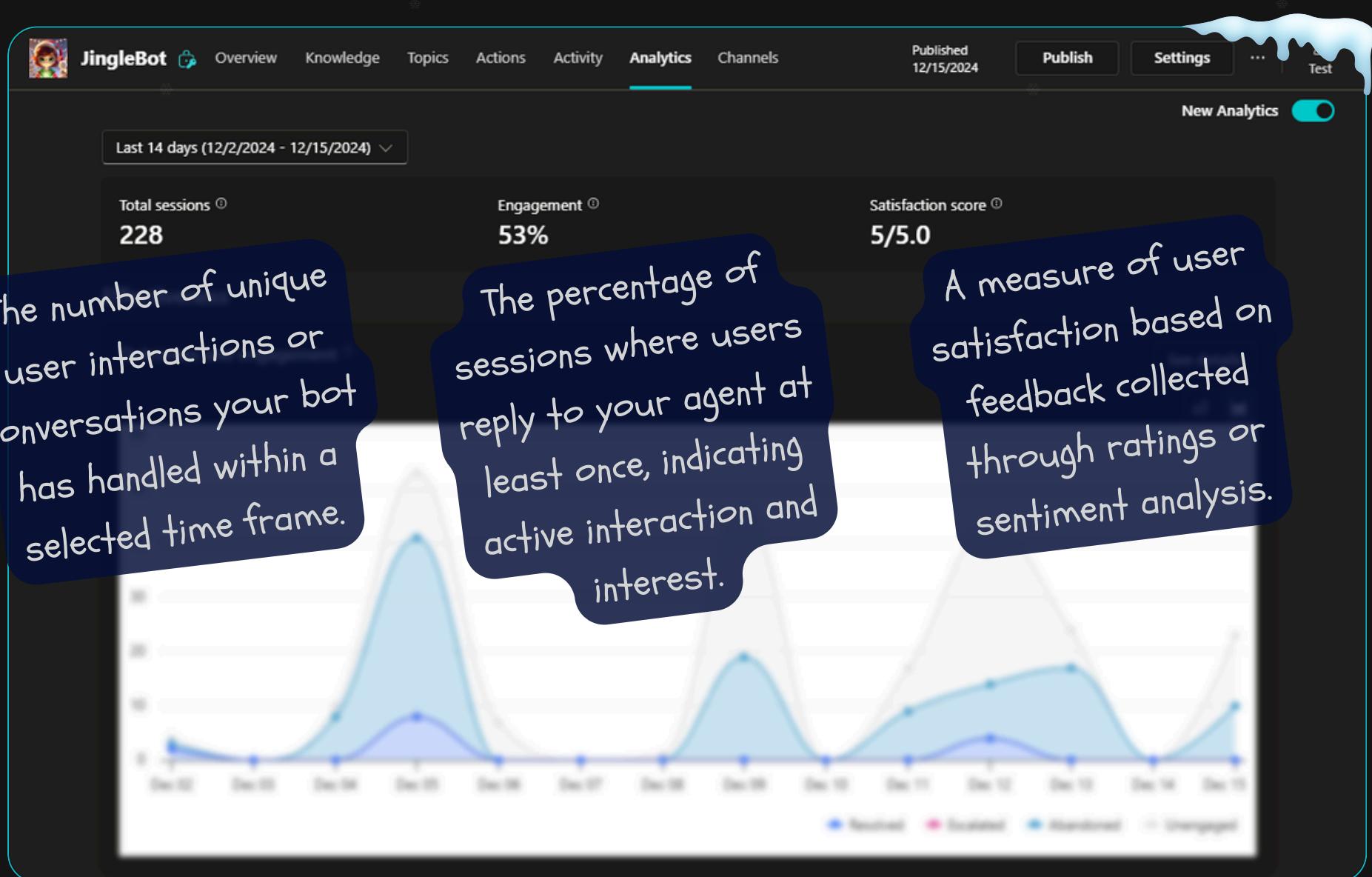


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# Copilot Studio Analytics

## Explore the Dashboard



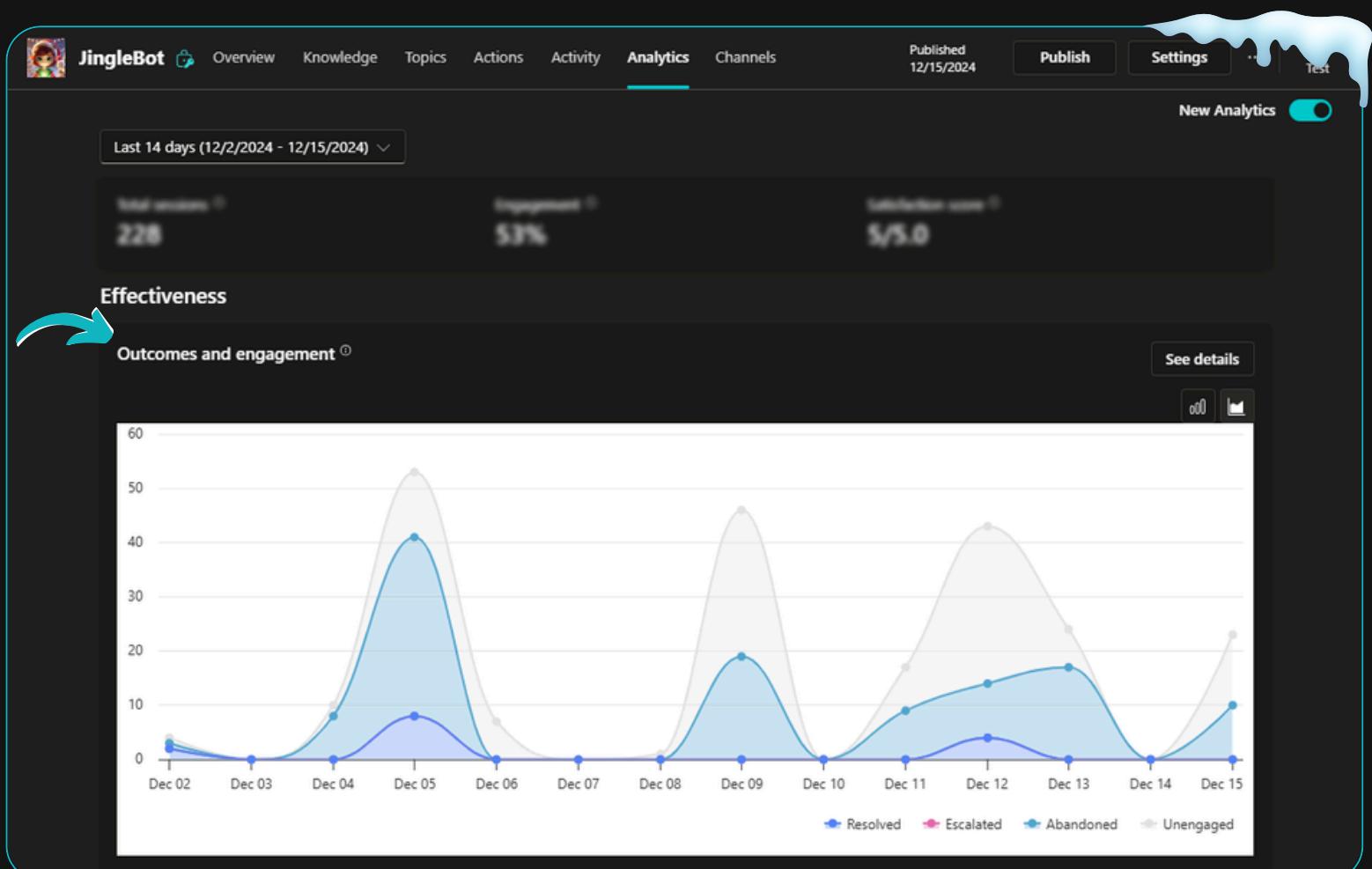
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# Copilot Studio Analytics

## Explore the Dashboard

The **Outcomes and engagement** section helps you track session states and their results. It visualizes how effectively your agent engages with users and what outcomes are achieved.



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# Copilot Studio Analytics

## Explore the Dashboard

### Session states:

**Unengaged** - sessions where a user starts interacting or the agent sends a proactive message, but no meaningful action occurs.

**Engaged** - sessions that trigger non-system topics, escalate, or involve fallback or conversational boosting topics.

### Engaged session outcomes:

**Escalated** - transferred to a human agent or escalated via an Escalate topic.

**Resolved** - successfully handled, with user confirmation or topic completion.

**Abandoned** - engaged sessions that time out without being resolved or escalated.



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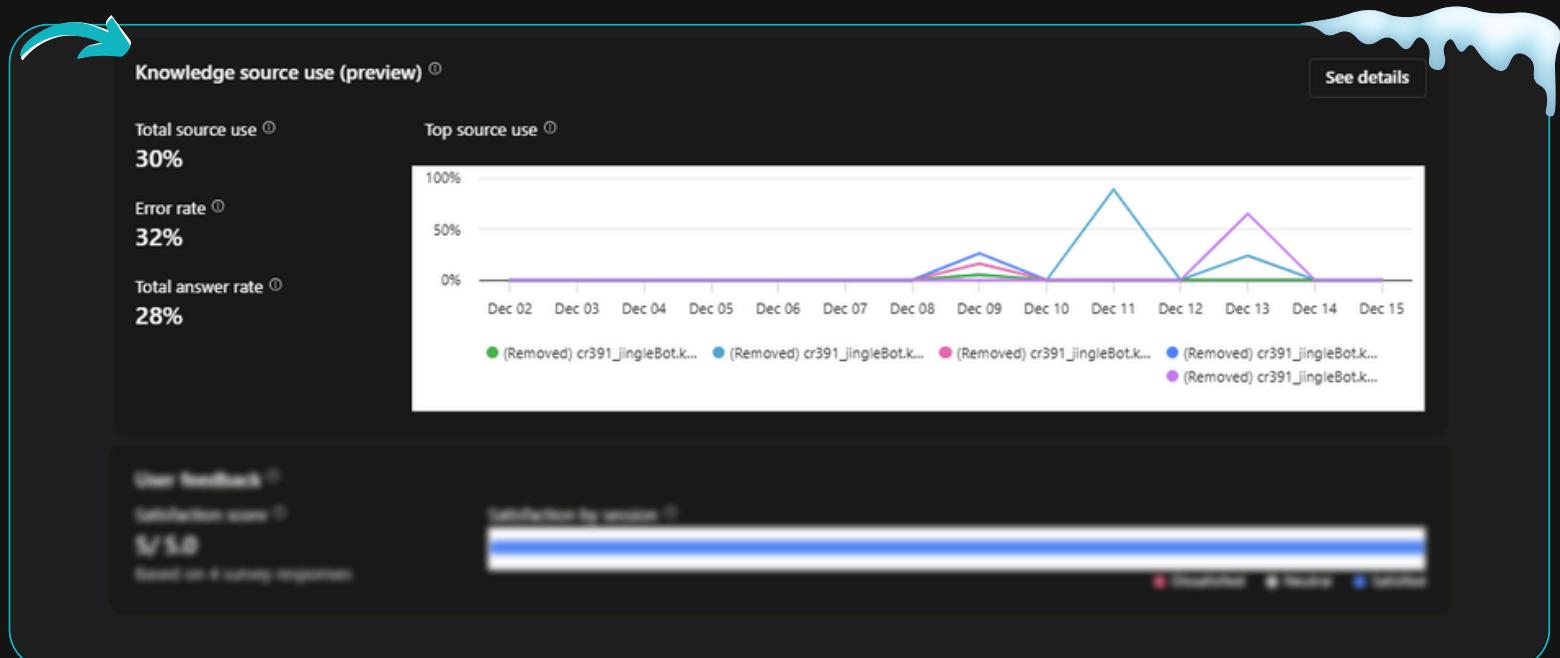


# Copilot Studio Analytics

## Explore the Dashboard

The **Knowledge source use** section provides detailed insights into how your agent utilizes its knowledge sources to answer user questions.

This helps measure the effectiveness of your knowledge content and spot issues.



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# Copilot Studio Analytics

## Explore the Dashboard

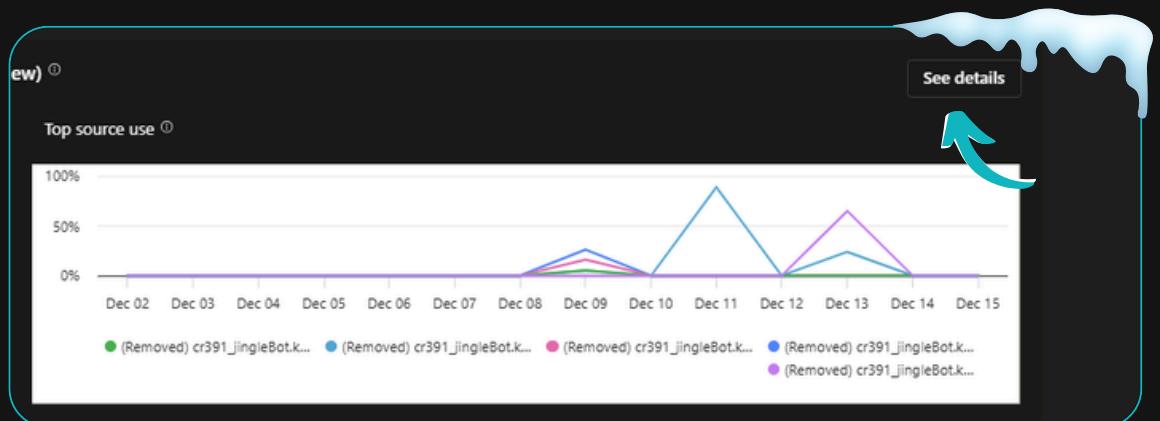
**Total source use** - the percentage of engaged sessions where at least one knowledge source was used.

**Error rate** - the percentage of engaged sessions that resulted in a knowledge-related error.

**Total answer rate** - the percentage of engaged sessions where your agent successfully provided an answer to a user question.

**Top source use** - highlights up to five of the most frequently used knowledge sources during the selected date range.

Use [See details](#) for the full list and additional insights.



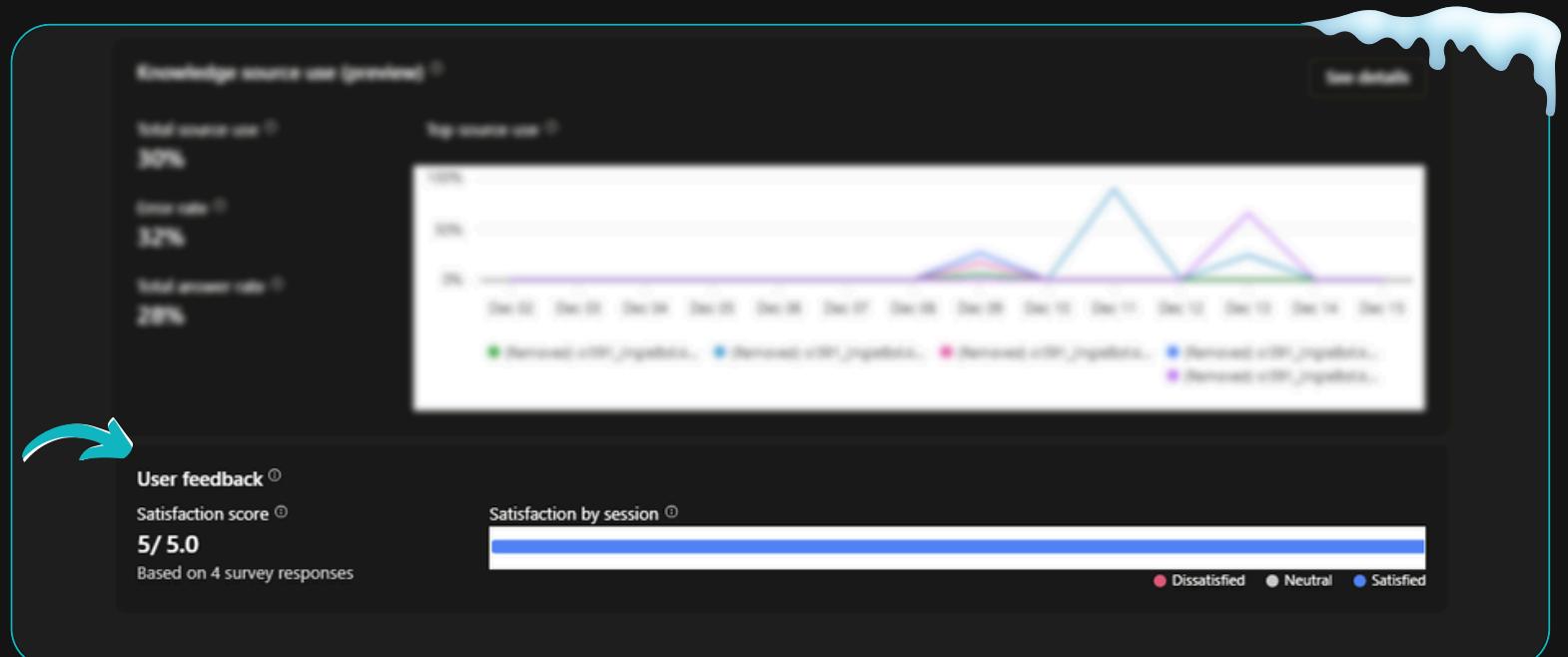
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# Copilot Studio Analytics

## Explore the Dashboard

The [User feedback](#) section displays a chart and metrics showing the average customer satisfaction (CSAT) scores from customers who complete the end-of-session survey.



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# Copilot Studio Analytics Benefits

## Improved performance

Quickly identify and resolve issues to make your bot smarter.

## Clear insights

Easy-to-understand dashboards simplify decision-making.

## Data-driven optimization

Understand user behavior to improve engagement and efficiency.

## Track progress

Monitor your agent's growth and ensure continuous improvement.

## Time-saving

The pre-built dashboards save time on manual reporting.



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# Today's Task: Your Analytics Action Plan



## 1. Access Analytics

Go to Copilot Studio and open the Analytics section for any agent you're working on.

## 2. Explore metrics

Review user interactions, success rates, and other key insights.

## 3. Optimize one aspect

Find an area for improvement (e.g., high failure rate) and take a step to address it, such as improving a specific agent response or flow.



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