The DSpace Course - DSpace Statistics and Google Analytics

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Downloaded from DSpace Repository, DSpace Institution's institutional repository
The DSpace Course

Module – DSpace statistics and Google Analytics
By the end of this module you will:

- Know what statistics DSpace can provide
- How to make the statistics publicly available
- Understand what Google Analytics is and some of the statistics it can provide
DSpace statistics:

- Collated from DSpace log files
- Reports generated daily (daily and monthly reports)
- http://dspace.example.com/dspace/statistics
  - Or via the Administer menu
- Can be private (must be logged in) or public
  - In dspace.cfg:
    - report.public = [true | false]
The following statistics are collected

- General overview (e.g. number of items archived / number of item views / user logins)
- Archive Information (numbers of each type of item)
- Item view counts
- Actions performed
- Search terms used
- Configuration for the stats system is in
  - `[dspace]/config/dstat.cfg`

- For regular generation set up the following cron jobs:
  - `# Run stat analyses`
  - `0 1 * * * [dspace]/bin/stat-general`
  - `0 1 * * * [dspace]/bin/stat-monthly`
  - `0 2 * * * [dspace]/bin/stat-report-general`
  - `0 2 * * * [dspace]/bin/stat-report-monthly`

- Report scripts need to be run AFTER other scripts
Practical: Generate Statistics

- Ensure the report.dir is set correctly (by default it will):
  [dspace]/config/dspace.cfg file

- Set the start.year and start.month in [dspace]/config/dstat.cfg

- Run the statistics scripts
  1. cd [dspace]/bin
  2. ./stat-initial
  3. ./stat-general
  4. ./stat-monthly

- Run the report scripts
  1. ./stat-report-initial
  2. ./stat-report-general
  3. ./stat-report-monthly

- Open a browser and navigate to [dspace.url]/jspui/statistics
Google Analytics allow a richer and more detailed suite of statistics

- Time visitors spent on the site
- Where they came from
- Terms they used in search engines to find items
- The geographic location of visitors
- How many pages they looked at
- Which pages they started and ended their visit on

JSPUI requires a small code change, Manakin has a configurable option.
Google Analytics

Dashboard

Site Usage

- 2,333 Visits
- 7,166 Page Views
- 3.07 Pages/Visit

- 64.72% Bounce Rate
- 00:01:36 Avg. Time on Site
- 81.14% % New Visits

Traffic Sources Overview

- Search Engines: 1,431 (61.34%)
- Referring Sites: 600 (25.72%)
- Direct Traffic: 382 (12.94%)

Map Overlay

Content Overview

<table>
<thead>
<tr>
<th>Pages</th>
<th>Page Views</th>
<th>% Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>/dspace</td>
<td>481</td>
<td>6.85%</td>
</tr>
<tr>
<td>/dspace/submit</td>
<td>225</td>
<td>3.15%</td>
</tr>
<tr>
<td>/dspace/handle/2180/555</td>
<td>220</td>
<td>3.07%</td>
</tr>
<tr>
<td>/dspace/community-list</td>
<td>187</td>
<td>2.81%</td>
</tr>
<tr>
<td>/dspace/cadairfaq.jsp</td>
<td>115</td>
<td>1.62%</td>
</tr>
</tbody>
</table>

1,998 Visitors
These slides have been produced by:

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