

Cisco Spaces: Impact Analysis App

This chapter describes how to work with the Impact Analysis app.

- Impact Analysis Overview, on page 1
- Adding an Impact Campaign (Event), on page 2
- Viewing an Impact Analysis Report, on page 3
- Location-Based RBAC, on page 4

Impact Analysis Overview

Impact Analysis is a way of measuring the effect of any action you made based on before and after analytics. The **Impact Analysis** app enables you to do impact analysis. For example, assume that you have provided a discount offer to all the visitors visiting in your location A on November 2019. Now you can measure the impact of this discount offer by comparing the metrics during the offer period with the metrics of the last 365 days.

This app will be available for SEE, ACT, and Extend license types.

You can create an event with a particular time period, and can do any of the following:

- Compare the metrics for the event period with the metrics of Daily Average during Past 365 days (Period During EVENT).
- Compare the metrics for same duration before and after the specified event period. (Period AFTER Event)

You can compare the following metrics:

- Visit duration
- Visit Count

Adding an Impact Campaign (Event)

Note

- You cannot add, edit or modify a campaign, if you are a new Cisco Spaces and there is no data for your Cisco Spaces account.
- Event creation is restricted if the visits data that is available for an account is less than 30 days. In this scenario, default data is displayed.
- If you are having only read-only access to a Cisco Spaces account, you can view the Impact Analysis reports for the existing campaigns for that account, but you cannot add, modify, or delete a campaign.

To add an Impact Campaign (Event), perform the following steps:

Procedure

Step 1 In the Cisco Spaces dashboard, choose **Impact Analysis**.

Step 2 In the **Impact Analysis** window that appears, click **Add Impact Campaign**.

The **Add Impact Campaign** window appears.

Step 3 In the **Event Name** field, enter a name for the event.

Step 4 From the **Business Location** drop-down list, choose the location for which the event is created.

You can choose only network locations.

Step 5 In the **Choose the event period that you like to measure** area (**Compared To** drop-down list in the Edit window), choose the event period.

The following options will be available:

- **Period DURING Event**: This option enables you to compare the "data for the event period specified" with the "data for daily average of last 365 days". For example, if you are selecting the event period as December 10, 2019 to December 20, 2019, the graph in the Impact Analysis report displays 2 bar charts, one with "data for December 10, 2019 to December 20, 2019" and the other with "daily average data for December 21, 2018 to December 20, 2019".
- **Period AFTER Event**: This option enables you to compare "the data for the same duration before the date range specified" with "the data for the the same duration after the date range specified". For example , if you are specifying the event duration as "January 01, 2020 to January 10, 2020" (10 days), the graph in the Impact Analysis report displays 2 bar charts, one with the "data for the time period December 22, 201 9 to December 31, 2019 (10 days)" and other with the "data for the time period January 10, 2020 to January 19, 2020 (10 Days)".

Note
The graphs for Visit Duration and Visit Count are shown separately. In the Visit Duration graph, the difference in visit duration between two bar charts are displayed in minutes. In the Visit Count graph, the difference in visit count between two bar charts are displayed in percentage.

Step 6 In the **EVENT DURATION** area, specify the start date and end date for the event in the **From** and **To** fields respectively.

Step 7 Click **See Impact**.

Now the campaign is added.

- To edit a campaign, from the campaigns listed in the **Impact Analysis** window, click the campaign that you want to edit. Click **Edit Campaign** at the top-right of the window, and make necessary changes. Click **Update** to save the changes.
- To delete a campaign, from the campaigns listed in the **Impact Analysis** window, click the campaign that you want to delete. Click **Delete** displayed at the top-right of the window. In the **Delete Impact Compaign** window, click **Delete** to confirm the deletion. To delete multiple campaigns (events) at a time, in the **Impact Analysis** window, check the check boxes correspoinding to the campaigns that you want delete, and click **Delete** that appears at the bottom of the window.

Viewing an Impact Analysis Report

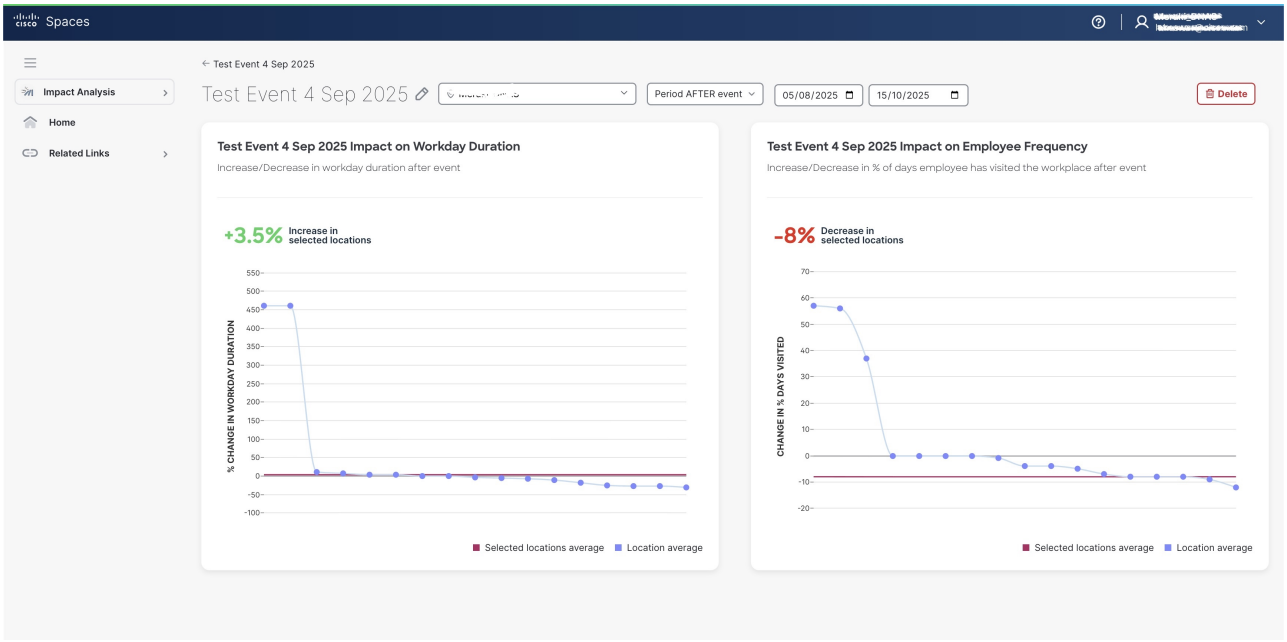
To view an Impact Analysis report, perform the following steps:

Procedure

Step 1 In the Cisco Spaces dashboard, choose **Impact Analysis**.

The **Impact Analysis** window appears. All the campaigns created will be listed in the window.

Figure 1: Impact Analysis Report



Step 2 Click the campaign/event for which you want to view the report.

The Impact Analysis report for the selected campaign is displayed. The report will have the following charts:

- **Impact on Visit Duration**: Displays a bar chart with the average visit duration for the event, and the average visit duration for the selected time window, in minutes.
- **Impact on Visit Count:** Displays a bar chart with the average visit count for the event and the average visit count for the selected time window, in percentage.

Note
Report will be not be displayed if you have created the event for current month or with a future time period.

Location-Based RBAC

A location-based RBAC role is a user access control setting that

- restricts a user's access to data and features based on assigned physical locations,
- enables administrators to specify which locations a role applies to during role creation or user invitation, and
- ensures that users can view only the data for the locations to which they are invited.

For more information, refer to Location-Based RBAC (Role-Based Access Control) in Cisco Spaces.