Site Popularity Trend

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February-18 -2019

February-26-2019

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# **Business Scenario**

The tech company called In-O-Vate Inc is using SharePoint across the organization which has been implemented a year ago. The Meeting which was held in organization with the team members came to an agreement to make some improvements by creating efficiencies and clean up files, list and libraries that might need maintenance. Site popularity trend report is the best solution for getting the usage trend in the organization.

# **Site Popularity Trends Implementation**

Popularity trend gives the report of the site and site collection about the usage trends and time when the user activity low or high .It gives the historical usage information such as unique user per day or month, views for the page/library and the items in the library/pages which are popular. (Microsoft, 2018)

**Implementation for viewing the popularity trend**

**For site or site collection**

* Go to site you want to view the popularity trend report
* Click on setting and select site settings
* Choose site administration/site collection administration and click on popularity trend /popularity and search report
* Click usage
* Click on open (now the reports get opened in excel) (Microsoft, 2018)

**For page or item in library**

* Go to site and go the document library for which you want to view the popularity trend
* Choose the item you want
* Click on files
* Click on popularity trend on the ribbon
* Click on open (now the reports get opened in excel). (Microsoft, 2018)

**For viewing most popular item in the library**

* Go to site and go the document library for which you want to view the most popular item
* Click on library tab
* Click on most popular item on the ribbon. (Microsoft, 2018)

# **Reports to Understand Organization’s User**

Reports give the information for the organization about the usage of certain files ,pages and documents by the users. The following are the types of reports that are available to understand the organization’s users. (smith, 2016)

**Popularity and Search Reports :**

Site collections runs the popularity and search report to give the basic details about the site usage and search usage in the environment . (smith, 2016)

Reports are classified into two types

**Usage Report :**

The usage report gives the information about the unique users in total used the site on daily or monthly basis and counts the queries conducted in site collection on daily or monthly basis . (smith, 2016)

**Search Report:**

Gives the reports on search queries that are done in the site on daily and monthly basis.

To run the usage and search reports follow the below steps

* Go to the site to run the reports
* Go to setting and choose site settings
* Select the popularity and search reports
* On the view usage report and click on the name of the report to run
* Click on open. (smith, 2016)

**Storage Metrics:**

As the content getting increased in SharePoint . You should keep track of information that is getting added day by day so that you can have the idea about how the content being distributed among the lists .We need to review this information for planning the content growth. (smith, 2016)

To get the storage metric reports do the following

* Go to site where you want to see storage metrics
* Go to setting and choose site settings
* Select the storage metric reports

Now this gives us the report about the overall storage for lists, sites and library in the site. (smith, 2016)

**Site Collection Auditing Report:**

Auditing report helps in auditing the various activities in SharePoint

Followings are the steps to perform site collection auditing report

* Go to site where you want to see storage metrics
* Go to setting and choose site settings
* Select the audit report log. (smith, 2016)

User can view the reports. The following are reports that are available

* Content Activity
* Information Management policy
* Security and Site Setting
* Custom Reports. (smith, 2016)

# **Considerations regarding Libraries and Documents**

**Library Most Popular Items:** In SharePoint library files are tracked to know about their usage .These will let us know the resources that are being used very often. (smith, 2016)

To view usage details about the files, do the following

* Go to the library in order to view the usage details
* Go to library view page
* Select the most popular items from the library ribbon tab. (smith, 2016)

Now this page shows the item that are present in library and items are displayed in the order their viewed ,i.e. the most recently visited items are displayed at the top. (smith, 2016)

The following are the views that are present

* Most Views
* Most Views by Unique Users
* Most recommendations click. (smith, 2016)

**Document Popularity Trends:**

This helps in finding out the document that are being used or accessed most frequently.

This report shows the information about the unique user who accessed the document and the day when he/she accessed along number of times the document was accessed called hits. (smith, 2016)

To view usage details about the files, do the following

* Go to the library in order to view the usage details
* Go to library view page
* Go the document to be viewed and check the box next to it .
* Select the most popularity trend option from the files ribbon tab
* Click on open to view the report . (smith, 2016)

# **Benefits to the Organization from Reports**

The data that has been gathered from running all the above reports will help the organization to know the files , documents and searches done in the site.

Resources usage can be identified so that more services can be added to improvise those resources.

Data that is being used most by the user can be identified

Helps us in understanding the user minds about the search that are doing in the site

Popular items in list/library are identified which in turn helps in items to be removed which is not being used frequently.

# **Quick Analysis**

Quick analysis made by all the reports available will help the department heads in improving the data items by creating efficiency and cleaning up the files ,lists and libraries that might need maintenance .This can help the business to understand the activity on the specific list/library .The wellbeing of the SharePoint is maintained while keeping track that usage limits are not exceeded. On whole the quick analysis of the extracted data from the popularity and search reports improve the business efficiency and productivity.

# **References**

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