

# Making analytics part of your routine with Slack

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What is  slack



LCC

akanik



CHANNELS

(15)



# admins

# commits



# general



# interestingdatasets



# introductions



# invites



# jobs



# nicar16



# nicar16-panel

# product-news

# questions

# random

# seeking-feedback

# tutorials

# web-prez-series

DIRECT MESSAGES (152)



## #general

151 members | Add a topic



Search



June 17th



brentajones 12:54 PM ☆

YAAAAAAS. This is great. <https://twitter.com/TishaOnTV/status/743845514794278916>

x



Tisha Thompson @TishaOnTV

The King of the #IRE16 Krewe! @markhorvit @IRE\_NICAR

<https://pbs.twimg.com/media/CIKrihZUoAAJESZ.jpg>

Twitter · June 17th at 12:39 PM (203KB) ▾



## Featured

Top Apps

New &amp; Noteworthy

Brilliant Bots

## Categories

Bots

Analytics

Communication

Customer Support

Design

Developer Tools

File Management

Health &amp; Medical

HR

Marketing

Office Management

## Brilliant Bots

Sort by Popularity ▼



Hubot

GitHub's scriptable chat bot.



Statsbot

Analytics Companion for your Slack team.



Howdy

Howdy is a customizable team bot that automates common tasks!



Growbot

Celebrate and capture team wins in channels and groups.



Lita

A chat bot scriptable with Ruby



Awesome

Communication Playbooks that make work flow



What is automation?



Analytics = Running



Hello, my name is statsbot.



+ Add Widget Share Email Export

Customize Dashboard Delete Dashboard

Ad Sessions  
100.00%

+ Add Segment

#### Unique visitors

**281,023**

% of Total: 98.98% (281,023)

#### New users

**60.72%**

Site Avg: 60.72% (60.88%)

#### Unique smartphone/tablet visitors

**23,863**

% of Total: 8.49% (23,863)

#### Top 5 Country Origin

Country / Territory	Users	% New Sessions
United States	79,644	59.81%
United Kingdom	23,652	58.24%
India	17,322	68.58%
Netherlands	14,049	51.76%
Canada	11,382	60.10%

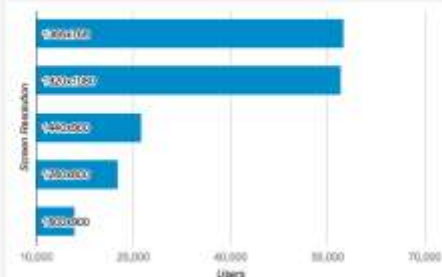
#### Visitors' favorite browsers

Browser	Users	Bounce Rate
Chrome	161,308	70.61%
Firefox	68,644	70.86%
Safari	20,945	72.77%
Internet Explorer	12,907	70.23%
Safari (In-app)	2,906	69.06%
Opera	2,318	72.79%
Android Browser	1,781	79.31%
Opera Mini	765	73.64%
Yabrowser	257	77.47%
UC Browser	250	77.63%

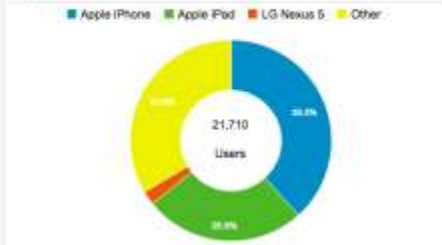
#### Unique visitors



#### Top 5 screen resolutions



#### Top 3 mobile devices for users



#### % Sessions with Search

**1.03%**

Site Avg: 1.03% (0.89%)

#### Sessions and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
wordpress-seo-metabox / inline-help	25,667	77.07%
wordpress-seo-config / banner	18,568	69.62%
gaep-config / kb-link	8,067	69.40%
gaep-config / backlink	6,826	74.48%
wpsso_dashboard / wpsso_tour	5,314	75.09%
gaep-config / banner	3,408	74.94%
newsletter-10-october-2014 / newsletter	3,311	61.70%
newsletter-23-october-2014 / newsletter	3,306	68.40%
newsletter-3-october-2014 / newsletter	3,099	70.41%
wpadmin / plugin	3,063	64.38%

#### Sessions and Bounce Rate by Campaign

Campaign	Sessions	Bounce Rate
focus-keyword	22,627	76.13%
wpgapplugin	17,679	70.60%
extension-page-banners	13,679	71.69%
tour	6,750	75.17%
wpssoplugin	4,678	67.81%
newsletter-10-october-2014	3,311	61.70%
newsletter-23-october-2014	3,307	68.39%
snippet-preview	3,133	84.26%
newsletter-3-october-2014	3,099	70.44%
website-review-banner	3,091	73.34%



statsbot BOT 11:18 PM

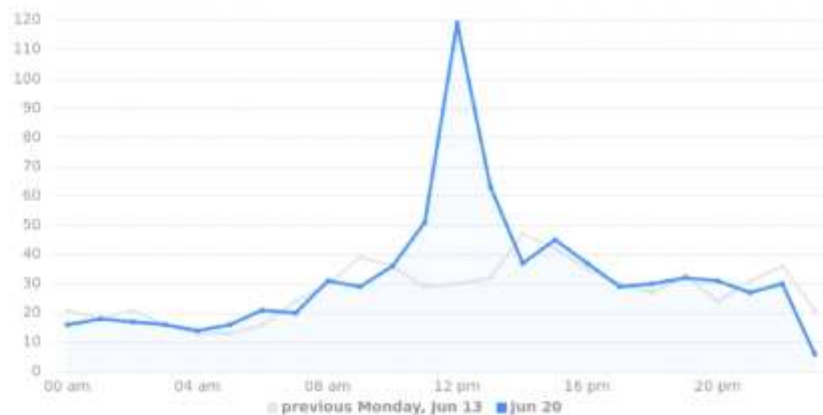
Google Analytics users for Jun 20

[Click here for detailed report \(beta\)](#)

733 users

↑ 16.16% (631)

(32KB) ▾



💎 I can also segment metrics by dimensions. Ex: `@statsbot users this week by source`



Querying data

<http://bit.ly/28L1kms>

@statsbot [metric] [time period]

# Queries for today

**@statsbot active users** – this will tell you how many users are currently interacting with your site.

**@statsbot users** – this will tell you how many users you have had on your site today. It will also give you a look at last week's users as a number (ex: 528), as a percent change (-54.14%) and in a lovely line chart so you can benchmark.

**@statsbot users by page** – this will break down your user count by the top 5 pages visited. The difference between “users” and “pageviews” is uniqueness. So querying “pageviews by page” will likely give you a larger number because one user may have visited a single page multiple times during the given time period.

**@statsbot users by landing page** – this is similar to the above query, but it will give you a better idea of which pages your users are finding your site by.

**@statsbot users by source / medium** – this will tell you where users were directly before entering your site, or what sources are referring people to your site.

# Queries for yesterday

**@statsbot pageviews yesterday**

**@statsbot users by page yesterday**

**@statsbot users by landing page yesterday**

# Queries for the week

**@statsbot users by page <last week>**

**@statsbot avg session duration <last week>**



# Scheduling reports



**statsbot** BOT 9:30 AM ☆

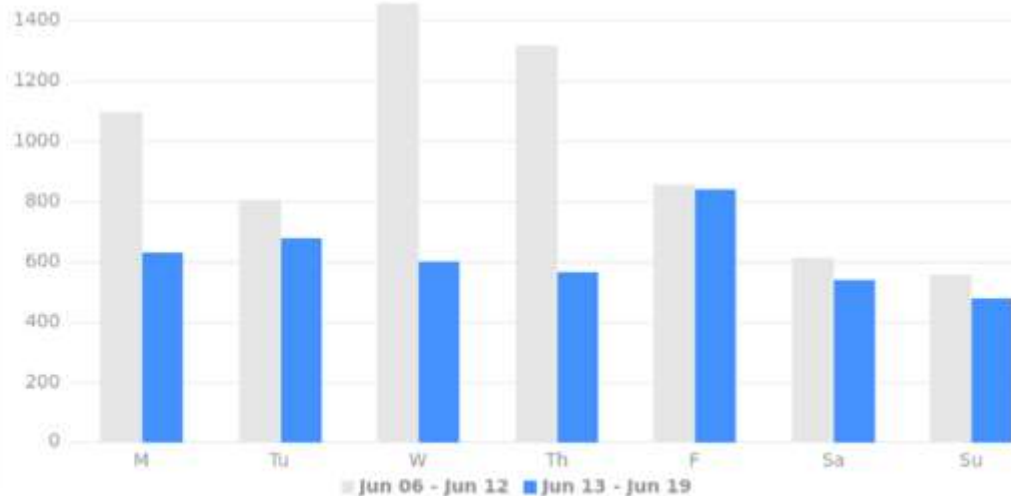


Google Analytics users for Jun 13 - Jun 19

**4,175 users**

↓ 35.06% (6,429)

(11KB) ▾



Statsbot is not a replacement  
for Google Analytics

# Alerts



**statsbot** BOT 2:12 PM

Alert was just triggered! 🔔 users has gone above 400. The value I just got is 444.

(607KB) ▼



