

# WebTrends in PowerBI: A Practical Application

## Overview

A corporate team migrating its Sharepoint site to the Modern UI needed a more streamlined interface to bring in users, provide more insight and metrics around the users themselves, and see how the site was being used. While the team had an active WebTrends account, they wanted to be able to analyze trends in their WebTrends reports faster and more comprehensively than before, as well as share their findings with other teams more easily. They found their solution in the recently released WebTrends connector for PowerBI.

## Key Points, Action and Results

After linking their WebTrends credentials to PowerBI, they were able to select the reports answering their data needs question and determine which visualizations best suited their data, providing a comprehensive and easily readable view of the trends in their data, separated logically into tabs.

Prior to the shift to PowerBI, the team relied on the WebTrends site to view usage trends over time; this required them to manually set date ranges on which they wished to focus. Key metric data was displayed in line graph form, preventing the team from viewing summarized month-over-month changes, and the dashboard contained sections whose data wasn't as important to the team. After connecting the WebTrends service to PowerBI, the team was able to configure a **Key Metrics** tab, containing bar charts of page views and number of new users each month. This streamlined layout allows the team to compare usage trends across the fiscal calendar.

In its original form, the **Page Views by User Job Title** report consisted of a lengthy list with duplicate job titles listed as distinct due to minute differences in their formatting and a line graph that prioritized the number of times a particular title had accessed the site each day. By running the report data through PowerBI's "replace values" function and word cloud visualization option, the team can quickly view clean, logically arranged data indicating who their primary audiences are and make more informed decisions on how to best target those users. This ability to quickly view logically arranged data in a word cloud also proved useful in analyzing the **On-Site Search Phrases** report.

The WebTrends version of its **Most Visited Pages** report did not include an option to exclude certain pages or automatically update data to add/remove trailing slashes; this led to useless and duplicative data being included as significant. Thanks to PowerBI's capabilities, the team can configure the report to exclude any back-end administrative pages, allowing them to focus solely on user-facing site content and prioritize it accordingly.

Before the connector was implemented, obtaining on-site search metrics was a multi-step process, involving either manually pulling export files or viewing lists page-by-page on the WebTrends site. Thanks to PowerBI, the **On-Site Search Phrases** report is laid out in a word cloud and filtered list which more clearly indicates what users' primary goals are when accessing the site and enables the team to make more informed decisions about appropriate changes to their site and content.

While the team had access to preliminary WebTrends visualizations detailing from which countries users were accessing their site from, these visualizations lacked the granularity and parameters that the team valued most. By setting up their **Page Views by Country** report in a drill-down map visualization, the team could determine where to target more localized content.

No matter what data the team prioritizes, the reports are automatically updated on the WebTrends server. Thanks to the PowerBI connector, the team no longer needs to pull manual reports or manually update links to get data for specific time periods outside of WebTrends' pre-set parameters. Implementing the connector means faster, more meaningful reports at the push of a button.

Navigator

Display Options ▾

- 112892: Custom Date: Individual [27]
  - Browsers: 3rd Party Cookies
  - Browsers: Colors
  - Browsers: Flash
  - Browsers: JavaScript Versions
  - Browsers: OS
  - Browsers: Resolutions
  - Browsers: Silverlight
  - Browsers: Versions
  - Geo: DMAs
  - Key Metrics
  - Links by Hero Slide
  - Mobile: Browsers + OS
  - Mobile: Device Types
  - Mobile: Devices
  - Mobile: Devices + Browsers
  - Mobile: OS + Devices
  - Mobile: OS Versions
  - Onsite Ads: Clickthroughs
  - Onsite Ads: CTR

Browsers: OS  
Preview downloaded on Thursday, February 27, 2020

Time Period	Platform	Browser	Visits	Page
3/16/2020	Windows 10		null	
3/16/2020	Windows 10	Google Chrome	17	
3/16/2020	Windows 10	Firefox	2	
3/16/2020	Windows 10	Microsoft Edge	1	
3/16/2020	Macintosh OS X		null	
3/16/2020	Macintosh OS X	Google Chrome	2	
3/16/2020	Android		null	
3/16/2020	Android	Samsung Browser	1	
3/16/2020	Android	Opera Mini	1	
3/16/2020	Windows 7		null	
3/16/2020	Windows 7	Google Chrome	1	
3/16/2020	Windows 7	Firefox	1	
3/16/2020	iOS		null	
3/16/2020	iOS	Safari	1	
3/17/2020			null	
3/17/2020	Windows 10		null	
3/17/2020	Windows 10	Google Chrome	17	
3/17/2020	Windows 10	Firefox	2	
3/17/2020	Windows 10	Microsoft Edge	1	
3/17/2020	Macintosh OS X		null	
3/17/2020	Macintosh OS X	Google Chrome	1	
3/17/2020	iOS		null	

Load Transform Data Cancel

Figure 1: A sample of available reports available in the connector.

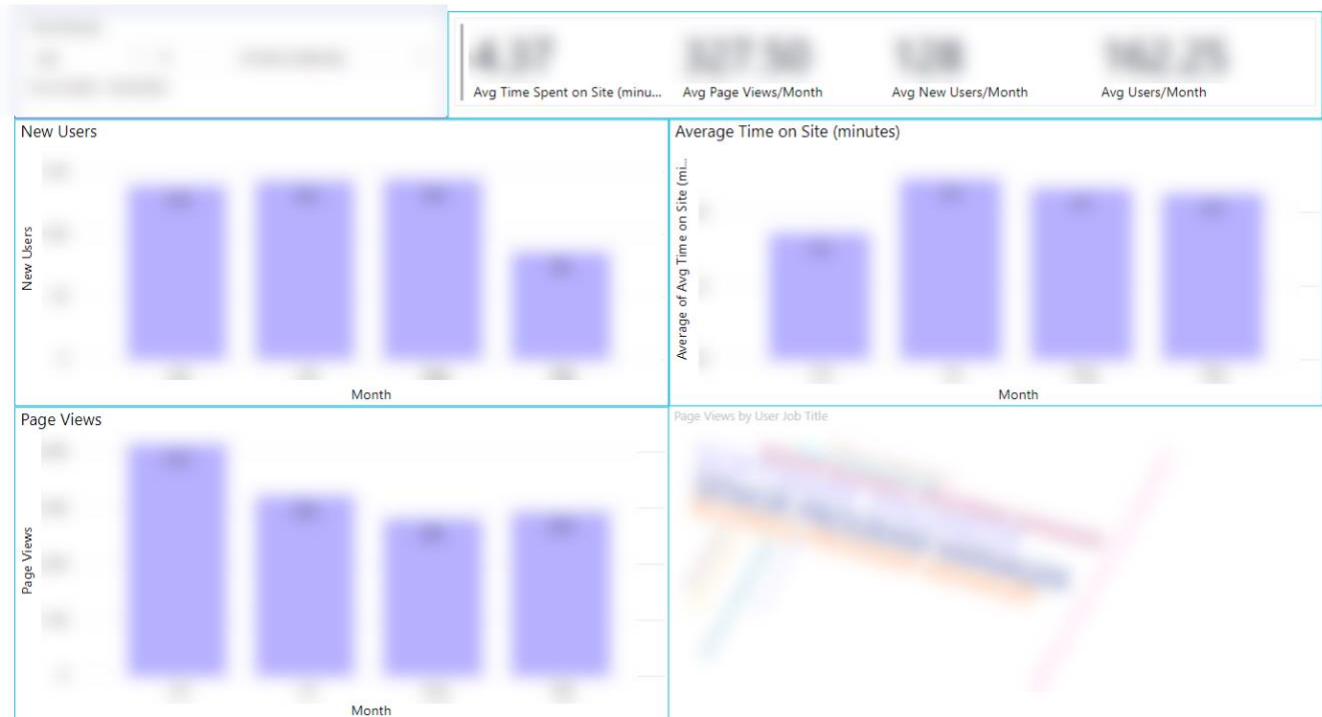


Figure 2: A screenshot of the Key Metrics tab, demonstrating more streamlined visualizations. \*\*\*Graphs are blurred intentionally.

## Summary

Configuring a PowerBI dashboard using the WebTrends connector allows SharePoint site owners to view their data in more meaningful ways. To learn more about how to transform data with this connector, check out the [Webtrends Analytics Power BI Data Connector](#) documentation or [contact Echo Services](#).



Beck Keller is a librarian on Echo Services' Library and Search teams. She received her MLIS from the University of Washington iSchool, where she was the 2016 Byron T. Broderick Libraries Student Employee Scholarship recipient. In her spare time, she advocates for historic preservation and serves on the iSchool's Alumni Advisory Board. She lives in Seattle with her husband.