Analyzing Knowledge

About Knowledge Analytics

Knowledge Analytics is a real-time reporting solution that enables knowledge managers and knowledge analysts to view knowledge author's activity. This feature offers prebuilt dashboards that help knowledge managers to understand how authors are creating, updating, and publishing the knowledgebase articles and how they are linking articles to SRs.

Based on your privileges, you can perform the following tasks:

- Run the prebuilt dashboard reports
- Edit the prebuilt dashboards
- Create the personalized reports and analyses on subject areas
- Share the analytics with other users

Understanding Knowledge Analytics Terminology

You use dashboards, reports, and analyses to find the answers that you need from key business data. This table contains important analytics terminology:

Term	Description
Analytics	Business intelligence objects such as analyses and dashboards that provide meaningful data to help with decision making.
Analysis	A selection of data displayed in one or more views, such as a table or chart, to provide answers to business questions.
Dashboard	A collection of analyses and other content, presented on one or more pages to helps you achieve specific business goals.
Report	An output of select data in a predefined format that is optimized for printing.
Subject Area	A set of metadata or columns that relate to each other in a particular context.

Set up and Configuration

Managing Analytics with BI Administrator Role

Knowledge analysts can view dashboards and run reports and analyses. In addition to this, a Knowledge Manager can access dashboards, edit and personalize the dashboards, and can generate reports and analyses.

Although the Knowledge Administrator role has many privileges in BI, if administrators or other users want to perform high-level tasks in BI, they must be assigned to the BI Administrator role by the Administrator.

BI Administrator tasks include but are not limited to managing the following:

- Personalizing dashboards, reports, and analyses
- Catalog Groups
- Privileges
- Publisher Scheduling and Delivery

For information about creating BI Admin role and assigning BI admin role to users, see "Setup and Configuration" in the Oracle Sales Cloud Creating and Administering Analytics guide.

Responsive Sizing for Knowledge Analytics

Responsive sizing optimizes analytics on a variety of devices such as laptops, mobiles, or tablet browsers in the best possible way. By default, BI allows you to configure the report to fit any particular format they want. Enabling responsive sizing for your analytics ensures that the size of the analytics adjusts to any screen size of the device.

For more information about responsive sizing, see "Responsive Sizing for Sales Cloud Analytics: Overview" in the Oracle Sales Cloud Creating and Administering Analytics guide.

Managing BI Catalog Folders

About Business Intelligence Catalog Folder

All your reports, analyses, and dashboards are stored and administered in the Oracle Business Intelligence (BI) catalog. The catalog is organized into Shared Folders and My Folders.

Navigating to the Catalog

To access the catalog:

1. Click **Tools, Reports and Analysis** from the Knowledge Home page.
2. Click **Browse Catalog in the** Reports and Analytics page**.**

   The Catalog folder opens.

Understanding Folder Hierarchy in BI Catalog

All the pre-built knowledge dashboards are stored in BI Catalog under Shared Folders in the Service Folder and are organized as follows:

- **Shared Folders:** This is the parent folder.
- **Product Family:** The product group folder for knowledge is **Service**.
  - **Subject Area Contents**: This folder contains data related to subject areas.
  - **Analytics Library:** This folder contains generic analytics content which is not role-specific.
  - **Embedded Content:** This folder contains a list of dashboard reports based on the user role. All the Knowledge dashboards are available in the **Knowledge Analyst** folder.

Saving Analytics to BI Catalog

You can save analyses, dashboards, and reports in the BI catalog. The catalog contains a hierarchy of folders that enables you to store data based on your privileges. You can also create additional folders and add permissions to these folders.

- **Shared Folders**: This folder contains analytics that you have permission to access. You can save analytics to this folder only if you are granted access to and all the users with permissions to this folder can view your data.
- **Custom Folder:** This is a sub-folder of the Shared Folders. You can save a copy of prebuilt dashboards to this folder before editing them. The personalized contents in this folder remain unaffected during product upgrades while you might lose changes saved outside the Custom folder.
- **My Folders:** This folder contains analytics that you have created and saved. Only you can access the contents of this folder.

For more information about creating folders and adding permissions to the folders, see "Creating

Folders: Procedure” in the Oracle Sales Cloud Creating and Administering Analytics guide.

About Dashboards:

A dashboard is a collection of reports and analyses organized to display data without opening each report individually. The information displayed in a dashboard is organized by a unique set of parameters and metrics. For example, the **All Knowledge Breakdown** dashboard contains data about all the articles available by products, by categories, by content types, and by locales.

You can access dashboards to view analytics for the following types of transactions:

- **All Knowledge:** Generates analytics for all the available Knowledge transactions.
- **My Knowledge:** Edit and create custom knowledge analytics for your transactional data.

Note: Users with the Knowledge Manager role can also edit a prebuilt dashboard to create a personalized dashboard.

It is always advised to copy the prebuilt dashboard from “Shared Folders” to “Custom” folder before you can edit it.

The following table explains the list of prebuilt dashboards available:

Dashboard Name	Description
All Knowledge by Day	This dashboard shows the overall activity performed by all users in the last 12 days.
All Knowledge by Week	This dashboard shows the overall activity performed by all users in the last 12 weeks.
All Knowledge by Month	This dashboard shows the overall activity performed by all users in the last 12 months.
My Knowledge by Day	This dashboard shows the overall activity performed by an individual user in the last 12 days.
My Knowledge by Week	This dashboard shows the overall activity performed by an individual user in the last 12 weeks.
My Knowledge by Month	This dashboard shows the overall activity performed by an individual user in the last 12 months.
All Knowledge Breakdown	This dashboard shows the extent of the available content in the repository using the

	article volume count across the following article attributes: o By Product o By Category o By Content Type o By Locale You can customize the content on this dashboard.

Accessing Prebuilt Dashboards

The prebuilt dashboards are available in the **Catalog** folder.

To access dashboards:

1. Click **Tools, Reports and Analysis** and then click **Browse Catalog**.

   The Catalog page opens.

2. From the **Folders** hierarchy, expand **Shared Folders, Service, Embedded Content, Knowledge Analyst, Dashboards** and then select a dashboard.
3. Click **Open**. The dashboard displays the analytics. You can also filter the dashboards with the following content volume metrics:

Metric Name	Description
All Articles Created	Articles count created by day/week/month
All Articles Updated	Articles count updated by day/week/month
All Articles Published	Articles count last published by day/week/month
All Article Linked	Count of all the article links done by day
Links Done By	The number of links done by you
Links Done For	The number of links done for my content
By Product	Articles count by product
By Category	Articles count by category
By Content Type	Articles count by content type
By Locale	Articles count by locale

Personalizing Dashboards: Procedure

As a knowledge manager, you can personalize the prebuilt dashboards to organize the data. You can also filter information by the knowledge metrics, add and delete the pages and objects, and update the dashboard properties.

Note: Before you personalize a dashboard, copy the prebuilt dashboard from "Shared Folders" to "Custom" folder and then edit it.

To personalize a dashboard:

1. Click **Tools, Reports and Analysis** and then click **Browse Catalog**.

   The Catalog page opens.

2. From the **Folders** hierarchy, expand **Shared Folders, Service, Embedded Content, Knowledge Analyst, Dashboards** and then select a dashboard.
3. Expand **More**, click **Copy** to copy the dashboard and then click the **Paste** icon in your **Custom** folder location.

   The dashboard is copied to your location.

4. Edit the appropriate sections and columns of the dashboard that you want.
5. Click **Save**.

   The personalized dashboard is created.

About Subject Areas: Explained

Knowledge Analytics uses OBIEE subject areas to create interactive reports and analyses. Subject areas contain metadata that denote columns in a report or analysis. The metadata in a subject area is grouped based on various knowledge parameters such as dates, versions, and authors.

About Dimensions and Facts: Explained

A subject area can be categorized into dimensions and facts.

- **Dimension:** Dimensions denote knowledge parameters such as articles, dates, and categories that can be measured using facts. Dimensions contain reference information and serve as columns in the report tables.

  Note: You need to select at least one dimension to generate a report.

- **Facts:** Facts are the measurable quantifiers of the dimensions. For example, the measure for **Articles** dimension is '**Number of Articles'**. A fact can be associated with multiple dimensions.

The following table lists dimensions and facts for each subject area:

Article Real Time

The Article Real Time subject area is the source of information for analyzing knowledge management content. It lists all the available information such as the article version, the version author, and the version locale for each article. This subject area does not include product, category, or linking information.

Dimensions

Dimension	Attribute	Definition
Article Version	Answer ID	The unique identifier of the answer.
	Article Display End Date	The end date on which the article is displayed.
	Article ID	The identifier of the article.
	Article Last Updated Date	The date that the article is last updated.
	Article Latest Version	The latest version of the article.
	Article Locale	The language and region of the article.
	Article Major Version	The value that increments when the article is updated.
	Article Published Date	The date on which the article is published.
	Article Title	The title of the article.
	Creation Date	The date on which the article is

		created.
	Original Creation Date	The date the original article is created.
	Owner ID	The identifier of the article's owner.
	Published	The date on which the article is published.
Base Locale	Locale Code	The code of the locale to which the article belongs.
	Locale Description	The description of the locale.
Content Type	Content Type	The type of content such as an article, or FAQ.
Original Author	User E-mail	The E-mail of the original author of the article.
	User First Name	The first name of the original author of the article.
	User Last Name	The last name of the original author of the article.
	User Locale	The language and region of the original author of the article.
	User Login	The login ID of the original author.
Secondary Dates	Update Date	The date on which the article is updated.
	Update Day Name	The day on which the article is updated.
	Update Enterprise Period	The enterprise period in which the article is updated.
	Update Enterprise Year	The enterprise year in which the article is updated.
	Update Month	The month in which the article is updated.
	Update Quarter	The quarter in which the article is updated.
	Update Year	The year in which the article is updated.
Secondary Dates - Additional Attributes	Update Calendar Month Update Calendar Month End Date Update Calendar Month Start Date Update Calendar Quarter Update Calendar Quarter Start Date Update Calendar Quarter End Date Update Calendar Week Update Calendar Week Start Date Update Calendar Week End Date Update Day Of Month Update Day Of Week Update Day Of Year	The additional attributes that denote the period in which the article is updated. For more information, see timeAdditionalAttributes

	Update Enterprise Period End Date Update Enterprise Period Number Update Enterprise Period Start Date Update Enterprise Quarter End Date Update Enterprise Quarter Number Update Enterprise Quarter Start Date Update Enterprise Year End Date Update Enterprise Year Number Update Enterprise Year Period Number Update Enterprise Year Start Date Update Offset Week Update Week Update Week By Year	
Time	Date Day Name Enterprise Period Enterprise Quarter Enterprise Year Month Quarter Week Year	The Time-related attributes of the article. For more information, see time.
Time - Additional Attributes	Calendar Date Calendar Month Calendar Month End Date Calendar Month Start Date Calendar Quarter Calendar Week Start Date Calendar Week End Date Calendar Week Calendar Week Start Date Calendar Week End Date Calendar Year Calendar Year Start Date Calendar Year End Date Day of Month Day of Week Day of Year Enterprise Period End Date Enterprise Period Number Enterprise Period Sort Order Enterprise Period Start Date Enterprise Quarter End Date Enterprise Quarter Number Enterprise Quarter Start Date Enterprise Year End Date	The additional time attributes available. For more information, see timeAdditionalAttributes

	Enterprise Year Number Enterprise Year Period Number Enterprise Year Start Date Offset Week Week By Year Year By Week	
Version Author	User E-mail User First Name User Last Name User Locale User Login	The E-mail, first name, last name, locale, and login details of the author for the current version.
Version Locale	Locale Code Locale Description	The locale and its description to which the current version of the article belong.
Version Owner	User E-mail User First Name User Last Name User Locale User Login	The E-mail, first name, last name, locale, and login details of the owner for the current version.

Facts

Fact	Attribute	Definition
Article Facts	# of Article Locales	The number of article locales.
	# of Article Versions	The number of article versions.
	# of Articles	The number of articles.

Article Links Real Time

The Article Links Real Time subject area is the source of linking information from the knowledge articles to the service requests. Only articles linked to service requests, and service requests linked to articles, appear in this subject area. All the articles are listed by their IDs in this dashboard.

Dimensions

Dimension	Attribute	Definition
Article Links	Answer ID	The identifier of the answer.
	Article Locale	The locale to which the article belongs.
	Deleted Flag	The flags that are deleted from an article.
	Link Created By	The user who created the link to the article.
	Link Creation Date	The date on which the link is created.
	Reference ID	The reference identifier of the article link.
	Service Request ID	The identifier of the service request.
Time	Date	The date on which the article is linked.
	Day Name	The name of the day on which the

		articles are linked.
	Enterprise Period	The enterprise period in which the articles are linked.
	Enterprise Quarter	The enterprise quarter in which the article is linked.
	Enterprise Year	The enterprise year in which the article is linked.
	Month	The month in which the article is linked.
	Quarter	The quarter in which the article is linked.
	Week	The week in which the article is linked.
	Year	The year in which the article is linked.
Time- Additional Attributes	Calendar Date	The date of the time period.
	Calendar Month	The identifier of the calendar month.
	Calendar Month End Date	The end date of the calendar month.
	Calendar Month Start Date	The start date of the calendar month.
	Calendar Quarter	The identifier of the calendar quarter.
	Calendar Quarter Start Date	The start date of the calendar quarter.
	Calendar Quarter End Date	The end date of the calendar quarter.
	Calendar Week	The identifier of the calendar week.
	Calendar Week Start Date	The start date of the calendar week.
	Calendar Week End Date	The end date of the calendar week.
	Calendar Year	The number identifier of the calendar year.
	Calendar Year Start Date	The start date of the calendar year.
	Calendar Year End Date	The end date of the calendar year.
	Day of Month	The day of the month.
	Day of Week	The day of the week.
	Day of Year	The day of the year.
	Enterprise Period End Date	The end date of the enterprise period.
	Enterprise Period Number	The identifier of the enterprise period.
	Enterprise Period Sort Order	The sort order
	Enterprise Period Start Date	The start date of the enterprise period.
	Enterprise Quarter End Date	The end date of the enterprise quarter
	Enterprise Quarter Number	The number identifier of the enterprise quarter
	Enterprise Quarter Start Date	The start date for the enterprise quarter
	Enterprise Year End Date	The end date of the enterprise year
	Enterprise Year Number	The number of the enterprise year
	Enterprise Year Period Number	The period of the enterprise year
	Enterprise Year Start Date	The start date of the enterprise year
	Offset Week	The week that can be compared to the previous week
	Week By Year	The week number of the year.
	Year By Week	The week day of the year.

Facts

Fact	Attribute	Definition
Article Links Facts	# of Article Links	The number of article links.

Article Category Real Time

The Article Category Real-time subject area contains data necessary to track categories associated with each article. This subject area displays one-to-many relationship from an article to categories.

Dimensions

Dimension	Attribute	Definition
Service Category	Base Service Category ID	The identifier of the category to which the base service belongs.
	Base Service Category Name	The name of the category to which the base service belongs.
	Base Unit ID	The identifier of the business unit.
	Fixed Hierarchy Level	The level of the fixed hierarchy
	Level 1 Service Category ID	The identifier of the service category available at level 1.
	Level 1 Service Category Name	The name of the service category available at level 1.
	Level 2 Service Category ID	The identifier of the service category available at level 2.
	Level 2 Service Category Name	The name of the service category available at level 2.
	Level 3 Service Category ID	The identifier of the service category available at level 3.
	Level 3 Service Category Name	The name of the service category available at level 3.
	Level 4 Service Category ID	The identifier of the service category available at level 4.
	Level 4 Service Category Name	The name of the service category available at level 4.
	Level 5 Service Category ID	The identifier of the service category available at level 5.
	Level 5 Service Category Name	The name of the service category available at level 5.
	Level 6 Service Category ID	The identifier of the service category available at level 6.
	Level 6 Service Category Name	The name of the service category available at level 6.
	Level 7 Service Category ID	The identifier of the service category available at level 7.
	Level 7 Service Category Name	The name of the service category available at level 7.
	Level 8 Service Category ID	The identifier of the service category available at level 8.
	Level 8 Service Category Name	The name of the service category available at level 8.
	Stripe	The stripe to which the category

		belong.
	Top Level Service Category ID	The identifier of the service category available at the top level.
	Top Level Service Category Name	The name of the service category available at the top level.

Facts

Fact	Attribute	Definition
Article Category Facts	# of Article Categories	The number of categories associated with the articles.

Article Product Real Time

The Article Product Real-time subject area contains the data necessary to track products associated with each article. This subject area displays one-to-many relationship from an article to products.

Dimensions

Dimension	Attribute	Definition
Product	Article Catalog Hierarchy 1 Name	The name of the article catalog hierarchy at level 1.
	Article Catalog Hierarchy 2 Name	The name of the article catalog hierarchy at level 2.
	Article Catalog Hierarchy 3 Name	The name of the article catalog hierarchy at level 3.
	Article Catalog Hierarchy 4 Name	The name of the article catalog hierarchy at level 4.
	Article Catalog Hierarchy 5 Name	The name of the article catalog hierarchy at level 5.
	Article Catalog Hierarchy 6 Name	The name of the article catalog hierarchy at level 6.
	Article Catalog Hierarchy 7 Name	The name of the article catalog hierarchy at level 7.
	Article Catalog Hierarchy 8 Name	The name of the article catalog hierarchy at level 8.
	Article Catalog Hierarchy Base Level Name	The name of the article catalog present at the base level of the hierarchy.
	Article Catalog Hierarchy Top Level Name	The name of the article catalog present at the top level of the hierarchy.
	Item Delete Flag	The item is marked to be deleted

	Orderable Flag	The item is marked as a selectable product.
	Part Number	The product's part number.
	Prod Group Delete Flag	The product group is marked to be deleted.
	Prod Group Effective End Date	The end date of the product group.
	Prod Group Effective Start Date	The start date of the product group.
	Product Description	The description of the product.
	Product Line	The line to which the product belongs.
	Product Name	The name of the product.
	Product Row ID	The row identifier of the product.
	Product Type	The type of product.
	Usage Code	Denotes which kind of product it is associated with. They can be Base usage, service usage, and HCM usage codes.

Facts

Fact	Attribute	Definition
Article Product Facts	# of Article Products	The number of products associated with the articles.

Using Subject Areas to Answer Business Questions

As a knowledge manager, you can create personalized reports and analyses to view information related to a specific transaction. You can start building reports and analyses once you identify the business questions that you want to answer. Each knowledge subject area is built around a unique set of business questions for a particular context such as article counts on knowledge contents being published, linked to SRs and so on.

Subject areas contain facts and dimensions. Dimension is the category of data available and the fact denote its measure. For example, the measure for the **Article Version** dimension is "**Number of Article Versions**".

You can pick the appropriate facts and dimensions listed in a subject area to answer your business questions. Using different combinations of facts and dimensions, you can generate different types of reports.

The following table lists the business questions specific to each subject area:

Subject Area	Key Business Questions
Article Real Time	How many articles are available in the knowledge base? Which articles are published or unpublished?

Article Links Real Time	How many links exist between services requests and knowledge articles? Which articles are linked to the maximum number of service requests?
Article Category Real Time	Which category contains the highest number of knowledge articles? Which articles are linked to a specific category?
Article Product Real Time	Which products are associated with the most number of knowledge articles? Which articles are linked to a specific product?

Creating Personalized Reports: Procedure

You need to identify the dimensions, facts, and filters to generate a report. You can also select two subject areas that share common dimensions to add additional data to your report.

Note: You must have the Knowledge Manager role to create reports. Users with the Knowledge Analyst role can only run the reports.

To create a personalized report:

1. From the Navigation menu, click **Tools** and select **Reports and Analysis**.

   The Reports and Analytics page opens.
2. Click **Create, Report**.

   The Oracle Business Intelligence home page displays the **Create Report** wizard.
3. To build the report on a subject area, click **Use Subject Area** and select the appropriate **Subject Area** from the drop-down list.
4. Click **Next** and select the **Page** and **Layout** options.
5. To create a chart or graph, drag and drop fields from the **Data Source** pane into the layout.

   Note: To add two subject areas to this report, click **Add/Remove** icon and select two subject areas.
6. Click **View Report** to run and view the report and **Customize Report Layout** to customize the report.
7. Click **Finish.**

   The **Save As** dialog displays.
8. Select the folder destination and enter a **Name** and **Description** for the report and then click **OK**.

   The report is created.

Creating Personalized Analysis: Procedure

You can create an analysis using the standard ready-to-use subject areas.

Note: You must have the Knowledge Manager role to create analyses. Users with the Knowledge Analyst role can only run the analysis.

To create an analysis:

1. Click **Tools**, **Reports and Analysis**.

   The Reports and Analytics page appears.
2. Click **Create, Analysis**.

   The **Select Subject Area** window displays.
3. Select the subject area check box and click **Continue**.

   The **Create Analysis: Select Columns** pane lists all the available columns, facts, and attributes.
4. Expand the subject area and add columns to the analysis and then click **Next**.

   The **Create Analysis: Select View** pane lists the table, graph, and layout options available.
5. Enter a **Title** for the analysis and select the **Table**, **Graph**, and **Layout** options from the drop-down lists.

   Note: You can **Preview** the analysis and edit the table and graph layouts.
6. Click **Next**. The **Create Analysis: Sort and Filter** page opens.
7. To filter the report, follow these steps:

   i) Click **Add Sort** and select a column to sort the analysis in a specific order.

   ii) Click **Add Filter** and select the column.

   iii) Select the **Operator** from the drop-down list and enter the filter **Value**. The drill-down for the analysis appears.

   iv) Additionally, you can apply conditional highlight formatting to the analysis in the **Create Analysis: Highlighting** page.
8. Enter the **Analysis Name**, **Description**, and select the destination folder where you want to save the analysis.

   Note: Analysis saved in the **Shared Folders** location is visible to all the users. You can save the analysis in **My Folders** location for your personal use.
9. Click **Submit**.

   A **Confirmation** message appears that the analysis is saved successfully.

Searching for Reports and Analyses

When you search for analytics, the search results include prebuilt and personalized dashboards, reports and analyses that you created.

To locate an analysis or a report:

1. From the Navigation menu, click **Tools** and select **Reports and Analysis**.

   The Reports and Analytics page displays.
2. Click the **Hierarchical Selector** icon to filter the folder location.

   The **All Folders** catalog is selected by default.
3. To filter the search results, select the filter type and enter the name of the report or analysis in the search text field. You can also click **Clear Filter** to reset the filters.
4. Click the **Search** icon.

   The search results that match your criteria appears.
5. Click the star icon.

   The analytic is added to your favorites list.

Sharing Analytics

You can share the analytics that you have created with other users as a briefing book. A briefing book consists of updatable or static analyses or dashboard pages and reports. To generate a briefing book, you need to select the analytics, add the contents to the book and save it to the BI catalog. You can download the briefing book in PDF or HTML formats and share it with the other users.

For more information about adding contents to a briefing book, see “Sharing Analytics” in the Oracle Sales cloud Creating and Administering Analytics guide.