Customer Analytic PRO

User Guide
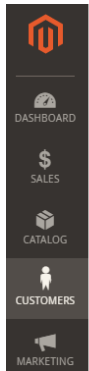

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Customers Now Online

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

1 records found

Filters | Default View | Columns

20 per page | < | 1 of 1 | >

Customers Now Online (by default)

Customers Now Online

Active Carts Value	Item Quantity	Active Carts	Current Checkouts
$299.60	4	2	0

Filters | Default View | Columns

Refresh | Auto Refresh with interval 10 ▼ seconds Enable

4 records found

20 per page | < | 1 of 1 | >

Email	Last Activity	Session Start Time	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items	IP Address	Type	Action
	Feb 11, 2020 12:01:34 PM	Feb 11, 2020 12:01:34 PM	Browsing	🇬🇧	Guest		$0.00	0.0000	149.154.161.6	Visitor	Empty Cart
	Feb 11, 2020 12:02:25 PM	Feb 11, 2020 12:01:52 PM	Browsing	🇳🇱	Guest	/elisa-evercool-trade-tee.html	$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
	Feb 11, 2020 12:00:25 PM	Feb 11, 2020 12:00:19 PM	Active Cart		Guest	http://mb-21.eltrino.com/lifelong-fitness-iv.html	$14.00	1.0000	217.122.206.138	Visitor	Show Cart
	Feb 11, 2020 12:00:57 PM	Feb 11, 2020 11:02:20 AM	Active Cart		Guest	/antonia-racer-tank.html	$285.60	7.0000	217.122.206.138	Visitor	Show Cart

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.

Email	Last Activity	Session Start Time	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items ↓	IP Address	Type	Action
	Feb 11, 2020 12:01:34 PM	Feb 11, 2020 12:01:34 PM	Browsing	🇬🇧	Guest		$0.00	0.0000	149.154.161.6	Visitor	Empty Cart
	Feb 11, 2020 12:02:25 PM	Feb 11, 2020 12:01:52 PM	Browsing	🇳🇱	Guest	/elisa-evercool-trade-tee.html	$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
	Feb 11, 2020 12:00:25 PM	Feb 11, 2020 12:00:19 PM	Active Cart		Guest	http://mb-21.eltrino.com/lifelong-fitness-iv.html	$14.00	1.0000	217.122.206.138	Visitor	Show Cart
	Feb 11, 2020 12:00:57 PM	Feb 11, 2020 11:02:20 AM	Active Cart		Guest	/antonia-racer-tank.html	$285.60	7.0000	217.122.206.138	Visitor	Show Cart

VIEW

Customers → Now Online

Customer Analytic Pro also adds new columns to the grid

Session Start Time - shows time when visitor or customer starts the session. Comparing to the Last Activity time it shows duration of the session. It helps to understand better customer behavior. For instance, if sessions with the same product in carts take more time then in average for other similar product, so maybe the product description isn't clear enough or customers need to compare product with similar option.

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

	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items ↓	IP Address	Type	Action
	Browsing	🇳🇱	Guest	/customer/account/createpost/	$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
	Active Cart		Lena K	http://mb-21.eltrino.com/circe-hooded-ice-fleece.html	$68.00	1.0000	217.122.206.138	Customer	Show Cart

20 ▾ per page ‹ | 1 | of 1 ›

VIEW

Customers → Now Online

Customer Analytic Pro also adds new columns to the grid

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

Last URL - page where is customer or visitor

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

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

IP Address

Type - Visitor / Customer

Action - Empty Cart / Show Cart Button (if products are already in the cart)

	Item Quantity				Active Carts			Current Checkouts		
	4				2			0		

Filters 👁 Default View ▾ ⚙ Columns ▾

Enable

20 ▾ per page ‹ 1 of 1 ›

e	Shopping Type	Country	Name	Last URL	Cart Value	Qty Items ↓	IP Address	Type	Action
:34 PM	Browsing	🇬🇧	Guest		$0.00	0.0000	149.154.161.6	Visitor	Empty Cart
:52 PM	Browsing	🇳🇱	Guest	/elisa-evercool-trade-tee.html	$0.00	0.0000	217.122.206.138	Visitor	Empty Cart
:19 PM	Active Cart		Guest	http://mb-21.eltrino.com/lifelong-fitness-iv.html	$14.00	1.0000	217.122.206.138	Visito	Show Cart
:20 AM	Active Cart		Guest	/antonia-racer-tank.html	$285.60	7.0000	217.122.206.138	Visitor	Show Cart

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

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.