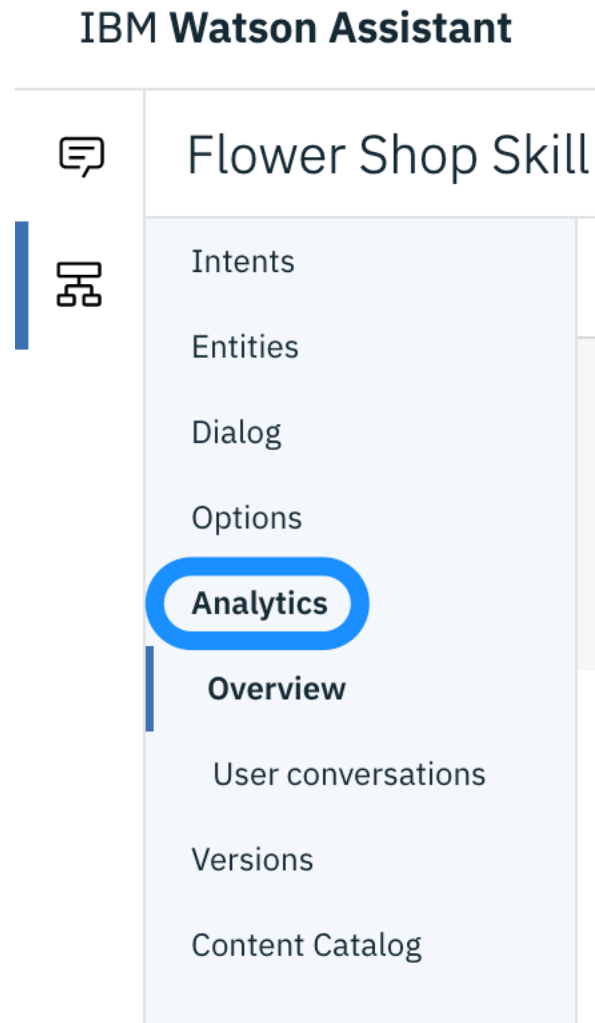


## Lab 13: Get to know the Analytics tab

### Exercise 1: Familiarize yourself with the Analytics tab

While working on your dialog skill, you might have noticed an *Analytics* tab.



If you **click on it**, you'll see a dashboard with statistics and details about how your chatbot is being used.

This is quite useful once you deploy your chatbot in the real world. You want to know how your chatbot is being used, observe the conversation people are having with it (as shown in the image below), and see if there are ways to improve the chatbot accordingly.

## Lab 13: Get to know the Analytics tab

The screenshot shows the 'Analytics' tab for a skill named 'Flower Shop Skill'. The left sidebar contains navigation options: Intents, Entities, Dialog, Options, Analytics (selected), User conversations, Versions, and Content Catalog. The main area displays a list of user conversations with filters for 'Intents' and 'Entities'. The first conversation shows the user saying 'bye' at 12/11/2019 @ 6:33 PM, with the intent '#goodbyes' and no entities. The second conversation shows the user saying 'thx' at the same time, with the intent '#thank\_you' and no entities. The third conversation shows the user asking 'And where is it?' at 12/11/2019 @ 6:33 PM, with no intent or entities. The right panel shows the chatbot's response to the third question: 'Nice to meet you, Antonio. How can I help you? You can ask me about our store hours, locations, or flower recommendations.' followed by 'What are your hours of operation for Vancouver?' and 'Our Vancouver store is open everyday, 8 am to 5 pm, except during statutory holidays.' and 'And where is it?' followed by 'Our Vancouver store is located at 4611 Canada Hwy in Burnaby.'

For example, if you find out that a lot of people are asking about something that your chatbot doesn't know how to handle, it might be time to create a new intent and node to handle that scenario and provide helpful responses to the user. Likewise, if Watson misclassified an intent, it would be good to correct it and you can do so directly from the *Analytics > User conversations* tab.

The diagram illustrates the process of classifying a user question. At the top, a user asks 'What are your hours of operation for Vancouver?'. Below this, a dashed box indicates the action '- Hide classifications'. The question is then broken down into two parts: an 'Intent' and an 'Entity'. The 'Intent' is identified as '#hours\_info' and the 'Entity' is identified as 'Vancouver'. The 'Entity' is further specified as '@sys-location:Vancouver' and '@location:Vancouver'.

The statistics are also helpful because they tell you what your customers are focusing on. With that knowledge in hand, you can invest more time to refine your chatbot to answer very in-demand questions.

All this feedback can even be useful to refine the product itself at times.

## Lab 13: Get to know the Analytics tab

For example, if the users complain to your chatbot that they are unable to find a certain feature, it might be wise to improve the UI to make that feature more obvious or easy to find in the app itself.

It's worth noting that this *Analytics* tab will be empty for you if you haven't had some conversation with the chatbot via the WordPress chat box. The reason for this is that *Try it out* sessions are not included in the *Analytics* tab.

So, go ahead and **chat with your chatbot through the WordPress pop up chat window**, if you haven't done so already. Then spend some time to **familiarize yourself with the *Analytics* capabilities built in Watson Assistant**, by exploring this tab.

### Congratulations

Congratulations on completing all the labs within this course! With the knowledge acquired so far, you should be able to build simple but useful chatbots and deploy them on websites powered by WordPress.