Customer Analytic

User Guide

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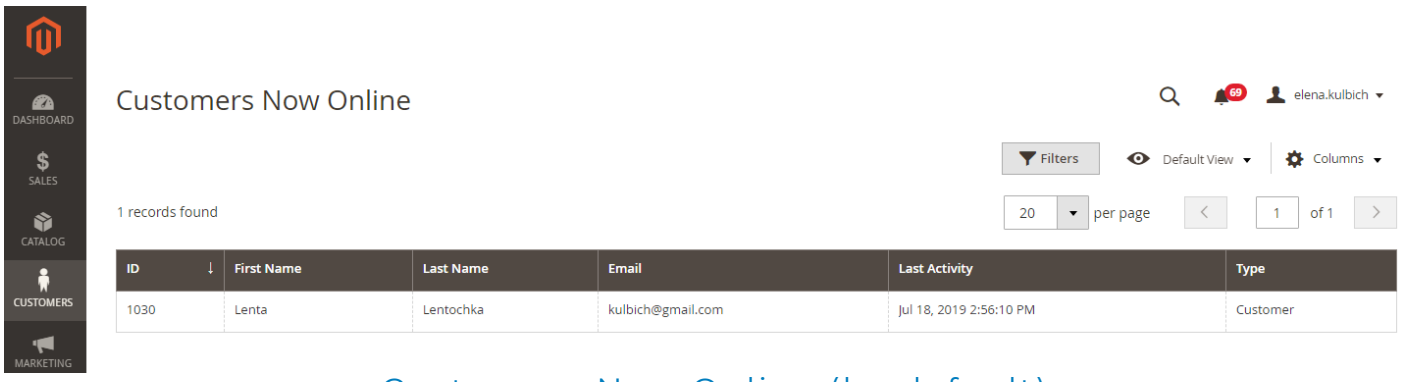
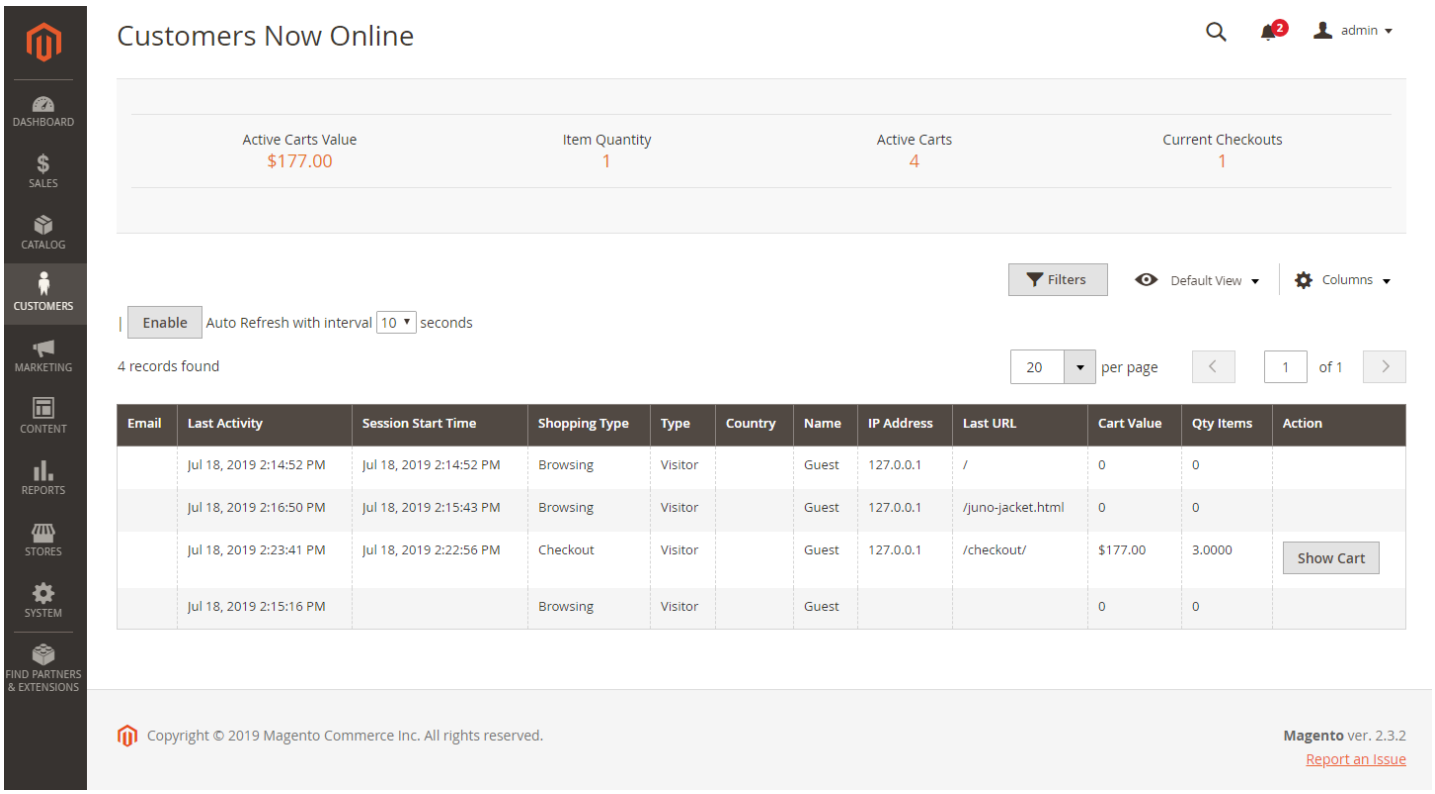


Customers Now Online (by default)

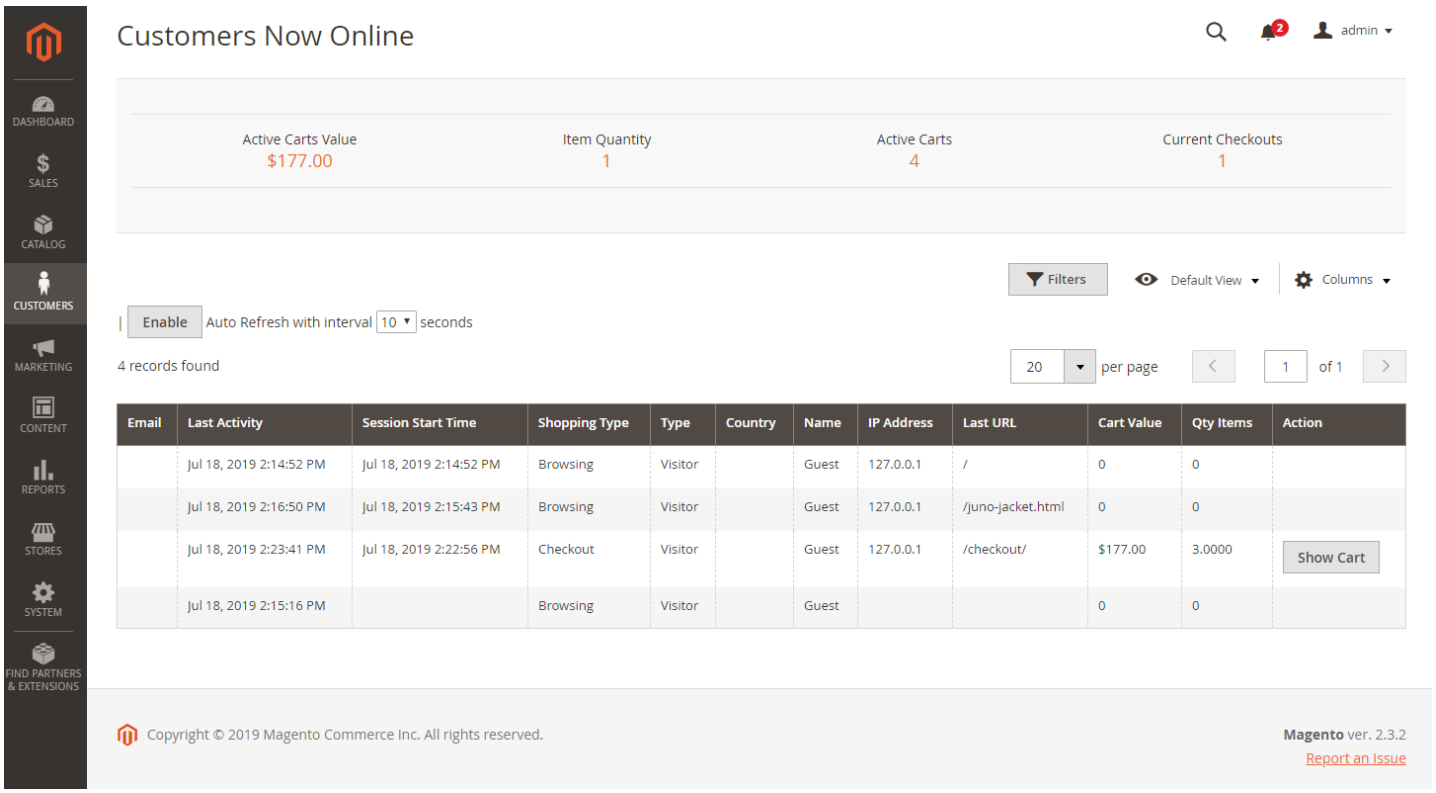


Customers Now Online (Customer Analytic Pro)

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.

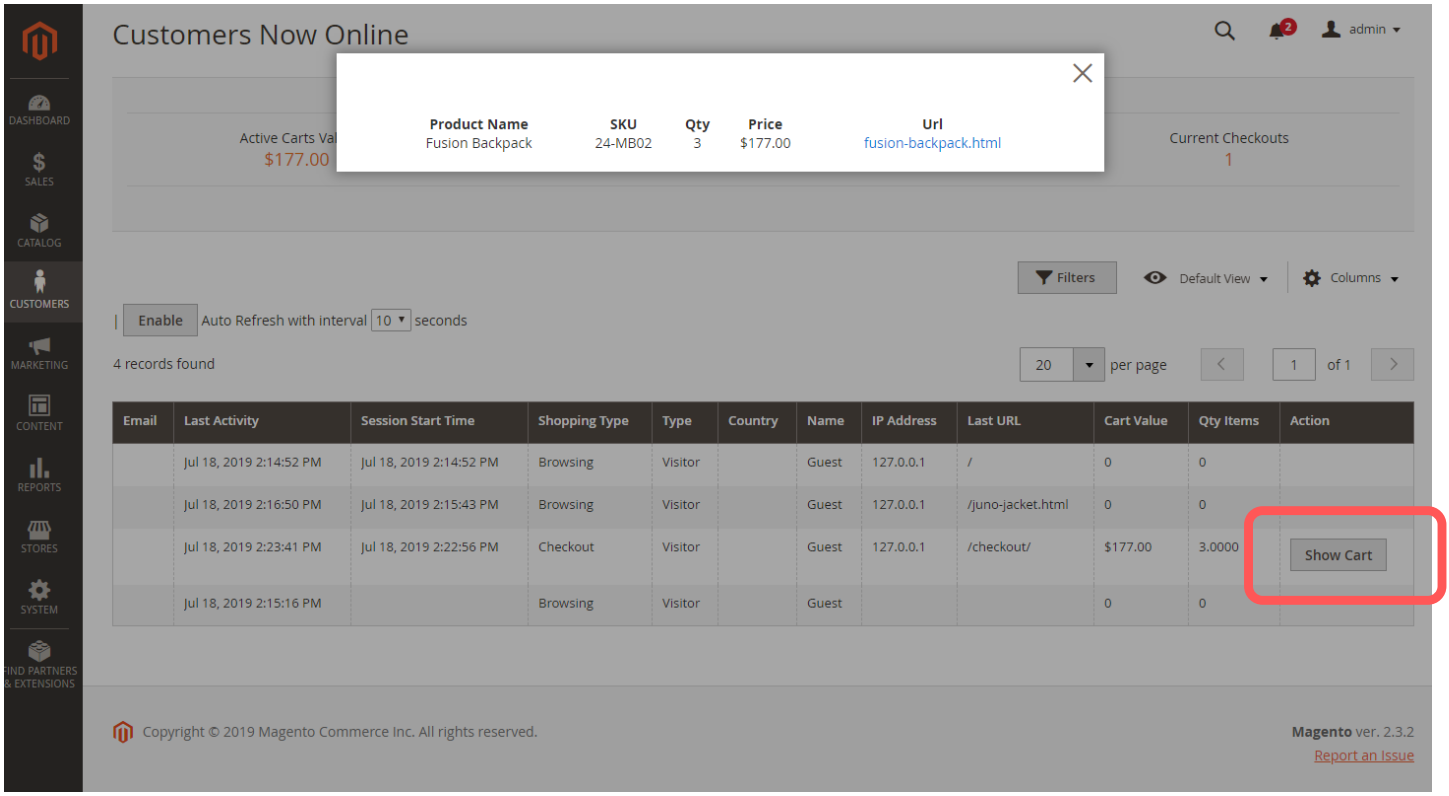


VIEW

Customers → Now Online

Customer Analytic also adds new columns to the grid

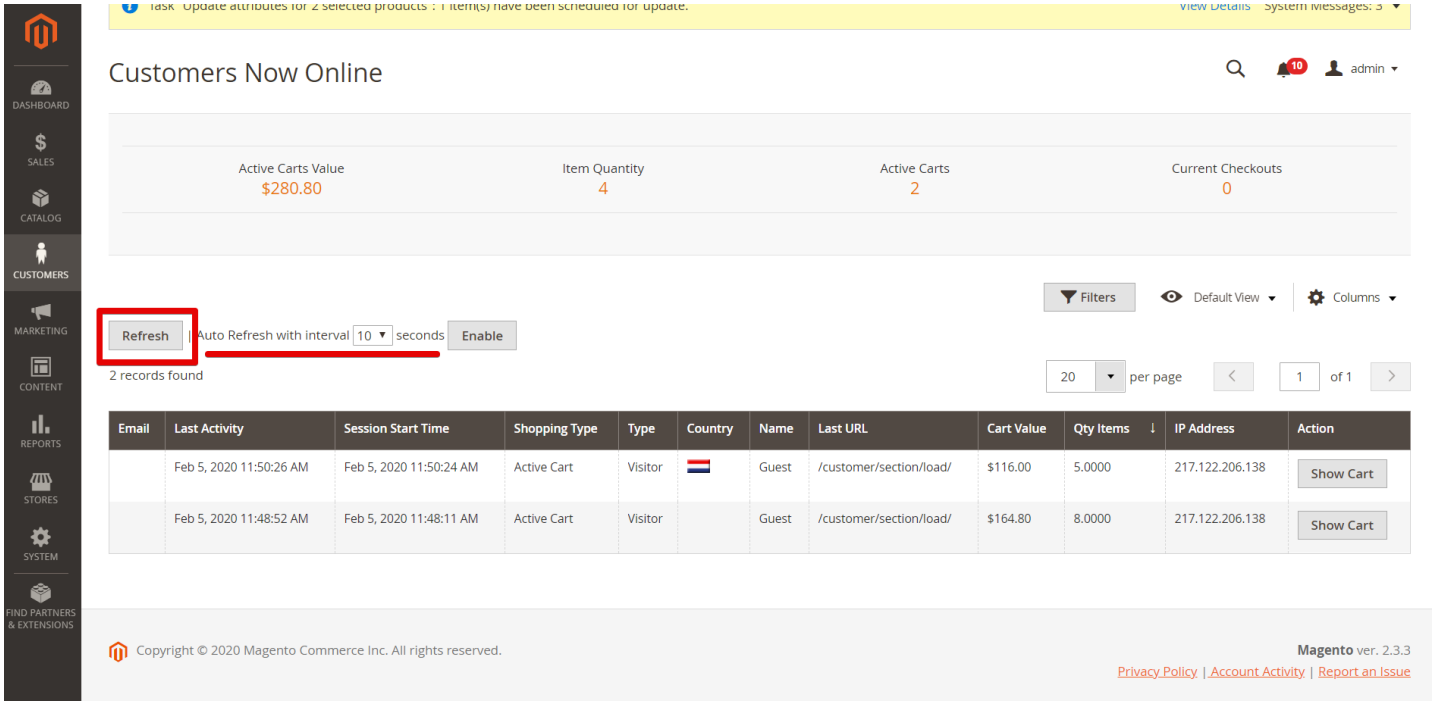
Shopping Type - this field defines the type of activity for the online customer (browsing, active cart, checkout)
Country - display information about the country and the city, a user who came to your site.
Name - first and last name of the customer (only for registered customers)
Cart Value - the total amount of merchandise added to the shopping cart.
Qty items - the total number of items in the shopping cart.



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

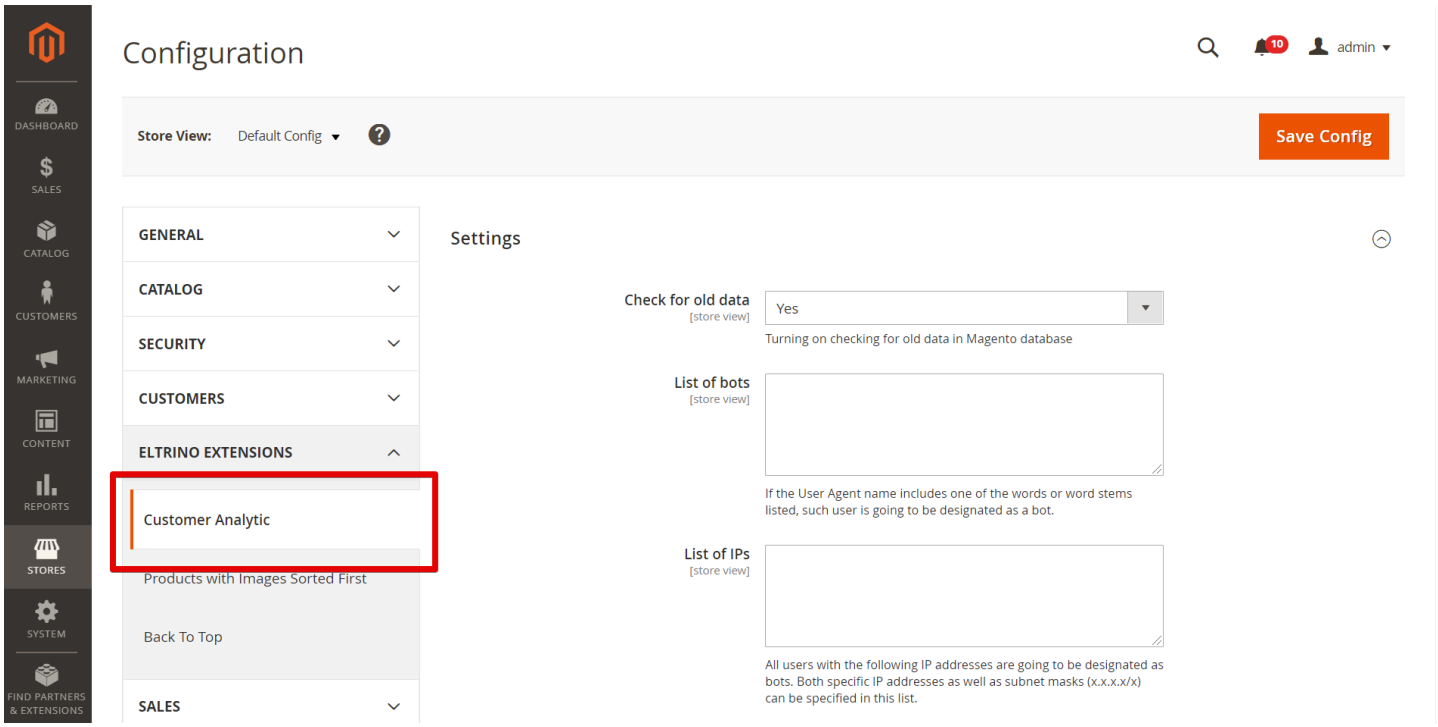


CONFIGURATION

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.