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Section: Metrics ⌄

Chart Metrics and Dimensions
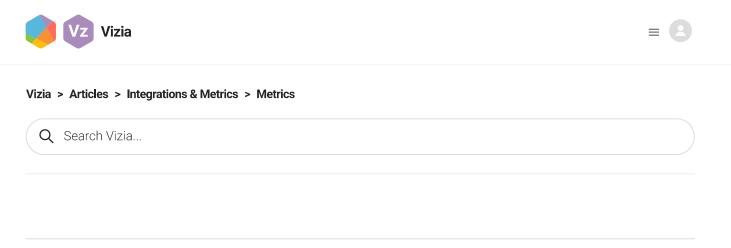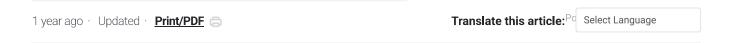
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There is a large selection of different metrics and dimensions which can be used within various components to analyze and display data.

Below are all of the metrics which are available within these components and an explanation of what they represent.

The following metrics can be selected as options under the "**Show (Y Axis)**" drop-down box.

Metric	Definition
Mention Volume	The overall volume of mentions for the selected date range.
Reach	The potential amount of people that may have seen a given post. The calculation takes into account metrics such as followers, engagement, page ranks and estimated views.
Net Sentiment	Net sentiment is calculated by subtracting the number of negative mentions from positive mentions and dividing by the sum of negative and positive mentions (normalized to a -5/5 scale). For more detailed information please refer to the guide on Net Sentiment.

Unique Authors	The volume of unique author mentions for the selected date range.
Unique Domains	The number of unique domains that contain mentions found by your query for the selected date range.
Total Followers	The combined number of followers for each of the tweets that are included in your chart.
Total Retweets	The combined number of retweets for each of the tweets included in your chart.
Total Impressions	The combined number of followers of authors who tweeted or retweeted the tweets that are included in your chart plus the number of times the tweet has been returned after a search.

The following dimensions can be selected as options under the "**For (X-Axis**)" and "**Breakdown by**" fields.

Dimension Group	**Dimension**	**Definition**
Categories & Tags	Categories	Allows you to select and display data for one of your categories or subcategories.
	Parent Categories	Select and display data for the entire category (will not include subcategory breakdown).
	Tags	Allows you to select and display data for one or more tags that you have set up.
Data Sources	Queries	Breaks down the data on a query by query basis.

	Query Group	Breaks down data by query group. See **this** article for more information on groups.
Time	Minutes	Charts data by minute (date range cannot span more than 12 hours).
	Hours	Charts data by hour (ill-advised for large date ranges).
	Days	Charts data by each day within your date range.
	Weeks	Charts data by each week within your date range.
	Months	Charts data by each month within your date range.
	Hour of Day	Charts data by hour of the day within your date range.
	Day of Week	Charts data by day of the week within your data range.
Sentiment & Emotion	Sentiment	Charts your data by the three sentiment values (positive, neutral and negative).
	Emotion	Breaks down data by emotion (anger, disgust, fear, joy, sadness, surprise).
Content & Mention Type	Mention Type	Breaks down by type of mention (original post, comment/reply, share/retweet).

	Content Sources	Displays all mentions within the query broken down by the various content sources (blogs, Facebook, forums, Instagram, news, QQ, Reddit, review, Sina Weibo, Tumblr, Twitter and YouTube).
Twitter Demographics	Account Type	Charts data by the account type values (Individual or Organizational).
	Gender	Charts data by the gender of the authors.
	Interest	Breaks down the data by the interests of the included tweet's author.
	Profession	Breaks down the data by the profession of the included tweet's author.
List	Authors	Charts data by author list. A drop-down allows you to select from pre-made author lists.
	Site List	Displays all sites within the chosen site list and the mentions for the current query which have originated from these sites.
Image Insights	Image Content	Breakdown mentions by actions, logos, objects or scenes.
Language	Languages	Displays all mentions broken down by the various different languages within the respective query.

Note that this will be dictated by the languages you select at the query creation stage.

Location	Cities	Displays all mentions broken down by the city from which they have originated (where this information is available).
	Regions	Displays all mentions broken down by the region from which they have originated (where this information is available).
	Countries	Displays all mentions broken down by the country from which they have originated (where this information is available).
	Continents	Displays all mentions broken down by the continent from which they have originated (where this information is available).
Workflow	Assignment	Breaks down the mentions based on their assignee. Note that charting by this metric will exclude mentions which have not been assigned.
	Priority	This will break down the data by priority value (low, medium or high). Note that charting by this metric will exclude mentions which have not been given a priority value.
	Status	This will break down the data by status value (open pending or closed). Note that charting by this metric will exclude mentions which have not been given a status value.

Checked	This will display data for all of the mentions which have been assigned the "checked" value.

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