

Xsdot Statistics & Analytics system

Website and or application statistics are a powerful tool for providing a business or website owner with statistics about visitors, robots, customers, prospects and employees. Statistics are used for example to monitor market changes, content and services quality and user behavior.

Xsdot's statistics system is integrated with its whole web application platform making the statistics data more reliable and more accessible compared to external statistics systems.

Because the statistics data is directly linked to the content, applications, users, visitors and actions, it is easy to track what content a specific user is visiting or what actions a specific user is performing on an application. Furthermore the integration enables a content or application manager to directly navigate from content, users and service to its statistics and back.

Another benefit is that unlike other statistics systems it is not needed to integrate the statistics per page or item, when for example new users, customers, products or pages are created they are immediately available in the statistics system.

The Xsdot statistics platform is build up with the following 4 main components,



Statistics logging service

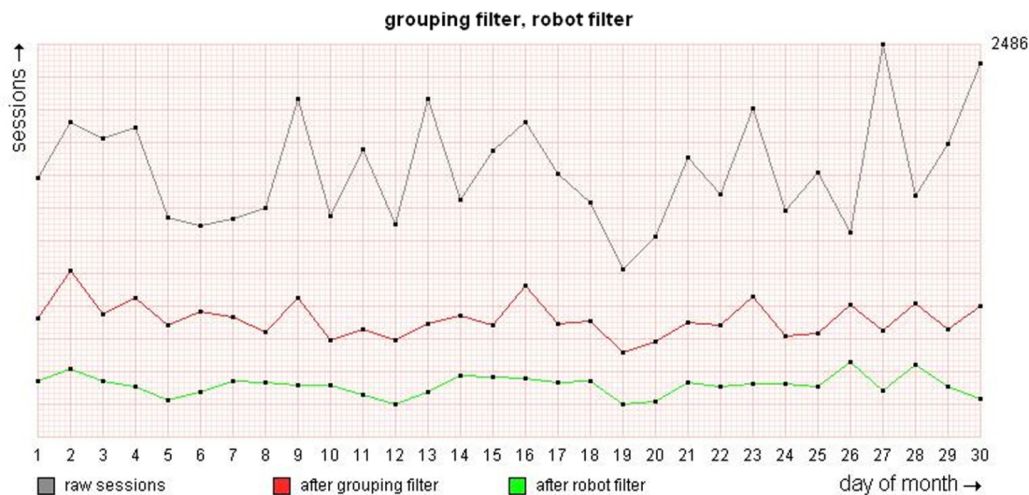
This service stores every action taken per visitor, user or robot in a database. This process runs asynchronously so the website or application performance is not affected. Because all data is stored in a database it is easy to make queries on visitors, users and robots in any timeframe afterwards.

Statistics task service

Because the daily amount of data is enormous and the statistics filter engine is complex all data is processed every night for the later use by the statistics presentation modules, this makes drilling in the statistics data much faster because the data is already split and filtered per module (the data is half baked ready for drilling).

Statistics filters

The statistics filters are used to distinguish real user sessions from spam, robot and abuse sessions. The filters split the data into raw sessions, robot sessions, visitors and users that are selectable in the statistics 'drill' modules. With the Xsdot statistics system all types of sessions can be presented, this way a marketing manager may show the outside world the 'raw' sessions (for example 1.000.000/month) and give its company the real visitor numbers (for example 250.000/month).



Statistics drill modules

These modules show the statistics in a selected time frame (day, week, month, year) which the statistics task service has calculated and filtered out of the logging data. The following modules are available,

Sessions & actions

Sessions & actions averages

Filter statistics

Filter statistics averages

Top entry items

Top exit items

Top items

Top countries

File downloads

Item statistics

External queries

Internal queries

External link test report

Internal link test report

E-Mailing statistics

E-Commerce statistics

User and user group statistics

Community statistics

Robot statistics

Referrer statistics

System statistics

Logging data statistics

Xsdot - statistics module documentation

[Xsdot - Statistics introduction](#)

[Sessions and actions](#)

[Sessions & actions averages](#)

[Filter statistics](#)

[Filter averages](#)

[Top exit items](#)

[Top entry items](#)

[Top items](#)

[Top countries](#)

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