



Data Filters

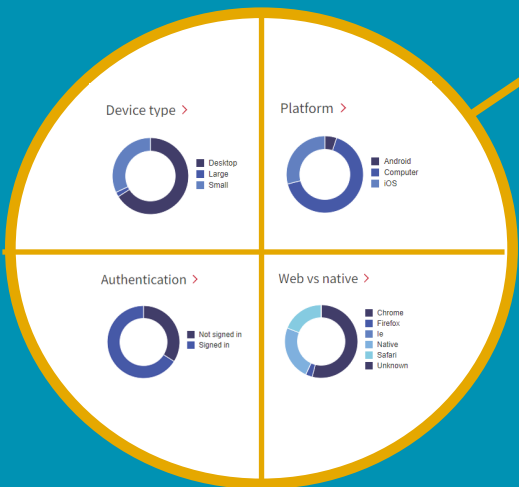
Modo Analyze allows you to filter data by:

- Date: allows you to select date ranges for your data from a single day to multiple years
- Location & Personas: allows you to select specific campus groups (Note: you will see two “Student” personas. Select only the second one for accurate data)
- Authentication Status: filter for users who were logged in
- Device: filter by device type

Traffic Overview: Line Graph

This graph reflects the filter you set at the top of the page:

- Screen Views = number of times a screen was opened during your specified date range.
- Unique Visitors = number of individual users on the platform during your specified date range.



Traffic Overview: Circle Graphs

These graphs break down the ways in which users can access Connect.

Hover over the differently colored sections of each graph to see the percentage of users in that category.



Users

This section breaks down averages per day during your selected date range:

- Unique Users & Logged in Users are self-explanatory
- Returning Users = Average # of users who visit Connect more than one time per day

Users

Unique visitors	Logged in users	Returning users
52.9K	23.6K	24.4K
-16.2%	-30.6%	+18.9%

Engagement

Views per session	Time per session	Sessions per user
2.3	75.3	5.46
+1.3%	+11.2%	+42.8%

Engagement

This section breaks down averages per day during your selected date range:

- Views per session & Sessions per user are self-explanatory
- Times per session is measured in seconds

Actions

This section breaks down average per day during your selected date range:

- Users can “bookmark” webpages within the Connect website
- Users can “favorite” modules by clicking on “My Favorites” in persona navigation

Actions

Items bookmarked	Logins	Modules favorited
4	142K	57
+300.0%	-11.2%	+50.0%



Most Popular vs. Trending

This section shows the 6 most popular modules, screens, and searches in Connect during your date range, as well as the 6 modules, screens, and searches that have increased the most significantly during your date range.

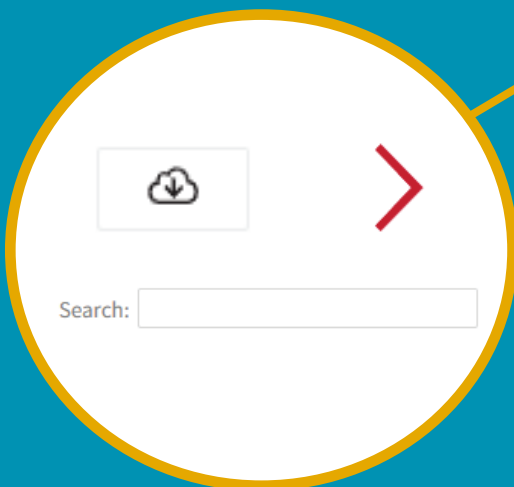
(Note: "Index" is what Modo calls the main screen for a particular module or persona. For example (student/index) is the Student Persona home screen.)

Usage Analytics

Select any of the options in this sidebar menu to dive deeper into analytics for particular personas, modules, screens, searches, links and more.

USAGE ANALYTICS ?

- Usage summary
- Device types
- Platforms
- Web vs Native
- Authentication



Helpful Tips

- Search: Use the search bar under the line graph to find just what you're looking for.
- Click for More Info: The headings and lines of most Analyze tables are clickable to allow you to sort alphabetically or numerically
- Download: Want to manipulate your data external to Modo? Click the icon to download a .csv file of your unfiltered data.