

Cisco Spaces: Location Analytics App

This chapter describes the Location Analytics Report.

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Overview of Location Analytics App

The Location Analytics app enables you to understand and analyze footfall, visitors, visit patterns and dwell time distribution across various areas in your building, across regions and different locations. The visits of your employees are also included in the report.

Use the Location Analytics app to view the reports with visits, visitor insights and dwell time distribution data and also create custom reports as per your preferred filter criteria.

The Location Analytics app has two options on the main menu: **Reports** and **Custom Reports**.

Reports

Click **Reports** on the left panel to expand the list and click **Overview** to view the reports. The **Overview** window displays visits, visitor details and dwell time distribution data in both tile and graphical format. You can click the arrow icon on the tile to view the details in graphical format.

Custom Reports

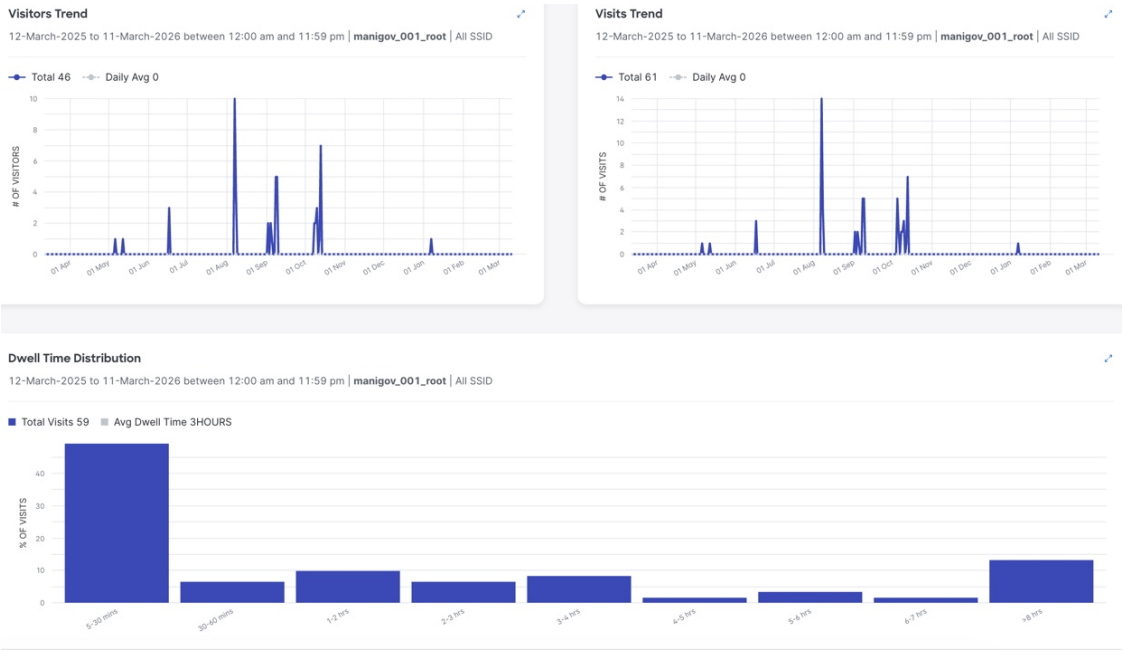
Choose **Location Analytics App** > **Custom Reports** to view and save custom reports. You can create custom reports with the available report type and also with **Path** widget included in the report.

In the Location Analytics app, choose **Reports** > **Overview** to view Location Analytics reports with visitor/visit trends/dwell time distribution in both tile and graphical format. You can also compare reports based on the available filter parameters. For more information, refer to Compare Reports, on page 5.

Note

- Read-only user cannot modify custom reports.

Figure 1: Location Analytics Overview



Note

- By default, a report for all locations, all SSIDs and for the last 365 days is displayed. Use the filters available on top of the window to modify the report as needed.
- If you are new to the Location Analytics app with no data, click **Location Analytics** in the left menu to view the sample reports and understand how visitor details are displayed.

The **Overview** window displays the information related to **Visitors**, **Visits**, **Daily Average Visitors** and **Daily Average Visits** as per the selected parameters.

- **Visitors** are defined as the total number of unique visitors based on the selected criteria.
- **Visits** are defined as the total number of visits for a specific location.
- **Daily Average Visitors** are defined as the daily average calculated by adding the total number of daily visitors for the selected period and then dividing that by the number of days.
- **Daily Average Visits** are defined as the daily average calculated by adding the total number of daily visits for the selected period and then dividing that by the number of days.

The **Overview** window displays the following information in tile format:

- Visitors: Daily Average Visitors
- Visitors: New vs Repeat Visitors
- Visits: Daily Average Visitors
- Visits: Average Dwell Time

The **Overview** window displays the following information in graphical format.

- Visitors Trend
- Visits Trend
- Dwell Time Distribution

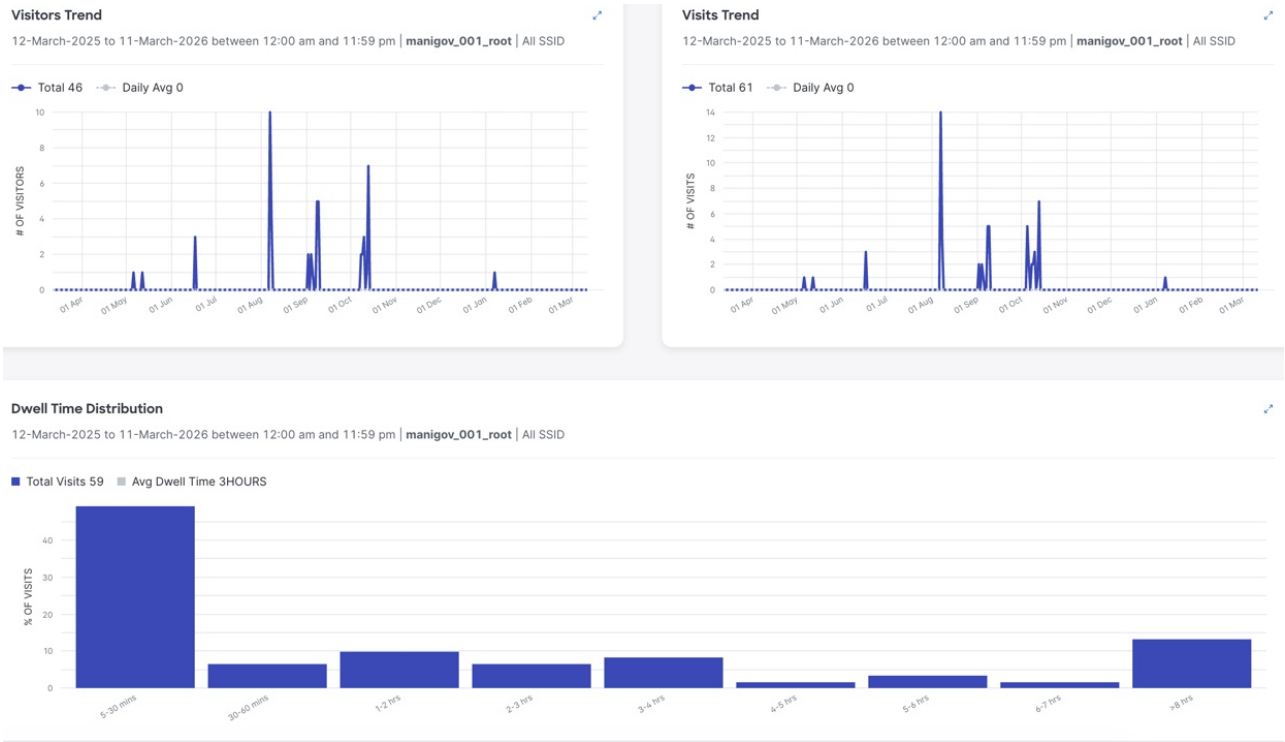
View Location Analytics Report

Procedure

Step 1 In the Cisco Spaces **Home** page, click **Dashboard** and choose **Location Analytics**.
The **Location Analytics Home** page is displayed.

Step 2 From the left panel, choose **Reports** > **Overview**.

The **Overview** window in the Reports menu is displayed.



Note

- By default, the report is displayed for the root location, all SSIDs and for the last 365 days. You can filter the report by location, date range, and SSID.
- The SSID filter option is available only to ACT license users; it is not available to the SEE and EXTEND license users. However, they can use the date range filter, and filter the locations except the group, floor and zone locations.

Step 3 From the **All Locations** drop-down list, select the location for which you want to view the report.

Note
ACT license users can view the report for floors and zones. The SEE and EXTEND license users can filter only network locations.

Step 4 From the **Date** drop-down list, select the date range for which you want to view the report.

The following options are available:

Table 1: Date Range Options

Date Range	Description
Today	Total number of visits every hour of the current date
Yesterday	Total number of visits every hour of the previous day
Current Week	Total number of visits on each day of the current week
Previous Week	Total number of visits on each day of the previous week
Current Month	Total number of visits on each day of the current month
Previous Month	Total number of visits on each day of the previous month
Current Year	Total number of visits on each day of the current year
Custom	Total number of visits on each day of the time range specified. In the **Custom Date Range** pop-up window, specify the start and end date and click **Apply**.

Note
To view the visit details for a particular day, hover over that day on the graph.

Step 5 From the **All SSID** drop-down list, select the SSID for which you want to view the report.

The **Overview** window displays the Location Analytics report as per the selected filter options.

Step 6 View the following information in the Location Analytics report in the tile format:

Table 2: Location Analytics Report Information

Report Item	Description
Visitors	Total number of visitors and the daily average visitors as per the selected filter parameters
Visitors	Total number of visitors as per the selected filter parameters. The count for **New Visitors** and **Repeat Visitors** are displayed separately with percentage information

Report Item	Description
Visits	Total number of visits and daily average visits as per the selected filter parameters. The count for **Total Visits** and **Daily Avg Visit** are displayed separately with percentage information **Note** • Visits having a duration of less than five minutes are excluded. This helps to exclude transient and transitory visitors, who contribute to inflating the visitor and visits count. • Visits having a duration of more than 1440 minutes are excluded. This helps to exclude devices that are always on, and contribute to inflating the average duration metric.
Dwell Time Distribution	The dwell time break-up for the visits occurred in the filtered location during the period specified for selected SSIDs
Path widget	The visitor traverse pattern between locations and also the percentage of visits at various floors or zones within the same **Network**. In your custom report, hover the mouse over any floor or zone in the **Path widget** to view the exact visit count. You can filter using only the locations available below the **Network** to view the path analytics. The **Path widget** is available only to the ACT license users.

Note
You can view the **Visitors Trend**, **Visits Trends** and **Dwell Time Ditribution** information in graphical format also.

Compare Reports

You can compare Location Analytics reports based on various filter parameters and thereby analyze the trends and visitor pattern. To compare reports, choose **Location Analytics** > **Reports**. The Reports menu has the following three options: **Compare Locations**, **Compare Dates** and **Compare SSIDs**.

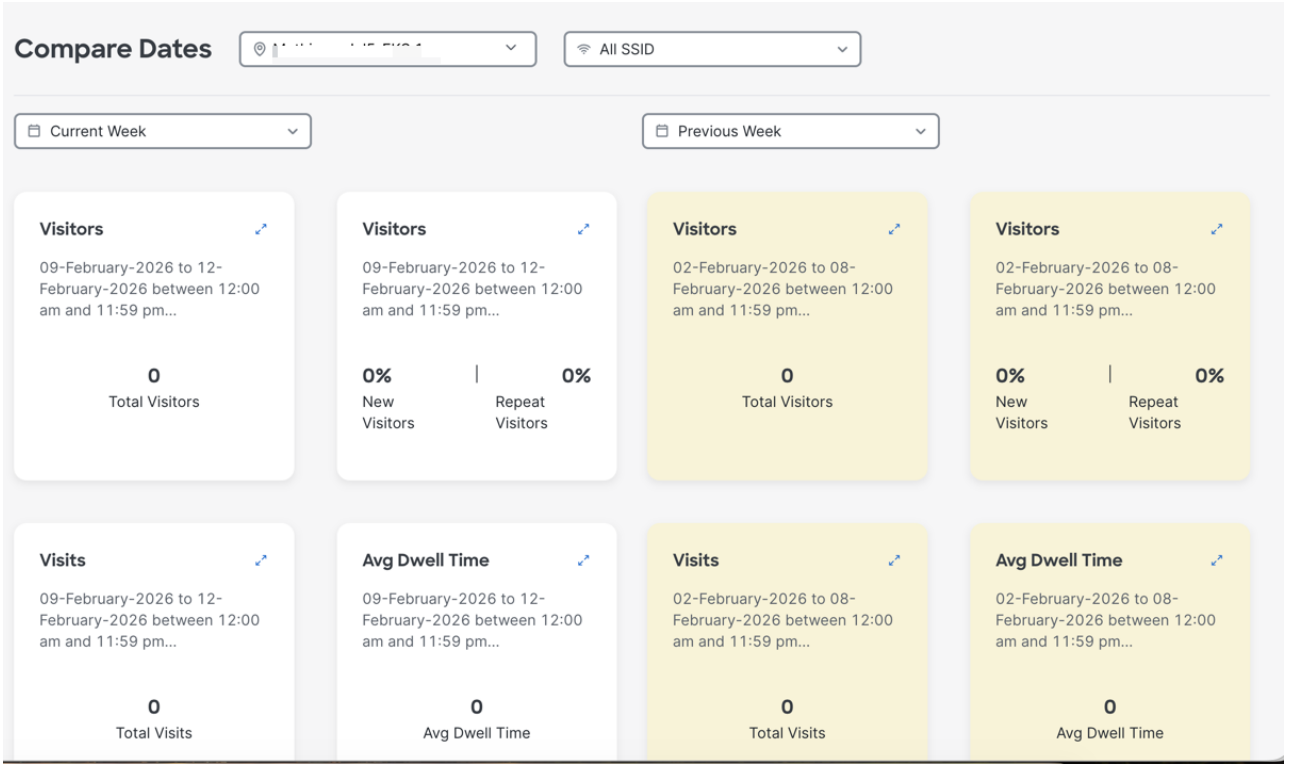
- **Compare Locations**: Use this tab to compare two location reports and view the visitors' trend. By default, two locations with most number of visitors are considered for the report. Visitor data must be available for atleast two network locations to display as charts. In the **Compare Locations** window, from the **Locations** drop-down list displayed at the top, select the locations to compare and view the reports.
- **Compare Dates**: Use this tab to choose two specific dates or date range and view the report. By default, the current week is selected as date range for the first report and previous week for the second report. In the **Compare Dates** window, from the **Date** drop-down list displayed at the top, select the required date range options to compare and view the reports.

- **Compare SSIDs**: Use this tab to compare two different SSIDs and view the visitors' trend. By default, two SSIDs with most number of visitors are considered for the report. In the **Compare SSIDs** window, from the **SSIDs** drop-down list displayed at the top, select the required SSIDs to compare and view the reports.

Depending on the selected compare options, the Location Analytics reports are displayed on the left and right side of the Location Analytics window. You can compare the Location Analytics report displayed on the left side (white background) aganist the report displayed on the right side (yellow background).

Note You can also use the filter parameters available on the top of the window to view the Location Analytics report.

Figure 2: Compare Report Options



Create Custom Report

Use the **Custom Reports** option to create custom location analytics reports based on filters that you can apply to the default report types.

You can create custom reports based on the following default report types that are available:

The **Custom Reports** feature helps to view the default location reports and also create custom-tailored reports. The **Custom Reports** window displays all avaliable reports, default overview reports and reports with compare options along with the number of reports in each category.

The three categories are:

- All Reports
- Overview
- Compare Reports (reports with all categories)

Use the **Custom Reports** feature in the Location Analytics app to create a report with the default filter parameters and save this as the default Location Analytics report for reference. While creating the default Location Analytics report, default filter parameters are considered such as all locations, last 365 days date range and all available SSIDs. The filter parameters at a global level are not availble to filter this default Location Analytics report.

In addition to the default Location Analytics report, you can create custom reports by including any one available report type and multiple widget filters.

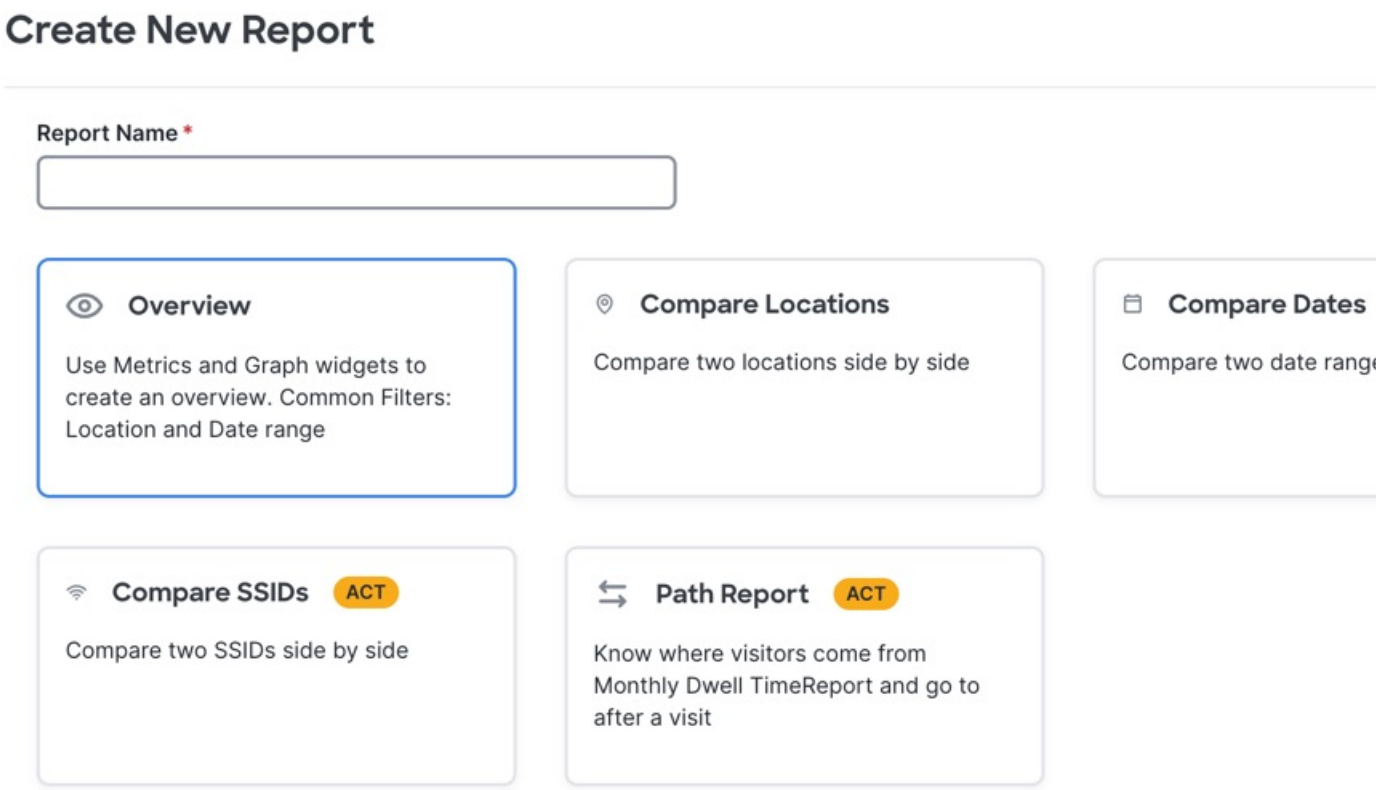
Each custom report can include multiple widgets. You can create widgets with different combinations of report types, locations, time period, SSIDs, visit ranges, and view by options. You can add more than one widget with same report type in a custom report.

Procedure

Step 1 In the Cisco Spaces dashboard, choose **Location Analytics** > **Custom Reports**.

Step 2 Click **Create New Report**.

The **Create New Report** window is displayed.



Step 3 In the **Report Name** field, enter the name for the new report.

Step 4 Select a report type.

The available options are:

- **Overview**
- **Compare Locations**
- **Compare Dates**
- **Compare SSIDs** (Available only for ACT license users)
- **Path Report**: This report type is available for ACT license. The report filters available for **Path Report** report type are **Location** and **Date**.

  Note
  In the **Path Report**, the visits count displayed on the focus area represents the total number of visits made by visitors who have come from various locations. This count is independent on the visits shown on the home page widget and should not be compared against them.

Note
You can select only one report type for a custom report.

You can also create a custom report without adding any report type or selecting any one report type. If you choose to create a custom report without any report type, all default report filter values are considered while creating the report.

The default values are:

- **Location**: Root location
- **Date Range**: 365 days
- **SSID**: All SSIDs

Step 5 Click **Next**.

Step 6 (Optional) Click **Skip & Create** to create the custom report without selecting any report filters.

Step 7 To select the required report filters, click the slide button.

The available options are:

- **Location**
- **Date**
- **SSID**

Use the **Search** option availble to search and select the required report filters.

Note
ACT (Advanced) subscription customers are allowed to apply all filters (Location, SSID, Time Range and Visit Range) in the widgets. SEE (Base) and EXTEND subscription customers are restricted to apply SSID and Visit Ranges filters, and cannot filter group, floor and zone locations.

Step 8 Click the **Date** report filter and from the **Choose Date Range value** drop-down, select the date range filter to view the report.

Step 9 Click the **SSID** report filter and from the right panel, select the SSID to filter the report.

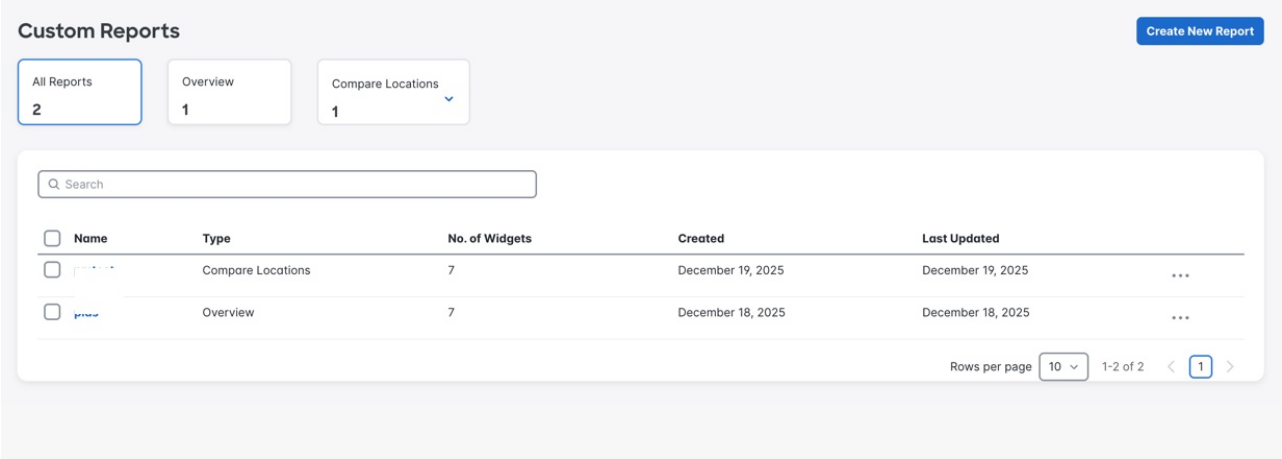
The following SSID options will be available for selection:

- **All SSIDs**: Displays the visit data in the filtered locations for the specified period captured using the SSIDs in those locations.
- **Custom SSID configured in Cisco Spaces**: Displays the visit data in the filtered locations for the specified period captured using the particular SSID.

Note
You can apply the filters only if you are an **ACT** license user. The SEE license users cannot use the SSID filter. However, they can use the date range filter, and filter the locations except the group, floor and zone locations.

Step 10 Click **Create**.

The new custom report created is displayed in the **Custom Reports** window. You can view the report name, type, number of widgets, created date and last updated date. The **Custom Reports** window also displays the selected report filters available at a global level at the top of the window.



Note

- To delete a report, click the three dots icon (•••) on its row and click **Delete**.
- Check the **Name** check box to select all reports and click **Delete** at the top right of the **Custom Reports** window to delete them.

Step 11 (Optional) Click any custom report to open and view the report.

a) Click the three dots icon (•••) and click **Edit Report** to edit the report.

The availble edit options are:

- **Clear All**: Click to clear the reports.
- **Add Widget**: Click to add more widgets to the custom report. For more information, refer to Add Widget, on page 10.
- **View Report**: Click to go back to the report preview.
- **Rearrange** option: Click the plus icon ( ) to rearrange the positioning of tiles and charts. The **Rearrange** option is not available for the **Path** widget.

Add Widget

You can add more widgets to your custom reports while editing a report.

Procedure

Step 1 In the **Location Analytics** window, click **Custom Reports** from the left panel.

Step 2 Select the report to edit.

The selected Location Analytics report is displayed.

Step 3 Click the three dots icon on the top-right of the window.

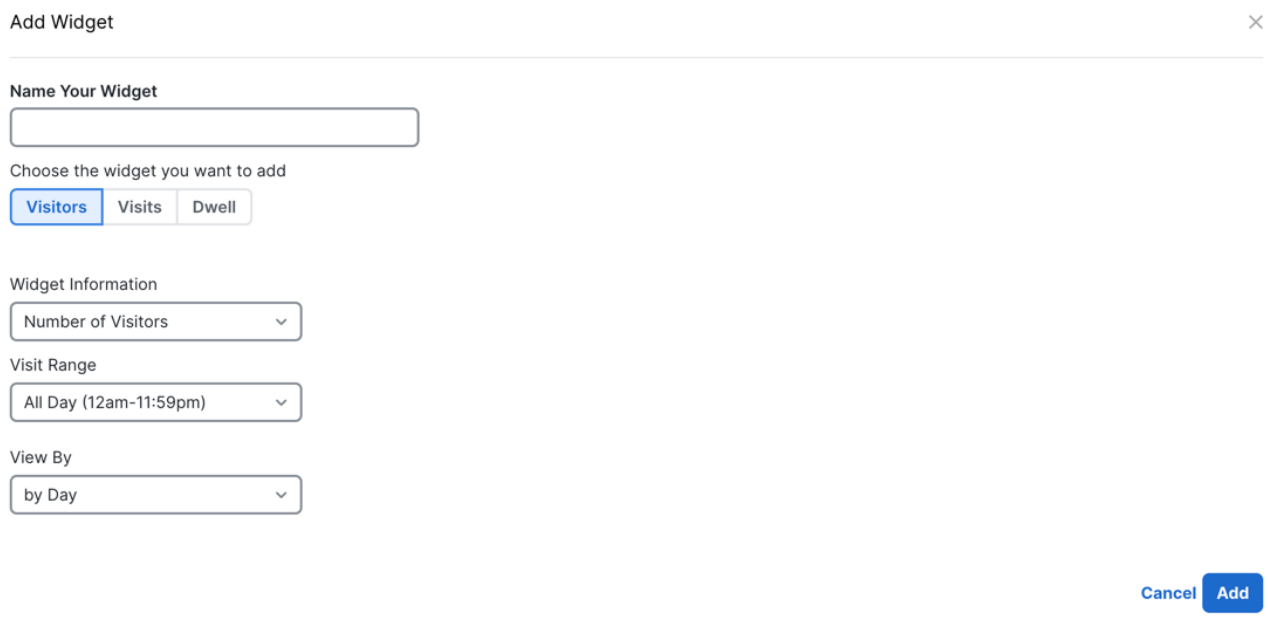
Step 4 Click **Edit Report**.

The report is displayed in edit mode.

Step 5 Click **Add Widget**.

The **Add Widget** pop-up window is displayed.

Figure 3: Add Widget



Step 6 Enter the following information:

a) **Name Your Widget**: Enter the name for the new widget to be added.

b) **Choose the widget you want to add**: Click the widget that you wanted to add. The widget available are **Visitors**, **Visits** and **Dwell**.

c) **Widget Information**: From the **Widget Information** drop-down list, select the information that must be included in the widget. The options vary depending upon the widget selection. The options available are:

- For **Visitors** widget: **Number of Visitors** and **New vs Repeat**
- For **Visits** widget: **Number of Visits** and **New vs Repeat**
- For **Dwell** widget: **Distribution**

d) **Visit Range**: From the **Visit Range** drop-down list, select the date range for the report.

The following options are available:

- **All Day**: The visits happened during the entire day (12 am to 11:59 pm) are included in the report.
- **Mid Night**: Only the visits during mid night (12 am to 2:59 am) are included in the report.

- **Early Morning**: Only the visits during early morning (3 am to 4:59 am) are included in the report.
- **Morning**: Only the visits during morning (5 am to 8:59 am) are included in the report.
- **Business Hours**: Only the visits during business hours (9 am to 4.59 pm) are included in the report.
- **Evening:**: Only the visits during evening (5 pm to 8:59 pm) are included in the report.
- **Late Evening**: Only the visits during late evening (9 pm to 11:59 pm) are included in the report.
- **AM**: Only the visits during early morning (12 am to 11:59 am) are included in the report.
- **PM**: Only the visits during late evening (12 pm to 11:59 pm) are included in the report.

Step 7 Click **Next**.

The **Add Widget** pop-up is displayed with the following tabs: **Location**, **Date Range** and **SSIDs**. You can click these tabs and choose the required options and add them.

Step 8 Click **Locations** tab.

a) (Optional) In the **Search Location** field, enter the name and search for locations. You must enter a minimum of 3 characters to perform the location search.
b) Select the root location or click to expand and select the required zone or floor.
c) From the **View By** drop-down list, select the time duration for which you want to see the report for selected location.

- **Day**: The report displays the visit data for each day of the specified period.
- **Hour of Day**: The report displays the visit data for each hour of the day. The visit count for a particular hour will be total visits occurred during the specified period at that particular hour. For example, in the **Hour of Day** report for November 2022, the visit count displayed at 2:00 PM will be the total of number of visits occurred between 2.00 PM and 2:59 PM during the entire month of November 2022.
- **Week**: The report displays the visit data for each week in the specified period.
- **Day of Week**: The report displays the visit data for each week in the specified period with visit count for each day on that particular week.

Step 9 Click **Date Range** tab.

a) From the **Date Range** drop-down list, select the time duration for which you want to see the report.

   If you choose **Custom** as the date range, enter the start and end dates in the **Start Date** and **End Date** fields.

b) From the **View By** drop-down list, select the time duration for which you want to see the report.

   By default, the **View By** option selected in the **Locations** tab is displayed. You can update the time duration if required and the change is reflected in the **Locations** and **SSIDs** tabs.

Step 10 Click the **SSIDs** tab.

a) From the **SSIDs** drop-down list, select the SSID.
b) From the **View By** drop-down list, select the time duration for which you want to see the report.

   By default, the **View By** option selected in the previous tab is displayed. You can update the time duration if required and the change is reflected in the other tabs.

Step 11 Click **Add**.

The prompt `Place Widget Here` is displayed and you can click on the blue highlighted area to insert the new widget.

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.