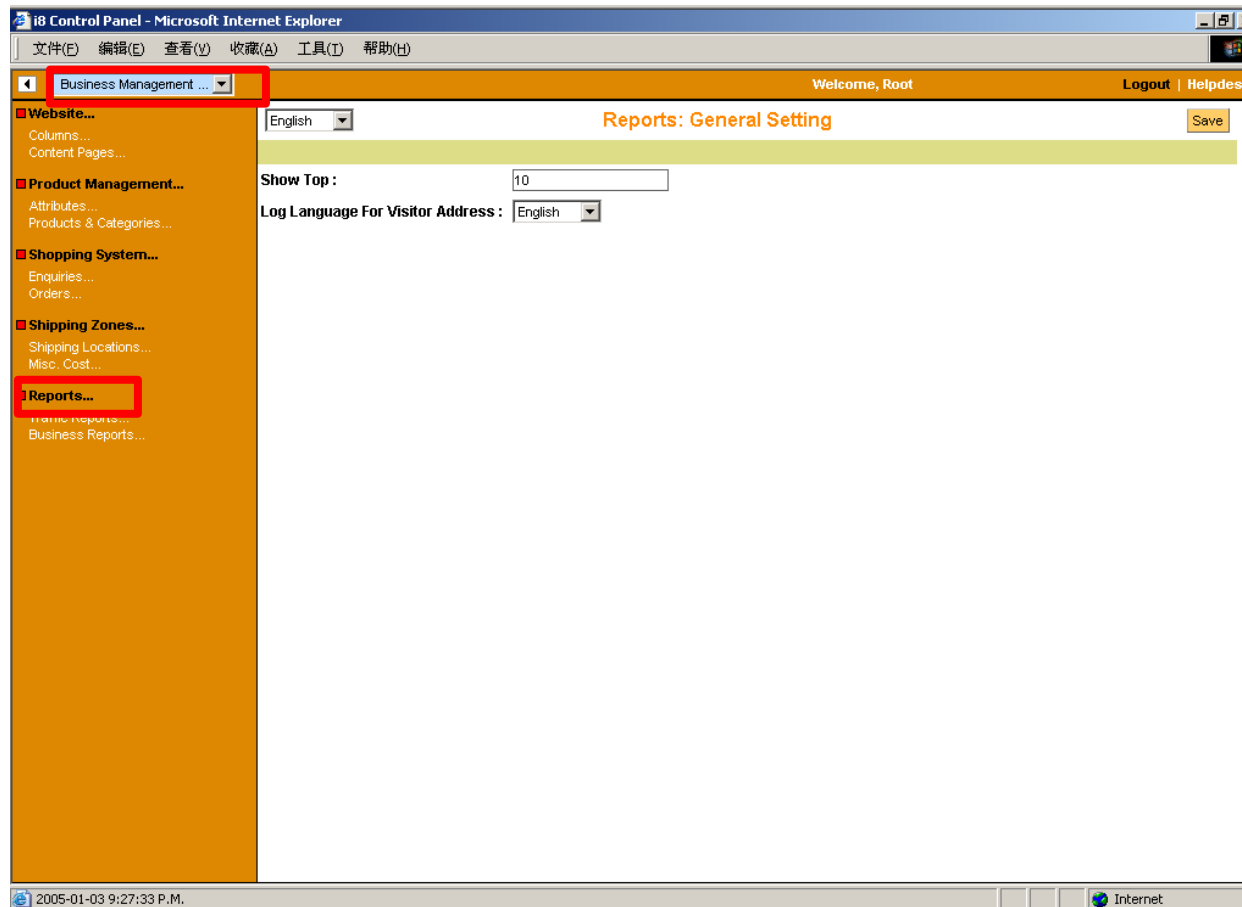


## 06. Reports (Business & Traffic reports)

<b>GENERAL SETTING .....</b>	<b>1</b>
<b>TRAFFIC REPORT .....</b>	<b>2</b>
<b>BUSINESS REPORT.....</b>	<b>3</b>

I8 Platforms provides one of the best traffic and business reporting functions for your business, which is also powerful and complete one at its pricing level. In some case that you need to develop extra reporting function, you can contact your service provider.

## GENERAL SETTING



LOC: : Business Mgt. > Reports ..

- **Show Top:** To prevent huge reporting data from slowing down the system performance, this figure is used to limit the number of analytical calculations, only those **top ranked data** are taken into account
- **Logging Language:** Addresses of visitors are very crucial for making business decisions. The system will not marked down location codes, instead, the address will be converted into plain languages because of system performance consideration. Setting the logging language to the one who are in charge of the reports.

## TRAFFIC REPORT



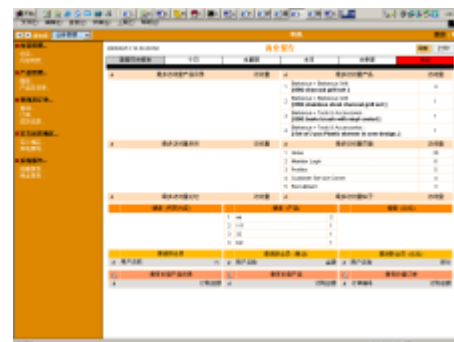
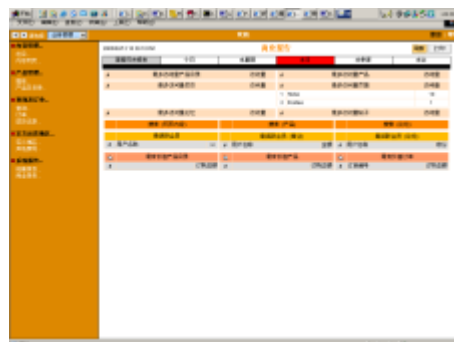
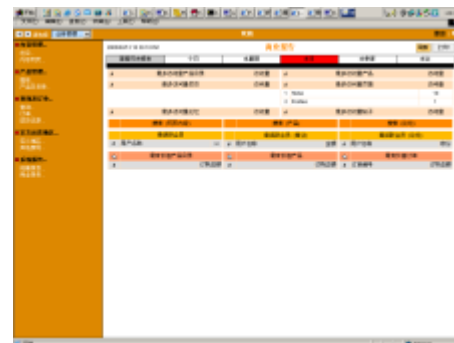
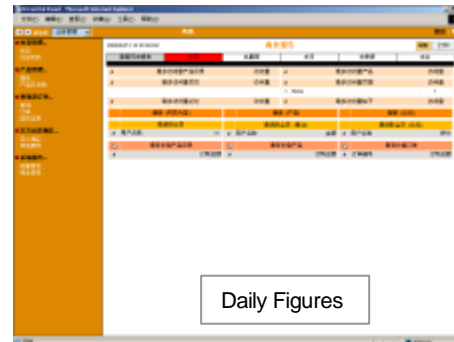
### LOC: : Business Mgt. > Traffic Report

Traffic reports helps you to have a good picture of current status of your business, particularly in terms of number of people visiting your website. It also helps you to know when to upgrade your system.

If you have put marketing or sales ads on medias, then you can if the marketing event helps or not in increasing more traffics (Marketing event of no increasing traffic only have two reasons: cheat by the marketing company or your product/service is of no value to the market).

**However, traffic report only reflects the traffic, not business trend. So go on next page to view how business reporting helps in business decision.**

## BUSINESS REPORT



### LOC : Business Mgt. > Business Report

Business reports is one which helps you to know more about your business running status. Say, who are visiting, who is more valuable, which content is more popular, which category or product is more welcomed, how is the order status, people from where buy most, etc.

The business report are generated in daily, weekly, monthly, quarterly and yearly figures, a trader can check the figures by searching.

Analytical report figures include:

- [Most frequently visited categories](#)
- [Most frequently visited products](#)
- [Most frequently visited content columns](#)
- [Most frequently visited pages](#)
- [Most frequently visited forum groups](#)
- [Most frequently visited forum posts](#)
- [Most frequently searched content keywords](#)
- [Most frequently searched product keywords](#)
- [Most frequently searched forum keywords](#)
- [Most active members on content viewing](#)
- [Most active members on buying](#)
- [Most active forum participants](#)
- [Most valuable product categories](#)
- [Most valuable products](#)
- [Most valuable orders](#)