

Customer Analytic

User Guide



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Customers Now Online

Search, Notifications (69), User: elena.kulbich

Filters, Default View, Columns

1 records found

20 per page, 1 of 1

ID	First Name	Last Name	Email	Last Activity	Type
1030	Lenta	Lentochka	kulbich@gmail.com	Jul 18, 2019 2:56:10 PM	Customer

Customers Now Online (by default)



Customers Now Online

Search, Notifications (2), User: admin

Active Carts Value \$177.00	Item Quantity 1	Active Carts 4	Current Checkouts 1
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Filters, Default View, Columns

Enable Auto Refresh with interval 10 seconds

4 records found

20 per page, 1 of 1

Email	Last Activity	Session Start Time	Shopping Type	Type	Country	Name	IP Address	Last URL	Cart Value	Qty Items	Action
	Jul 18, 2019 2:14:52 PM	Jul 18, 2019 2:14:52 PM	Browsing	Visitor		Guest	127.0.0.1	/	0	0	
	Jul 18, 2019 2:16:50 PM	Jul 18, 2019 2:15:43 PM	Browsing	Visitor		Guest	127.0.0.1	/juno-jacket.html	0	0	
	Jul 18, 2019 2:23:41 PM	Jul 18, 2019 2:22:56 PM	Checkout	Visitor		Guest	127.0.0.1	/checkout/	\$177.00	3.0000	Show Cart
	Jul 18, 2019 2:15:16 PM		Browsing	Visitor		Guest			0	0	

Customers Now Online (Customer Analytic Pro)

VIEW

Customers → Now Online

Active Carts Value - the total amount of merchandise in all active shopping carts.

Item Quantity - the total number of items in active shopping carts.

Active Carts - the total number of active shopping carts.

Current Checkouts - current number of customers in the checkout process.

Customers Now Online

Active Carts Value: \$177.00 Item Quantity: 1 Active Carts: 4 Current Checkouts: 1

Filters Default View Columns

Enable Auto Refresh with interval 10 seconds

4 records found 20 per page 1 of 1

Email	Last Activity	Session Start Time	Shopping Type	Type	Country	Name	IP Address	Last URL	Cart Value	Qty Items	Action
	Jul 18, 2019 2:14:52 PM	Jul 18, 2019 2:14:52 PM	Browsing	Visitor		Guest	127.0.0.1	/	0	0	
	Jul 18, 2019 2:16:50 PM	Jul 18, 2019 2:15:43 PM	Browsing	Visitor		Guest	127.0.0.1	/juno-jacket.html	0	0	
	Jul 18, 2019 2:23:41 PM	Jul 18, 2019 2:22:56 PM	Checkout	Visitor		Guest	127.0.0.1	/checkout/	\$177.00	3.0000	Show Cart
	Jul 18, 2019 2:15:16 PM		Browsing	Visitor		Guest			0	0	

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VIEW

Customers → Now Online

Customer Analytic also adds new columns to the grid

Shopping Type - this field defines the type of activity for the online customer (browsing, active cart, checkout)

Country - display information about the country and the city, a user who came to your site.

Name - first and last name of the customer (only for registered customers)

Cart Value - the total amount of merchandise added to the shopping cart.

Qty items - the total number of items in the shopping cart.

Customers Now Online

Active Carts Value: \$177.00

Current Checkouts: 1

Product Name: Fusion Backpack, SKU: 24-MB02, Qty: 3, Price: \$177.00, Url: fusion-backpack.html

4 records found

Email	Last Activity	Session Start Time	Shopping Type	Type	Country	Name	IP Address	Last URL	Cart Value	Qty Items	Action
	Jul 18, 2019 2:14:52 PM	Jul 18, 2019 2:14:52 PM	Browsing	Visitor		Guest	127.0.0.1	/	0	0	
	Jul 18, 2019 2:16:50 PM	Jul 18, 2019 2:15:43 PM	Browsing	Visitor		Guest	127.0.0.1	/juno-jacket.html	0	0	
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	Jul 18, 2019 2:15:16 PM		Browsing	Visitor		Guest			0	0	

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VIEW

Customers → Now Online → Show Cart

Show Cart allows viewing the cart of customer who has proceeded to checkout. It shows Product Names, SKUs, Quantity, Price and product URLs



CONFIGURATION

Customers → Now Online

Press Refresh button to watch customers in real time

Also merchants can setup interval for Auto Refresh of data about Online Customers.

There are 3 updating options available:

10 seconds, 20 seconds, 30 seconds

The screenshot shows the Magento Configuration interface. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The 'Customer Analytic' option under 'ELTRINO EXTENSIONS' is highlighted with a red box. The main content area is titled 'Settings' and contains three sections: 'Check for old data' with a dropdown set to 'Yes', 'List of bots' with an empty text area, and 'List of IPs' with an empty text area. A 'Save Config' button is located in the top right corner.

CONFIGURATION

Stores → Settings → Configuration → Eltrino Extensions → Customer Analytic → Settings

To set up a proper view of Customers Now Online it's possible to turn on (turn off) checking for old data in Magento database. Fulfill the List of bots (User Agent manes) to sift out relevant from irrelevant data.

Fulfill List of IPs - these IP addresses are going to be designated as bots. Both specific IP addresses as well as subnet masks (x.x.x.x/x) can be specified in this list.