



MAPI Lab Statistics for SharePoint 2010

User Guide

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Introduction

MAPILab Statistics for SharePoint 2010 (MSS) is a solution designed for web analytics, documents flow audit and retrieving administrative data about usage of SharePoint-based intranet portals and web-sites.

This guide is intended for the solution users and implies that the solution is properly deployed and collects data regularly. It is further implied that user is given complete access rights to statistic reports. Product deployment and configuration are described in "Deployment guide".

The following must be understood before working with solution:

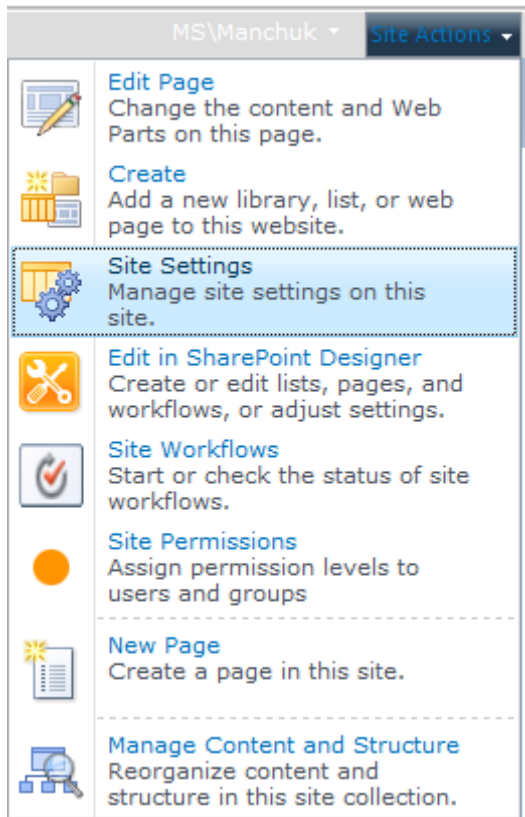
1. MSS collects data only from web-sites for which this option is activated by an administrator.
2. Data collection is activated for site collection, not for single web-site.
3. Site collection may include one or more web-sites or/and sub-sites.
4. Data collection on certain users, document libraries, web-sites or document types may be restricted by system administrator, and those data will not be shown in reports.
5. Viewing of certain reports or data types in reports may be restricted by a system administrator.
6. Reports may be viewed within the whole farm, sites collection or within a certain web-site.

Quick start

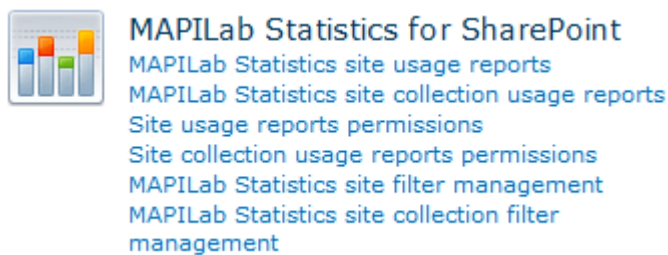
1. Define the scope of statistics needed: within the whole farm, site collection or within a certain web-site. Depending on the selected report scope you have to use a corresponding link to go to MSS reports page. See "[Getting started](#)" section for more information.
2. Select the necessary report in a categorized list and generate the report by mouse clicking on it. Reports categories and their selection are described in details in "[Report selection](#)" chapter.
3. Use connected reports to obtain more detailed data (use drill-down feature).
4. Use filters to obtain only necessary data or to modify the necessary data period. Filters system is described in details in "[Filters use](#)" section.
5. Sort and group data within the report if necessary. These functions are described in details in "[Data sorting and grouping](#)" section.
6. Export the generated report for publishing or further processing. Export functions are described in details in "[Reports export](#)" section.

Getting started

Reports are accessed via drop-down menu "**Site Actions**" \ "**Site Settings**" or via "**Site Settings**" \ "**Modify All Site Settings**" menu item:

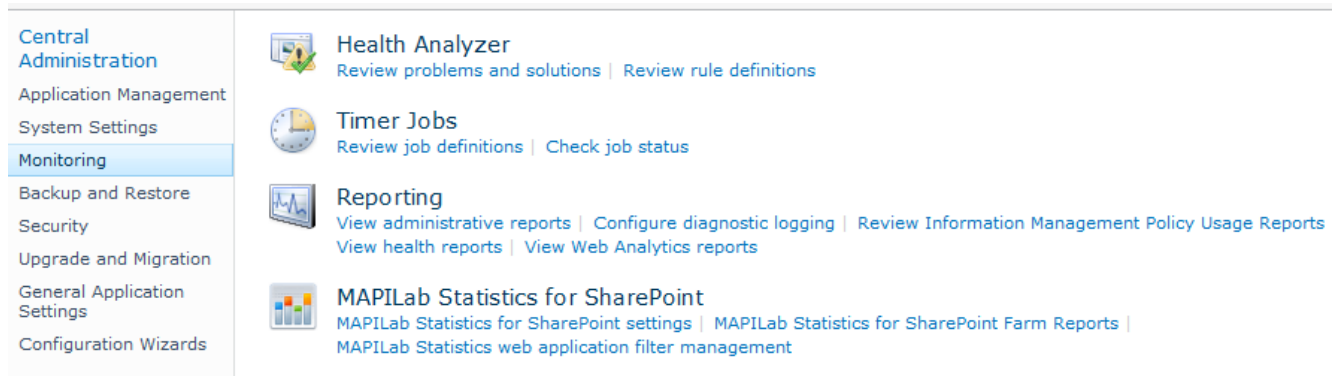


MAPILab Statistics adds own area on the "**Site settings**" page:



Furthermore, your Administrator may place report access links to any other page in your web-site. This can be done if users have no access rights to web-site administration settings or if unauthorized users have access to certain pages of the web-site. In these cases you need to request addresses of web pages with links to MSS reports from your system administrator.

Reports within a farm are accessed from “**Central Administration**” \ “**Monitoring**”:



In “**Site Administration**” section you may go to report pages within the current web-site: **MAPILab Statistics Site usage reports**. To make reports on other site you should open the necessary site and go to MSS using drop-down menu “**Site Actions**” \ “**Site Settings**” or “**Site Settings**” \ “**Modify All Site Settings**” menu for this site, and then select “**MAPILab Statistics site usage report**” in “**Site Administration**” section. Consolidated reports on web-sites collection (Site Summary, Documents by Site) and search use reports are not accessible when working within the current web-site scope. To access these reports go to reports page within the web-sites collection: **MAPILab Statistics Site Collection usage reports**.

You may work with reports within web-sites collection scope (**MAPILab Statistics Site Collection usage reports**) in the section “**Site Collection Administration**”. Data will be summarized during report generation for web-sites collection. In this mode you can get not only summarized data for all web-sites in the collection but also on a certain site (or a few sites within the current site collection) using [filters](#). Summarized reports cannot be generated for web-sites from other site collection. To generate a summarized report within a farm it is necessary to follow the page “**MAPILab Statistics Farm Reports**” in “**Central Administration**” \ “**Monitoring**”:



Report selection

Scope of data into reports shall be defined before working with reports. This is described in details in [Getting started](#) section. MSS allows reports generation within a farm, sites collection or a current site scopes.

MAPILab Statistics for SharePoint dashboard contains brief reports about the current web-site (or sites collection): traffic during the last month (marked with the figure "1" on the screenshot) and categorized list of reports (marked with the figure "2"):

The screenshot displays the MAPILab Statistics for SharePoint dashboard. The top navigation bar includes 'Site Actions', 'Home', 'MAPILab Statistics site usage reports', and 'MAPILab Statistics site collection usage reports'. A search bar is located on the right. The main content area is divided into several sections:

- Overview**: A sidebar menu on the left lists various reports, with a red '2' next to it.
- Visits trend**: A line chart showing visits and users over time, with a red '1' above it. The chart shows a significant peak in visits around 1/21/2011.
- Users activity**: A table listing user names, visits, and pageviews.
- Document usage overview**: A line chart showing views and edits of documents over time, with a red '1' above it. The chart shows a significant peak in views around 1/21/2011.
- Document popularity**: A table listing document names, views, and sizes.

User name	Visits	Pageviews
Anonymous	236	325
rvashchegin	2	23
sharanov	1	3
akovalev	1	3

Document	Views	Size, Kb
sharepoint-statistics-48x48.gif	145	2.30
Home.aspx	103	0.20
stats2010.png	66	109.98
How To Use This Library.aspx	5	4.65
default.aspx	5	3.78
mapilab-statistics-...point-demo-tours.gif	2	14.85
mss_boxshots.jpg	1	48.84

This page displays web-sites visitors amount and activity (**Visit trend** and **User Activity** reports); documents usage activity and 10 the most popular documents (**Document Usage Overview** and **Document Popularity** reports); 10 the most visited pages on the web-site or sites collection (**Content popularity** report) and 10 the most popular search requests for web-site or sites collection search engine (**Search keywords** report). Please note that some of the reports shown at the screenshot will not be available in the list while viewing reports for the current site and not the sites collection. This is described in detail in [Getting started](#) section.

“View report” link is available from below of each report in dashboard. User can go to the report page and obtain more detailed data by clicking this link.

Reports are grouped by categories in the reports list (marked with the figure “2” on the screenshot):

Visits & Visitors – user activity and visits dynamics reports. Reports in this category can help answering, for example, the following questions:

- Site visitors total amount by days;
- Total visits number per day;
- Number of pages viewed;
- Average number of pages viewed during one visit;
- Average visit duration;
- Number of visits with a certain duration;
- How many users (in %) view two or, for example, five pages during their visit;
- Which users and when visit the web site;
- What page on the site was the first during the user’s visit;
- How long did the user view one or another page of the site;
- Which site pages were viewed by one or another visitor;
- Which users are the most active visitors of site pages and which users are rare visitors;
- Which internet-browsers are used by visitors;
- Which platforms and operating systems are used by site visitors.

Content & Traffic – reports on web-site or sites collection pages use intensity. Reports in this category can help answering, for example, the following questions:

- What are the most visited pages on the site or site collection;
- What is the exit percent for one or another page;
- Rating of pages from which users begin viewing the site;
- Rating of pages from which users leave the site;
- From which external web-sites do users come to this web-site, which are traffic sources.

Documents – reports on documents creation and use. Reports in this category can help answering, for example, the following questions:

- How many documents does each library contain;
- What size do documents occupy in one or another documents library;
- Which libraries contain no documents;
- Document libraries ratings by documents number or volume (in Mb);
- How many documents were viewed, edited, added or deleted in one or another documents library;
- Which documents namely were used in the specified time range;
- How many documents were viewed, edited, added or deleted and which exactly;
- Daily documents use intensity tables and diagrams;
- Tables and diagrams of total documents number variation on the web-site or sites collection;
- Tables and diagrams of variation of disk space occupied by documents on the web-site or sites collection;
- Which documents are the most actively used and by whom exactly;
- Which documents were not used in the selected time period;
- Rating of documents use by document types;
- Documents use by visitors (who, what and when did with one or another document);
- Documents use by departments and user groups of SharePoint and Active Directory.

Search – reports on SharePoint search services use. Reports in this category can help answering, for example, the following questions:

- How often do site visitors use search features;
- Search engine queries number on various days;
- How many queries were effective and non-effective;
- Which search phrases were used in queries;
- How many and which results were returned by search engine for one or another phrase;
- How often do visitors use advanced search options;
- Which search queries were made by one or another user;
- To which site pages or documents were users going to from search results.

List Items – reports on entries use in SharePoint lists. Reports in this category can help answering, for example, the following questions:

- How much elements does one or another list contain;
- What disk space is occupied by list elements;
- What disk space is occupied by files attached to list elements;
- Growth diagrams for lists number, list elements number and disc space occupied by list elements and attached files;
- On which days list elements are used the most actively;
- Which list elements are in the most and the least demand;
- With which list elements do employees from various departments and groups work.
- Which list elements were used by various users in the specified time period.

Databases – These reports are located in “**Central Administration**” \ “**Monitoring**” in the list of “MAPILab Statistics for SharePoint Farm Reports”. Reports in this category can help answering, for example, the following questions:

- At what rate and how dramatically does SharePoint database size grow;
- Which exactly database tables size grows and at what rate?

A brief description of report is displayed below the reports list during reports selection that will help you in the necessary report selection.

Report generation

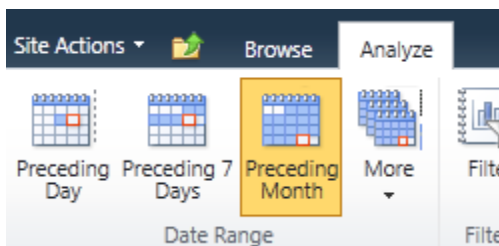
After selection the necessary report from the list click on its name to generate it. Reports are generated in a few seconds due to data preliminary preparation special system.

All reports are generated with preset filters, sorting mode and diagrams display preset parameters. Filters use is described in details in [Filters use](#) chapter, data grouping option use and sorting mode alteration is described in [Data sorting and grouping](#) chapter.

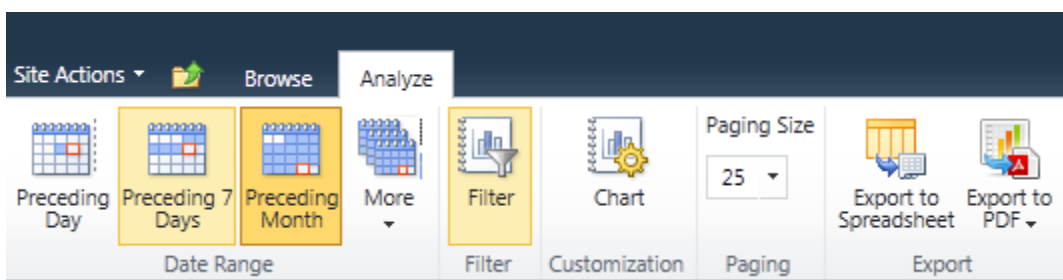
Data set and reports layout are fixed and cannot be modified. Only report fields order can be altered (by dragging field names in field headings area). Data sorting and grouping mode may be set for the displayed data. This is described in detail in [Data sorting and grouping](#) section. If any data or comments to them should be added one can use [reports export](#) feature. Furthermore, one can send a request for template changes or new report adding to MAPIlab technical support. This can be done at Company's web-site:

<http://www.spstats.com>

In bottom of the page the tabs "Browse" and "Analyze" are located:



"Browse" tab allows you to view a report in more comfortable way. "Analyze" tab contains the tools to manage of the generated report. The list of options is different for each report but the most changes are near the data range and filters. For report "Content popularity" it looks like the following:



Where:

"Preceding Day", "Preceding 7 days", "Preceding Month", "More" – allow you to change the date range.

"Filter" – allows to change or to set up the filter to view the data in report. You can learn more about using the filters in [Filters use](#) area of this manual.

“Chart” – allows you to change the setting for diagram which is displayed in the report.

“Paging Size” – allows you to setup how many rows should be displayed on the page.

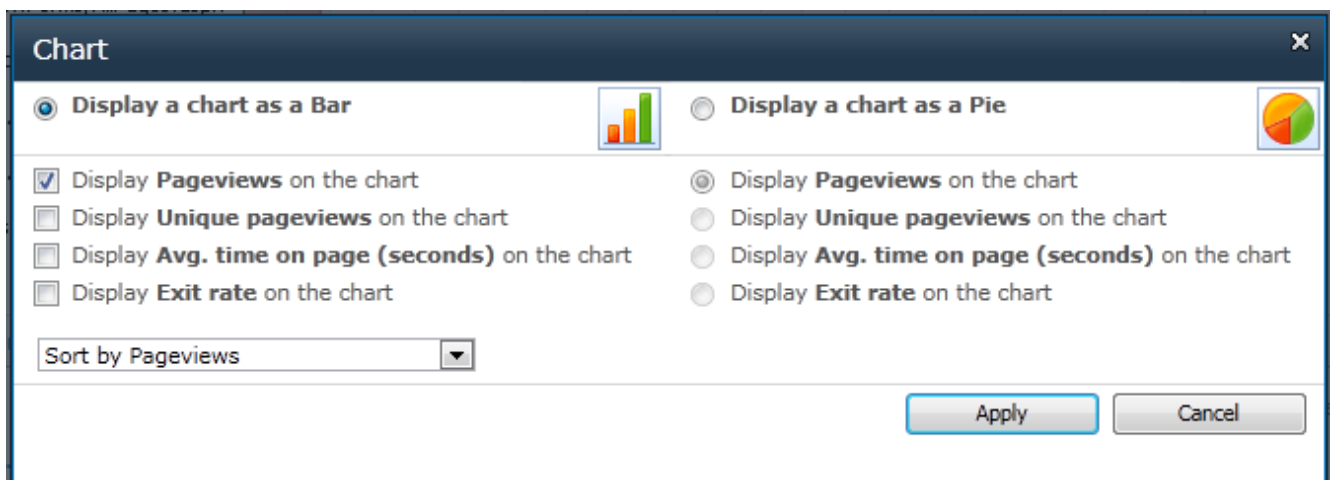
“Export to Spreadsheet” – allows you to export data into Microsoft Excel format file.

“Export to PDF” – allows you to export data into PDF.

If report contains many data lines it will be divided into pages for display. Control elements in the bottom left of the page serve for navigation among report pages:

Page 1 of 3 (75 items) ◀ [1] 2 3 ▶

Use “Chart” button to change diagram view mode and data displayed:



You can alter data sorting mode and group data by a selected field during the report viewing. These functions are described in details in [Data sorting and grouping](#) section.

Reports in MAPI Lab Statistics for SharePoint are cross-referenced. This option allows you to get clarifying reports (drill-down) and make deep and detailed users behavior surveys on the site or investigate incidents. If a report allows obtaining more detailed information on data retrieved these data are highlighted in the report and are hyperlinks to go to a referenced report with clarifying data. Filters will be used automatically in this report so that you could get the data of your interest.

Web-site documents and pages displayed in reports are also hyperlinks that will lead you to a web page or a specified document viewing if followed.

Viewing of some reports by users can be prohibited by a system administrator. In this case the following message will be given after an attempt of these data viewing:

User info

The administrator has forbidden to view this report.

Also some data categories in reports may be hidden by a system administrator. These data have their own identifiers and look as follows:

```
User name  
[Hidden: F889A07C]  
[Hidden: 106C2EC2]  
[Hidden: 24B9A4D1]  
[Hidden: 77C37CD2]
```

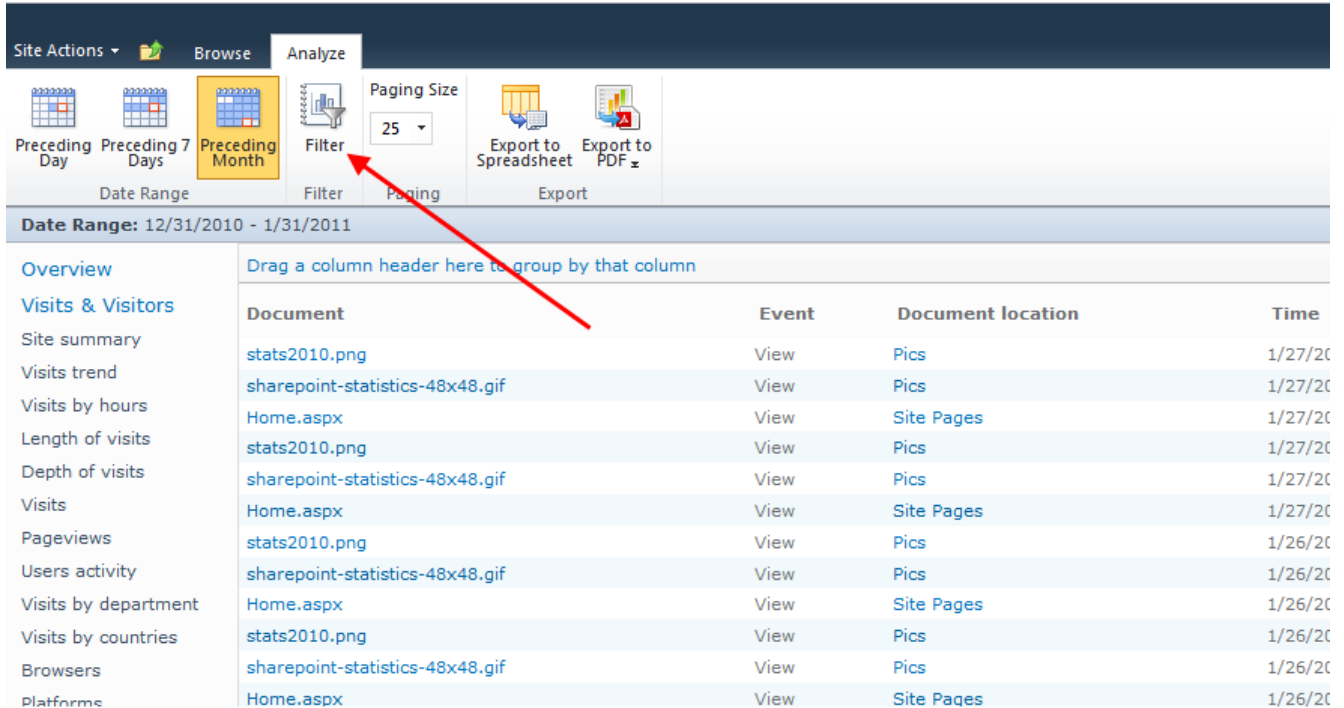
Despite that you cannot know what user is meant exactly (as in this example) you can still analyze these data. The program interprets these data correctly despite their coded displaying.

You may encounter some data discrepancies when viewing and working with data in referenced reports. For example, number of visits may be displayed as 500 in **Visits Trend** report, but 502 lines with information about visits will be displayed after drill-down to **Visits** report. Such discrepancies are possible, for example, if the same user's visit start and end are in different dates, i.e. the user entered the site on one date and left on another date. As a result the report on visits number for the second day will contain less entries but this session will be included in both days in detailed information on users' sessions. It should be also remembered that reports data, including summation in **Total** column, are made considering applied filters that also can cause discrepancies in parental and related reports.

Filters use

MAPI Lab Statistics for SharePoint includes powerful and convenient system of data filtration retrieved in reports. The filtering system allows both excluding unnecessary data from reports and include only necessary. For example you can exclude from a report all GIF and PNG image files while including all other images and documents. Alternatively, filters can help generating a report containing only data about viewing GIF and PNG image files.

Filters are available for generated reports only, and all reports are generated with applied default filters (at least a filter by dates range for data retrieval). To set or change a filter click the control element "**Filters**" in the top right of the page containing the generated report:



The screenshot shows the top navigation bar of the MAPI Lab Statistics for SharePoint interface. The 'Analyze' menu is open, and the 'Filter' option is highlighted with a red arrow. Below the navigation bar, the 'Date Range' is set to '12/31/2010 - 1/31/2011'. The main content area displays a table of report data with columns for Document, Event, Document location, and Time. The table lists various files and their associated events and locations.

Document	Event	Document location	Time
stats2010.png	View	Pics	1/27/2011
sharepoint-statistics-48x48.gif	View	Pics	1/27/2011
Home.aspx	View	Site Pages	1/27/2011
stats2010.png	View	Pics	1/27/2011
sharepoint-statistics-48x48.gif	View	Pics	1/27/2011
Home.aspx	View	Site Pages	1/27/2011
stats2010.png	View	Pics	1/26/2011
sharepoint-statistics-48x48.gif	View	Pics	1/26/2011
Home.aspx	View	Site Pages	1/26/2011
stats2010.png	View	Pics	1/26/2011
sharepoint-statistics-48x48.gif	View	Pics	1/26/2011
Home.aspx	View	Site Pages	1/26/2011

Default filters values and fields set that can be used for filtering are individual for each report.

When using filters please note that applied filters values are kept during the whole session of work with reports. This means that if you applied a filter to any report, then shifted to viewing another one and then generated the first report again, the previously applied filter will be applied again automatically. To clear filter fields and reset them to the default values use "Clear" button in the filter setting window and then click "Apply". This is very important, as this action may impact the final result. The applied filter fields' values must always be checked. Filters values for all reports are reset to defaults after internet browser window closing or reports opening in a new window.

Let's consider filter fields and their values on the example for "**Document Usage**" report:

The screenshot shows a 'Filter' dialog box with the following sections and fields:

- Select date range to build a report**: Specify time period from 12/31/2010 to 1/31/2011 (labeled 1).
- Filter by SharePoint groups and users**: Security group dropdown showing 'Demo portal Owners' and 'Demo portal Visitors' (labeled 2).
- Filter by report fields**:
 - Account name (labeled 3)
 - User name (labeled 4)
 - Department (labeled 5)
 - Event (labeled 6)
 - Document (labeled 7)
 - Document url (labeled 8)
 - Document type (labeled 9)
 - Document location (labeled 10)
 - Document location url (labeled 11)

Buttons at the bottom: Apply, Clear, Cancel.

Filters fields common for the most of reports:

1. **Specify time period** – dates range to select data for report generation. A report is generated for the last month by default.
2. **Security group** – belonging to SharePoint security group.
3. **Account name** – user account name in SharePoint. Data are retrieved from user's profile.
4. **User name**. Data are retrieved from user's profile in SharePoint.
5. **Department** -- Data are retrieved from user's profile in SharePoint.

A set of fields individual for each report goes further. These fields in "**Document Usage**" report are:

6. **Event:** action type for a document. May contain the following values:
 - a. **View** – viewed documents
 - b. **Update** – updated and amended documents
 - c. **Remove** – deleted documents
 - d. **Add** – added or new documents.
7. **Document** – name of the document
8. **Document location** -- address of allocation of the document
9. **Document type.** May contain the following values: **DOCX, GIF, JPG, XLS** and others.
10. **Document location** – the name of documents library in which the document is located.
11. **Document location URL** – documents library location address.

Not only data in the necessary filter fields but special expressions joining several values within the same field may be used.

The following syntax may be used for fields implying string data input:

1. "-" (minus) sign before a value allows excluding data corresponding the preset expression.
2. "+" (plus) sign before a value allows including data corresponding the preset expression.
3. = (equal) sign before an expression value indicates an exact coincidence of the indicated expression and data in this report field
4. " (double quotes) sign is used when the search phrase includes several words and indicates that search must be kept by a whole phrase. The necessary phrase is quoted with double quotes.

For fields supposed for digital values input the following syntax may be used:

1. ">" – More than;
2. ">=" – More than or equal
3. "<" – Less than;
4. "<=" – Less than or equal;
5. "=" – Equal;
6. "-" – range indication from and to.

Filters definition examples

Example 1. Simple filter definition

User name	John Doe	?
-----------	----------	---

After this filter all data containing either **John** either output **Doe** in the User Name field.

Example 2. Filtration by a full phrase

To set a filtering mode "by a filtering phrase" an expression must be quoted with double quotes:

User name	"John Doe"	?
-----------	------------	---

In this case only data in which User Name field will contain **John Doe** phrase, including those like **John Doehl** will be output in the report.

Example 3. Filtering with exact matching mode setting.

To set the "exact matching mode" filtering mode the = (equal) sign must be placed before an equation. If an equation contains several words it must be enclosed in double quotes:

User name	="John Doe"	?
-----------	-------------	---

If this filtration mode is used only data containing the exact phrase and nothing more than the User Name field will be included in the report.

Example 4. Values exclusion.

To exclude values it is necessary to add "-" (minus) sign before the filter value that must be excluded:

User name	John -Doe	?
-----------	-----------	---

The use of this filter will result in generating a report containing **John** and not containing **Doe** in the User Name field.

Example 5. Expression value compulsory inclusion.

Using + (plus) sign you may state that the expression following this sign must be contained in the indicated field:

User name	+John Doe	?
-----------	-----------	---

As a result any data in the User Name field containing Doe and obligatory John will be included in the report. It means that John Doehl will also be included, but Johnn Doe will not be.

Example 6. Filtration with values range indicated.

Minus (-) sign is used for setting values range in the filter field:

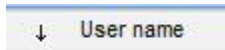
Visits	10-100	?
--------	--------	---

This filter application will result in displaying all data with values in Visits fields between 10 and 100 inclusively.

Data sorting and grouping

Data sorting

Data sorting mode can be changed in the generated report. Data may be sorted by any report field. Sorting mode "in increasing" or "in decreasing" order may be set. A field currently used for sorting is marked with an arrow:



Arrow direction indicates the selected sorting mode: down – decreasing sorting (from greater to less), up - increasing sorting (from less to greater).

To change sorting mode or data sorting field user only have to click the needed field header by mouse.

Data grouping

Data in a generated report may be grouped to facilitate their analysis. To do this user must drag a header of the report field selected for grouping onto the separating field in the upper part of the report field:

Drag a column header here to group by that column	
Document	Event
stats2010.png	View
sharepoint-statistics-48x48.gif	View

After that data in the report will be grouped, and the name of the report field selected for grouping will be displayed on the separating field:

Event ↑	
Document	Document location
[-] Event: View (Continued on the next page)	
stats2010.png	Pics
sharepoint-statistics-48x48.gif	Pics
Home.aspx	Site Pages

The currently used sorting mode will be also displayed.

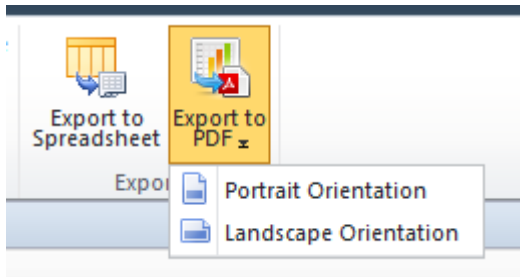
To cancel the grouping mode user must drag the report field from the separating line into the report.

Preset data sorting and grouping modes are saved during reports export.

Reports export

MAPILab Statistics for SharePoint allows reports export into Portable Document Format (PDF) and Microsoft Office Excel document (XLS) formats.

To export a generated report click one of Export buttons:



Select the necessary format and the program will perform data export.

Please note that selected data sorting and grouping modes and applied filters are preserved during data export.

Both data and diagrams are saved during export in PDF format, but only data without diagrams are exported into XLS format.

Appendix 1

Site summary report in details

This report shows summary data on each web-site within the sites collection. These data include the number of visits to the web-site, the number of unique visitors, the number of web-page views, the average number of web-pages viewed during one visit and the average time spend by a visitor at the web-site. This report contains the last month data by default. Time interval may be changed using filters. See chapter "[Filters use](#)" for more information about filters use.

Data fields meaning:

Site – site name for which summarized data are shown. User can go to viewing reports within this web-site by clicking the link in this field.

Visits – the field displaying the total number of the web-site visitors. If the same visitor entered the web-site several times within the period in question each visit increases data in this field by one. By clicking on a value in this field user can go to the related "**Visits**" report that will display detailed information about the web-site visiting in the time period in question.

Users – the field displaying the total number of the web-site unique visitors in the time period in question. If the same visitor entered the web-site several times he will be counted as one visitor in the **Users** field. By clicking on a value in this field user can go to the related "**Users activity**" report that will display detailed information about the web-site visiting by each visitor in the time period in question.

Pageviews – the total number of web-site pages viewed within the time period in question. If the same visitor viewed the same web-site page several times within the period in question each viewing increases data in this field by one. By clicking on a value in this field user can go to the related "**Pageviews**" report that will display detailed information about the web-pages viewing in the time period in question.

Pages per visit – calculated average number of web-pages viewed by visitors obtained by division of **Pageviews** field value by **Visits** field value.

Avg. Length of visit – calculated average duration of a visit to the web-site within the time period in question. Visiting data (values in **Visits** field) are used for calculation.

Available filters

Build report – sets the time period for data selection. Allows reports generation by days and months.

Specify time period – dates range for data selection during report generation. A report is generated for the last month by default.

Security group – belonging to a SharePoint security group. Entering several values by holding CTRL key and mouse clicking is allowed.

Account name – the name of user's account in SharePoint, *string*. Data is taken from the user's profile.

User name – user name, *string*. Data is taken from the user's profile in SharePoint.

Department – department name, *string*. Data is taken from user's profile in SharePoint.

Site – report field, *string*. May contain web-site name for which data are displayed. Allows excluding unnecessary sites from the report or retrieving data for necessary sites only.

Site url – web-site address, *string*. May be used for data filtering by web-sites and sub-sites.

Visits – report field, implies numerical data input. Allows filtering out sites with visiting rates below or above the set value and sites with the visits number within the indicated range.

Users – report field, implies numerical data input. Allows filtering out sites with the unique visitors' number below or above the set value and sites with the unique visitors' number within the indicated range.

Pageviews - report field, implies numerical data input. Allows filtering out sites with the number of viewed pages below or above the set value and sites with the number of viewed pages within the indicated range.

Visit length – report field, implies numerical data (in seconds) input. Allows filtering out sites with the average visit duration below or above the set value and sites with the average visit duration within the indicated range.

Diagram parameters setting

A line chart is displayed by default. A circle chart type may be selected. Values to be displayed may be selected for each diagram type:

- Pageviews
- Visits
- Users
- Pages per visit
- Avg. duration of visit (seconds)

A sorting mode for the linear chart may also be set.

