

Piwik

Open source web analytics



- What is Piwik
- Piwik @ CERN – technical details
- Piwik @ CERN – usage
- Piwik @ CERN – available features
- Piwik @ CERN – future plans



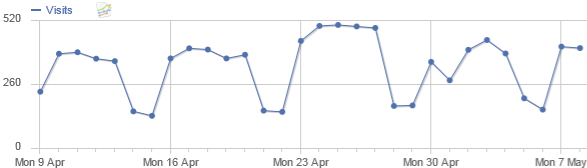
- PHP
- Plugins
- Real time reports
- More than 100 000 active users
- Good API
- Nice and easy to use UI
- Customizable dashboard

Date range: 2012-05-08

Widgets & Dashboard

About Piwik 1.7.1

Last visits graph



Visitors in Real Time

Date	Visits	Pageviews
Last 24 hours	412	1024
Last 30 minutes	6	15
Wed 9 May - 07:55:39 (22s) - IP: 123.238.241.38		
from Google Images - "ibm t42 laptop"		
Pages: [Icons]		
Wed 9 May - 07:46:15 (4 min 14s) - IP: 137.138.250.61		
from Google - "Keyword not defined" #2		
Pages: [Icons]		
Wed 9 May - 07:45:27 (1 min 33s) - IP: 122.160.207.22		
from linuxsoft.cern.ch		
Pages: [Icons]		
Wed 9 May - 07:42:39 (0s) - IP: 78.35.14.180		
from Google - "Keyword not defined" #10		
Pages: [Icons]		
Wed 9 May - 07:40:14 (9 min 19s) - IP: 134.158.88.69		
from Google - "kinit.cern.ch" #1		
Pages: [Icons]		
Wed 9 May - 07:29:06 (0s) - IP: 210.94.41.89		
from Google - "klist linux" #6		

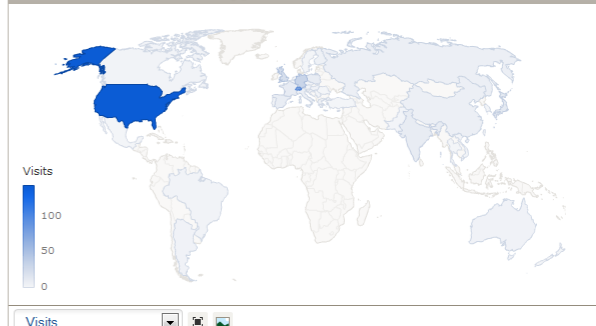
List of Keywords

Keyword	Visits
Keyword not defined	109
cern linux	5
cern windows terminal services	3
exchange 2007 2010 connector for thunderbird	3
pidgin lync	3
cern slc	2
configuring nslcd.conf in rhel6	2
slc6 mrg	2
"map group uniquemember"	1
"scientific linux" elitebook screen flicker	1

List of external Websites

Website	Visits
linuxsoft.cern.ch	23
information-technology.web.cern.ch	9
ubuntu.hu	4
root.cern.ch	3
upload.wikimedia.org	3
www.google.com	3
137.138.128.221	1
dramor.net	1
en.wikipedia.org	1
es.wikipedia.org	1

Visitor countries (world map)

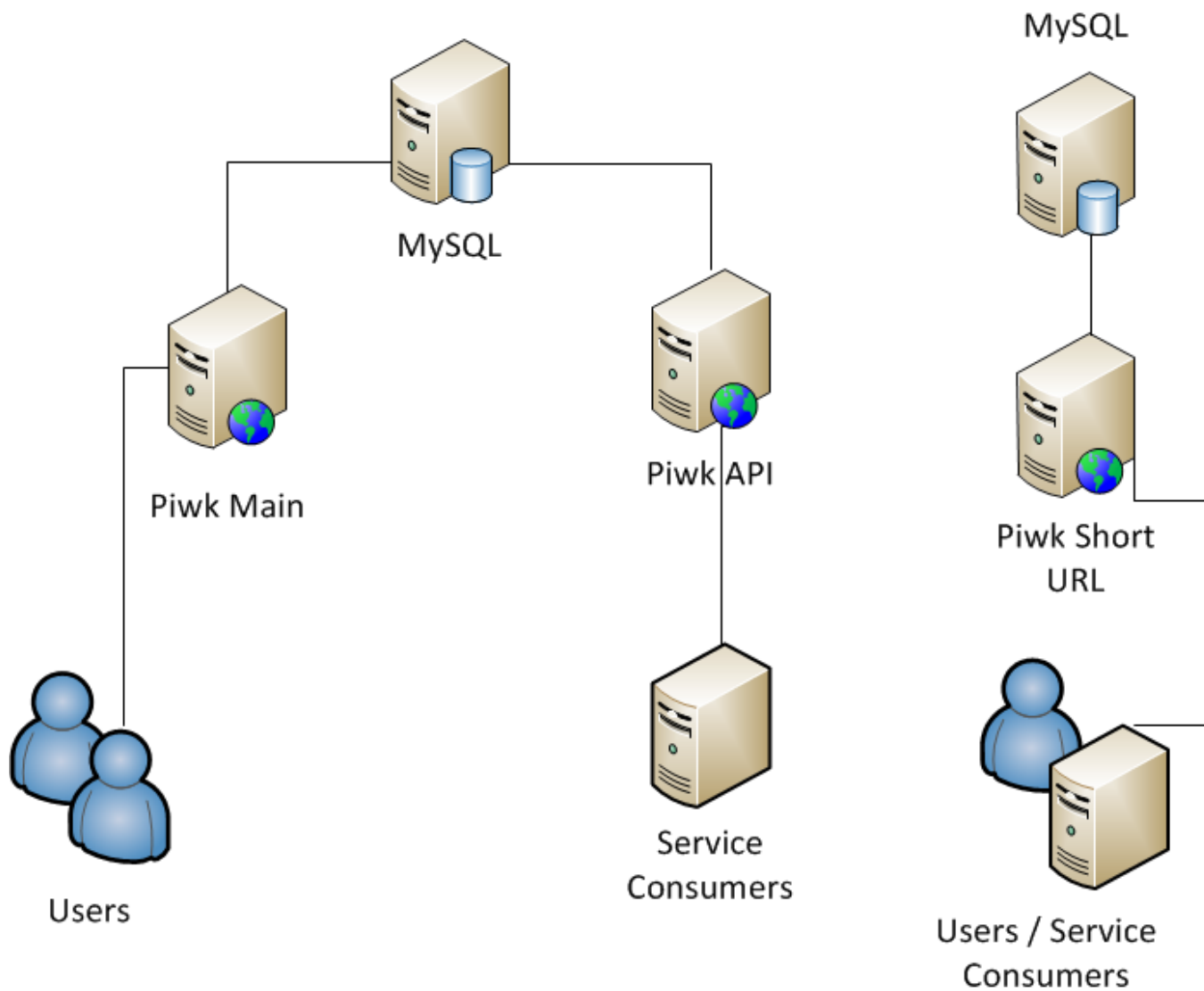


Visitor browsers

Browser	Unique visitors
Firefox 12.0	89
Chrome 18.0	89
Firefox 10.0	41
Internet Explorer 9.0	22
Firefox 3.6	18
Firefox 11.0	20
Safari 5.1	16
Internet Explorer 8.0	15
Firefox 7.0	7
Chrome 20.0	5

Best search engines

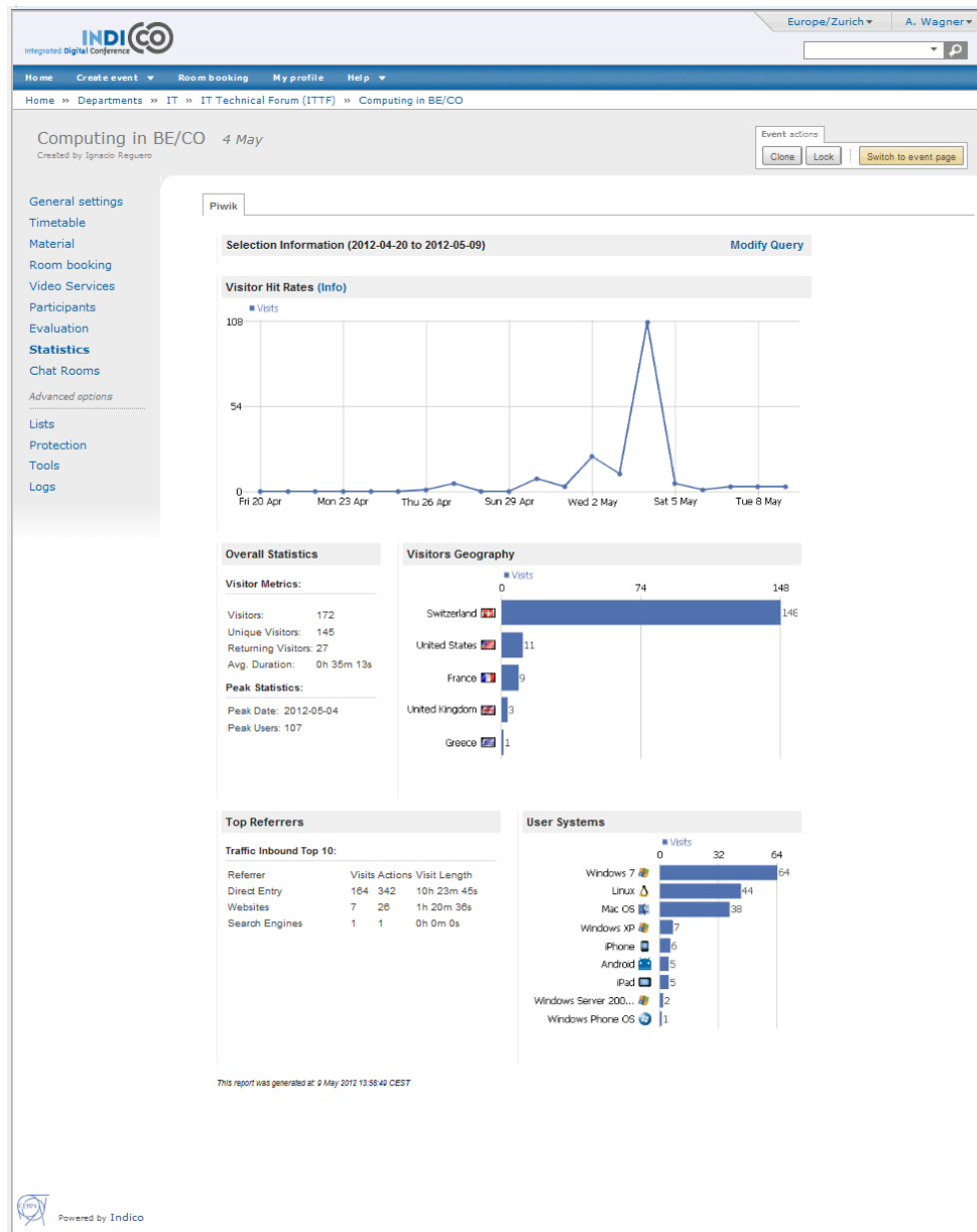
Search Engine	Visits
Google	234



- <https://piwik.web.cern.ch/>
- <https://piwik-api.web.cern.ch/>
- <https://piwik-short.web.cern.ch/>
- DB
 - Using DB on Demand provided by DB group
- SSO
- Access
- Site tracking

- 103 sites
- Daily visitors count ~ 30 000
- Daily page views ~ 100 000
- Largest sites (by visitors count)
 - Indico (2 sites),
 - vydioportal.cern.ch
 - account.cern.ch
 - linux.cern.ch
 - webcast.web.cern.ch

- Indico



- User sites (Web Services portal integration)

WEB Services

Current site is <http://cern.ch/web-services>

How to use Piwik web statistics (Show)

Report range: Last 30 days

Visitor countries (world map)

Visits: 1500, 1000, 500, 0

Country	Visits
Switzerland	1540
France	182
United States	174
Romania	137
Italy	99
Germany	49
United Kingdom	38
Spain	34
Japan	32
Belgium	22

Evolution over the period

Report

- 2476 visits
- 4 min 17s average visit duration
- 53% visits have bounced (left the site)
- 5.2 actions (page views, downloads)
- 11834 page-views, 7468 unique page-views
- 0 total searches on your website, 0 downloads, 0 unique downloads
- 1016 outlinks, 844 unique outlinks
- 228 max. actions in one visit

Frequency overview

- 1494 returning visits
- 8336 actions by the returning visits
- 5.6 mins average visit duration for returning visits
- 4 min 52s average visit duration for new visits
- 28% returning visits have bounced (left the site)

Graph returning visits

Overview

Referrer Type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate
Direct Entry	1510	7775	5.12	3 min 57s	33.27%
Websites	716	4048	5.65	5 min 17s	30.03%
Search Engines	242	1043	4.31	3 min 27s	44.63%

Visitor OS

Operating system	Visits
Windows 7	1071
Mac OS	474
Linux	364
Windows XP	240
Windows Server 2003 / XP x64	229
Windows 8	40
Windows Vista	16
Android	13
iPad	11
iPhone	11

Visitor browsers

Browser	Visits
Internet Explorer	896
Chrome	656
Firefox	602
Safari	297
Opera	18
Unknown	4
Chrome Frame	3

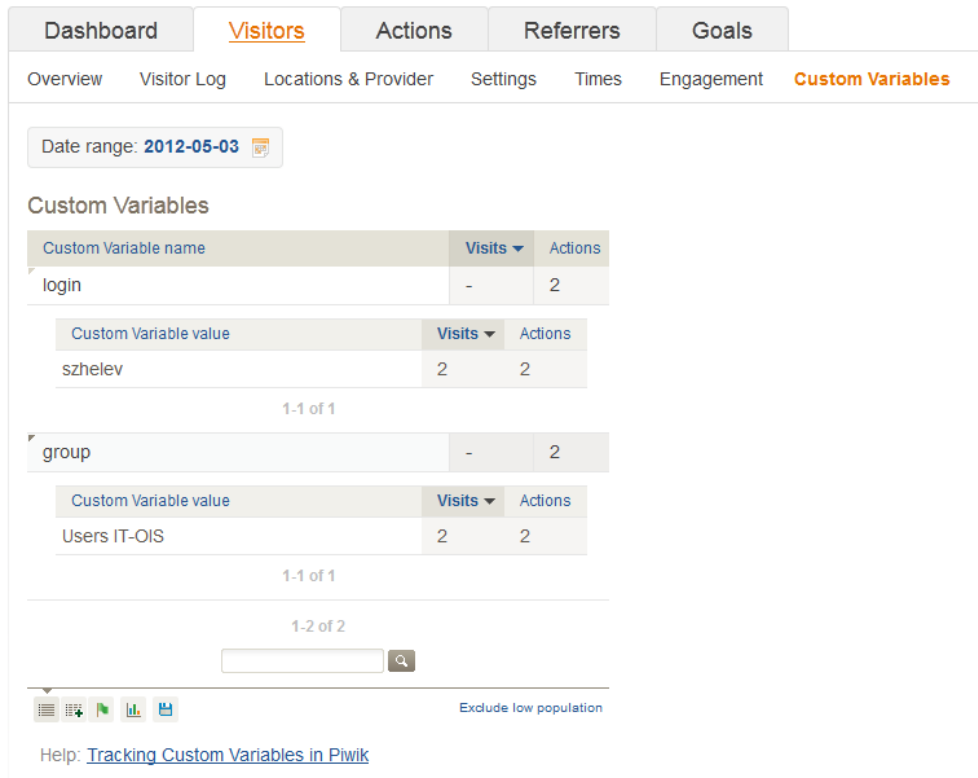
List of External Sites

Website	Visits
login.cern.ch	528
information-technology.web.cern.ch	114
espace.cern.ch	18
science.compulenta.ru	12
home.fht.gov	4
gking.web.cern.ch	4
atlas-minerva.web.cern.ch	3
jee-public-service.web.cern.ch	3
web.archive.org	3
cmsdoc.cern.ch	2

Length of visits

1-2 min 10-15 min 15-30 min 2-4 min 4-7 min 7-10 min 31-60s 30+ min 0-10s 11-30s

- Analyse web server logs (Apache, IIS...)
- Piwik custom variables



The screenshot shows the Piwik Custom Variables dashboard. At the top, there are navigation tabs: Dashboard, Visitors (selected), Actions, Referrers, and Goals. Below these are sub-tabs: Overview, Visitor Log, Locations & Provider, Settings, Times, Engagement, and Custom Variables (selected). A date range selector shows '2012-05-03'. The main content area displays two sections of custom variables. The first section is for the variable 'login', showing a table with 1 row: 'szhelev' with 2 visits and 2 actions. The second section is for the variable 'group', showing a table with 1 row: 'Users IT-OIS' with 2 visits and 2 actions. At the bottom, there are icons for list, refresh, print, and save, along with a search bar and the text 'Exclude low population'. A help link is provided at the bottom: 'Help: [Tracking Custom Variables in Piwik](#)'.

Dashboard **Visitors** Actions Referrers Goals

Overview Visitor Log Locations & Provider Settings Times Engagement **Custom Variables**

Date range: 2012-05-03

Custom Variables

Custom Variable name	Visits	Actions
login	-	2
Custom Variable value		
szhelev	2	2

1-1 of 1

group	-	2
Custom Variable value		
Users IT-OIS	2	2

1-1 of 1

1-2 of 2

Exclude low population

Help: [Tracking Custom Variables in Piwik](#)

- Service for server logs processing (replace Awstats)
- Drupal integration (Drupal plugin)

Thank you!

Piwik