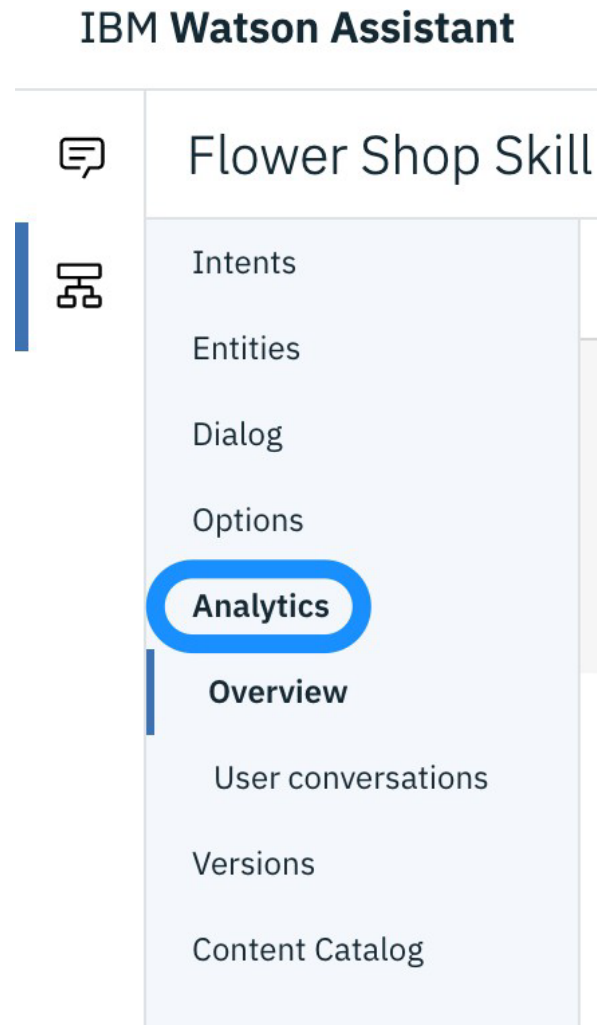


Lab 13: Get to know the Analytics tab

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 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 conversations people are having with it (as shown in the image below), and see if there are ways to improve it accordingly.

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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. The top of the main area includes a 'Filter' button, a 'Refresh data' button, and a date range selector set to 'This week' (09 Dec 19 to 11 Dec 19). Below this, there are dropdowns for 'Intents' and 'Entities', and a search bar. The list shows three conversations: 1. User: 'bye', Intent: '#goodbyes', Entities: 'No entities'. 2. User: 'thx', Intent: '#thank_you', Entities: 'No entities'. 3. User: 'And where is it?', Intent: 'And where is it?', Entities: 'No entities'. Each conversation has a 'Hide conversation' or 'Open conversation' link. On the right, a detailed view of the selected conversation is shown, including the user's input, the system's response, and a 'Show classifications' link.

For example, if you find out that many people are asking about something 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, correcting it would be good, and you can do so directly from the *Analytics > User conversations* tab.

The diagram shows a user query: "What are your hours of operation for Vancouver?". Below the query, there is a link to "Hide classifications". At the bottom, two sections are shown: "Intents" with the value "#hours_info" and "Entity" with the values "Vancouver = @sys-location:Vancouver" and "Vancouver = @location:Vancouver".

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

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

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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 familiarizing **yourself with the analytics capabilities are 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.