**FROM UNDERSTAND TO ENGAGE WITH OT ANALYTICS** (OPEN WITH SLIDE “UnderstandToEngage.pptx”)

**PREMISE**:

We recognize that Self-Service Data Discovery tools are very popular right now in business, but that use case (where knowledge workers create their own charts and dashboards in a desktop tool) has always been different from our focus on high scale embedded analytic applications.

Analytics suite 16 represents a new and/or improved set of capabilities that enable self service data preparation and discovery, as well as socializing and sharing of insights and data from Big Data Analytics to iHub – ALL without IT involvement

We think this release moves us more solidly into the self-service analytics space, bringing with it the proven security, scale and “embedability” we’ve always been known for.

**Brand New UI:** consistent with the rest of OpenText products

**SCENARIO**:

Im a marketing analyst at a financial services firm

I have access to tons of customer data for analysis, over 50m rows

I want to improve the use of our customer website as a marketing channel, understanding how our customers use the site will be key to this effort

My web team has given me the web logs from our site, detailing each customers activity and clicks once logged on. This data will tell us how often our customers use the site, how long they stay when they visit, and what resources they use.

Our marketing IT dept has also been collecting Google Analytics data in a database (MySQL). This data will tell us where our customers linked from as they entered our site, and where they went after they logged off

**STEPS IN BDA**:

Create connections to data sources in advance for time:

LOAD tab in BDA

* .CSV file as “Web Logs”
* MySQL database as “Google Analytics”

Project: “Web Log Data”

Default database for loading project: “Web Analysis”

Join tables from each source on **Visit Code** (3, INT)

Lets see how our customers use the site

Analytics tab

BUBBLE

AGE BAND VISITS.Pages Visits (sum)

VISITS.Duration (mean)

VISITS.Number of actions (sum)

SHOW BUBBLE CHART

PUBLISH AS REPORT

Change Bubble to Crosstab

Add to crosstab from CUSTOMER table:

Income Band

Gender

Marital Status

Property Type

Occupation

PUBLISH AS DATA RESOURCE: “Customer Website Usage”

This enables our iHub ad-hoc community to create their own content and come up with their own insights

**SWITCH TO iHUB**

Run Bubble (use previously run .rptdocument from the kit, better formatting)

Create Report – Studio:

Income Band

Gender

Marital Status

Property Type

Occupation

Action

Visit

Duration

Group: Age Band, Income Band, Gender

Sum: Action, Visit

Avg: Avg Duration

CHART: BAR

X = Occupation

Y = Visits

Actions

Legend

Add label

SAVE

Create Dashboard:

**Donut – Visits By Age**

Age

Sum Visits

**Selector**

Occupation

Marital Status

We think Analytics Suite 16 delivers, and even improves upon, the notion of self-service by allowing users the flexible access to data they require, and - unlike the desktop discovery tools - providing it as part of a secure, embedded and tremendously scalable experience