

## Keyword reference

You can use keywords when asking a question to help define your search. This reference lists the various keywords.

You can also see this list of keywords and examples from within the help center.

Table 15: Basic keywords

Function	Examples
top	<ul style="list-style-type: none"> <li>• <b>top</b> sales rep by count sales for average revenue &gt;10000</li> <li>• sales rep average revenue for each region <b>top</b></li> </ul>
bottom	<ul style="list-style-type: none"> <li>• <b>bottom</b> revenue average revenue by state</li> <li>• customer by revenue for each sales rep <b>bottom</b></li> </ul>
top <i>n</i>	<ul style="list-style-type: none"> <li>• <b>top 10</b> sales rep revenue</li> </ul>
bottom <i>n</i>	<ul style="list-style-type: none"> <li>• <b>bottom 25</b> customer by revenue for each sales rep</li> </ul>
sort by	<ul style="list-style-type: none"> <li>• revenue by state <b>sort by</b> average revenue</li> <li>• revenue by customer <b>sort by</b> region</li> </ul>

Table 16: Date keywords

Function	Examples
after	<ul style="list-style-type: none"> <li>• order date <b>after</b> 10/31/2014</li> </ul>
before	<ul style="list-style-type: none"> <li>• order date <b>before</b> 03/01/2014</li> </ul>
between ... and ...	<ul style="list-style-type: none"> <li>• order date <b>between</b> 01/01/2012 <b>and</b> 01/01/2013</li> </ul>
day of week	<ul style="list-style-type: none"> <li>• revenue by <b>day of week</b> last 6 months</li> </ul>
week	<ul style="list-style-type: none"> <li>• revenue by <b>week</b> last quarter</li> </ul>
month	<ul style="list-style-type: none"> <li>• revenue by <b>month</b> last year</li> </ul>

Function	Examples
daily	<ul style="list-style-type: none"> <li>shipments by region <b>daily</b></li> </ul>
weekly	<ul style="list-style-type: none"> <li>revenue <b>weekly</b></li> </ul>
monthly	<ul style="list-style-type: none"> <li>commission &gt; 10000 <b>monthly</b></li> </ul>
quarterly	<ul style="list-style-type: none"> <li>sales <b>quarterly</b> for each product</li> </ul>
yearly	<ul style="list-style-type: none"> <li>shipments by product <b>yearly</b></li> </ul>
<i>day of week</i>	<ul style="list-style-type: none"> <li>count shipments <b>Monday</b></li> </ul>
<i>month</i>	<ul style="list-style-type: none"> <li>commission <b>January</b></li> </ul>
<i>month year</i>	<ul style="list-style-type: none"> <li>commission by sales rep <b>February 2014</b></li> </ul>
<i>year</i>	<ul style="list-style-type: none"> <li>revenue by product <b>2013</b> product name contains snowboard</li> </ul>
yesterday	<ul style="list-style-type: none"> <li>sales <b>yesterday</b> for pro-ski200 by store</li> </ul>
week to date	<ul style="list-style-type: none"> <li>sales by order date <b>week to date</b> for pro-ski200</li> </ul>
month to date	<ul style="list-style-type: none"> <li>sales by product <b>month to date sales</b> &gt; 2400</li> </ul>
quarter to date	<ul style="list-style-type: none"> <li>sales by product <b>quarter to date</b> for top 10 products by sales</li> </ul>
year to date	<ul style="list-style-type: none"> <li>sales by product <b>year to date</b></li> </ul>
last day	<ul style="list-style-type: none"> <li>customers <b>last day</b> by referrer</li> </ul>
last week	<ul style="list-style-type: none"> <li>customers <b>last week</b> by store</li> </ul>
last month	<ul style="list-style-type: none"> <li>customers <b>last month</b> by day</li> </ul>
last quarter	<ul style="list-style-type: none"> <li>customers <b>last quarter</b> sale &gt;300</li> </ul>
last year	<ul style="list-style-type: none"> <li>top 10 customers <b>last year</b> by sale by store for region west</li> </ul>

Function	Examples
last <i>n</i> days	<ul style="list-style-type: none"> <li>visitors <b>last 7 days</b></li> </ul>
last <i>n</i> weeks	<ul style="list-style-type: none"> <li>visitors <b>last 10 weeks</b> by day</li> </ul>
last <i>n</i> months	<ul style="list-style-type: none"> <li>visitors <b>last 6 months</b> for homepage visits &gt; 30 by month</li> </ul>
last <i>n</i> quarters	<ul style="list-style-type: none"> <li>visitors <b>last 2 quarters</b> by month by campaign</li> </ul>
last <i>n</i> years	<ul style="list-style-type: none"> <li>visitors <b>last 5 years</b> by revenue for sum revenue &gt;5000</li> </ul>
growth of ... by ...	<ul style="list-style-type: none"> <li><b>growth of</b> sales <b>by</b> order date</li> </ul>
growth of ... by ... daily	<ul style="list-style-type: none"> <li><b>growth of</b> sales <b>by</b> order date <b>daily</b></li> </ul>
growth of ... by ... monthly	<ul style="list-style-type: none"> <li><b>growth of</b> sales <b>by</b> date shipped <b>monthly</b> sales &gt; 24000</li> </ul>
growth of ... by ... weekly	<ul style="list-style-type: none"> <li><b>growth of</b> sales <b>by</b> receipt date <b>weekly</b> for proski2000</li> </ul>
growth of ... by ... quarterly	<ul style="list-style-type: none"> <li><b>growth of</b> sales <b>by</b> date shipped <b>quarterly</b></li> </ul>
growth of ... by ... yearly	<ul style="list-style-type: none"> <li><b>growth of</b> sales <b>by</b> date closed <b>yearly</b></li> </ul>
daily year-over-year	<ul style="list-style-type: none"> <li><b>growth of</b> revenue <b>by</b> order date <b>daily year-over-year</b></li> </ul>
weekly year-over-year	<ul style="list-style-type: none"> <li><b>growth of</b> revenue <b>by</b> date shipped <b>weekly year-over-year</b></li> </ul>
monthly year-over-year	<ul style="list-style-type: none"> <li><b>growth of</b> revenue <b>by</b> receipt date <b>monthly year-over-year</b></li> </ul>
quarterly year-over-year	<ul style="list-style-type: none"> <li><b>growth of</b> revenue <b>by</b> date shipped <b>quarterly year-over-year</b></li> </ul>
<i>n</i> days ago	<ul style="list-style-type: none"> <li>sales <b>2 days ago</b></li> </ul>

Function	Examples
$n$ weeks ago	<ul style="list-style-type: none"> <li>sales <b>4 weeks ago</b> by store</li> </ul>
$n$ months ago	<ul style="list-style-type: none"> <li>sales <b>2 months ago</b> by region</li> </ul>
$n$ quarters ago	<ul style="list-style-type: none"> <li>sales <b>4 quarters ago</b> by product name contains deluxe</li> </ul>
$n$ years ago	<ul style="list-style-type: none"> <li>sales <b>5 years ago</b> by store for region west</li> </ul>
today	<ul style="list-style-type: none"> <li>sales <b>today</b> by store</li> </ul>
next day	<ul style="list-style-type: none"> <li>shipments <b>next day</b> by order</li> </ul>
next week	<ul style="list-style-type: none"> <li>shipments <b>next week</b> by store</li> </ul>
next month	<ul style="list-style-type: none"> <li>appointments <b>next month</b> by day</li> </ul>
next quarter	<ul style="list-style-type: none"> <li>opportunities <b>next quarter</b> amount &gt; 30000</li> </ul>
next year	<ul style="list-style-type: none"> <li>opportunities <b>next year</b> by sales rep</li> </ul>
next $n$ days	<ul style="list-style-type: none"> <li>shipments <b>next 7 days</b></li> </ul>
next $n$ weeks	<ul style="list-style-type: none"> <li>shipments <b>next 10 weeks</b> by day</li> </ul>
next $n$ months	<ul style="list-style-type: none"> <li>openings <b>next 6 months</b> location</li> </ul>
next $n$ quarters	<ul style="list-style-type: none"> <li>opportunities <b>next 2 quarters</b> by campaign</li> </ul>
next $n$ years	<ul style="list-style-type: none"> <li>opportunities <b>next 5 years</b> by revenue</li> </ul>

Table 17: Time keywords

Function	Examples
detailed	<ul style="list-style-type: none"> <li>ship time <b>detailed</b></li> </ul>
last minute	<ul style="list-style-type: none"> <li>count homepage views <b>last minute</b></li> </ul>
last hour	<ul style="list-style-type: none"> <li>count unique visits <b>last hour</b></li> </ul>

Function	Examples
last <i>n</i> minutes	<ul style="list-style-type: none"> <li>count visitors <b>last 30 minutes</b></li> </ul>
last <i>n</i> hours	<ul style="list-style-type: none"> <li>count visitors <b>last 12 hours</b></li> </ul>
hourly	<ul style="list-style-type: none"> <li>visitors by page name <b>hourly</b></li> </ul>
<i>n</i> minutes ago	<ul style="list-style-type: none"> <li>sum inventory by product <b>10 minutes ago</b></li> </ul>
<i>n</i> hours ago	<ul style="list-style-type: none"> <li>sum inventory by product by store <b>2 hours ago</b></li> </ul>

Table 18: Text keywords

Function	Examples
begins with	<ul style="list-style-type: none"> <li>product name <b>begins with</b> 'pro'</li> </ul>
contains	<ul style="list-style-type: none"> <li>product name <b>contains</b> "alpine" description <b>contains</b> "snow shoe"</li> </ul>
ends with	<ul style="list-style-type: none"> <li>product name <b>ends with</b> 'deluxe'</li> </ul>
not begins with	<ul style="list-style-type: none"> <li>product name <b>not begins with</b> "tom's"</li> </ul>
not contains	<ul style="list-style-type: none"> <li>product color <b>not contains</b> 'tan' product color <b>not contains</b> 'red'</li> </ul>
not ends with	<ul style="list-style-type: none"> <li>product name <b>not ends with</b> "trial"</li> </ul>
similar to	<ul style="list-style-type: none"> <li>course name <b>similar to</b> 'hand'</li> </ul>
not similar to	<ul style="list-style-type: none"> <li>course name <b>not similar to</b> 'hand'</li> </ul>

Table 19: Number keywords

Function	Examples
sum	<ul style="list-style-type: none"> <li><b>sum</b> revenue</li> </ul>
average	<ul style="list-style-type: none"> <li><b>average</b> revenue by store</li> </ul>

Function	Examples
count	<ul style="list-style-type: none"> <li>• <b>count</b> visitors by site</li> </ul>
max	<ul style="list-style-type: none"> <li>• <b>max</b> sales by visitor by site</li> </ul>
min	<ul style="list-style-type: none"> <li>• <b>min</b> revenue by store by campaign for cost &gt; 5000</li> </ul>
standard deviation	<ul style="list-style-type: none"> <li>• <b>standard deviation</b> revenue by product by month for date after 10/31/2010</li> </ul>
unique count	<ul style="list-style-type: none"> <li>• <b>unique count</b> visitor by product page last week</li> </ul>
variance	<ul style="list-style-type: none"> <li>• <b>variance</b> sale amount by visitor by product for last year</li> </ul>

Table 20: Filter keywords

Function	Examples
between... and	<ul style="list-style-type: none"> <li>• revenue <b>between</b> 0 <b>and</b> 1000</li> </ul>
>	<ul style="list-style-type: none"> <li>• sum sale amount by visitor by product for last year sale amount <b>&gt;</b> 2000</li> </ul>
<	<ul style="list-style-type: none"> <li>• unique count visitor by product by store for sale amount <b>&lt;</b> 20</li> </ul>
<b>&gt;=</b>	<ul style="list-style-type: none"> <li>• count calls by employee lastname <b>&gt;=</b> m</li> </ul>
<b>&lt;=</b>	<ul style="list-style-type: none"> <li>• count shipments by city latitude <b>&lt;=</b> 0</li> </ul>
<b>=</b>	<ul style="list-style-type: none"> <li>• unique count visitor by store purchased products <b>=</b> 3 for last 5 days</li> </ul>
<b>!=</b>	<ul style="list-style-type: none"> <li>• sum sale amount region <b>!=</b> canada region <b>!=</b> mexico</li> </ul>

Table 21: Location keywords

Function	Examples
near	<ul style="list-style-type: none"><li>revenue store name county <b>near</b> san francisco</li></ul>
near... within <i>n</i> miles km meters	<ul style="list-style-type: none"><li>revenue store name county <b>near</b> alameda <b>within 50 miles</b></li></ul>
farther than <i>n</i> miles km meters from	<ul style="list-style-type: none"><li>average hours worked branch <b>farther than 80 km from</b> scarborough</li></ul>

 **Note:** Location keywords only work for searches where the data source includes latitude/longitude data.