

# Advanced Analytics: Getting Deeper Customer Insight

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# Agenda

- Relative Rounding on Dates
- Comparison Periods
- Hierarchical Drilldown
- Advanced Filters
- Custom Scripting
- Advanced Charting Techniques
- Exceptions
- Trending
- Questions & Demo
- Additional Information



# Relative Rounding on Dates

The Unit of Time with an Up Arrow indicates Rounding.

Run-time Selectable Filters (user can change values for these filters at run-time)

Name	Expression	Operator	Value	Prompt	▼ / ▲
creat	- 1 Months ↑	to	0 Months ↑		▼ / ▲
			<input checked="" type="checkbox"/> relative		

Direction:

Offset:

Unit:

Logical Expression

For example, a month with the arrow will round to the 1<sup>st</sup> of the month.



# Comparison Periods: Comparison Columns

A comparison report compares the report (or a subset of the report) against itself over two different time ranges.

The screenshot shows a software interface with several tabs: Properties, Filters, Output, Permissions, and Scheduling. The 'Output' tab is active. On the left, there is a tree view under 'Output Levels' with 'Output' selected. The main area displays a table of 'Output Columns' with the following data:

Column/Function	Column Wi...	Data Length	Column Heading	▼ / ▲
date_format( incidents.created,'GROUP...	<input type="checkbox"/> Auto	All	Date	▼
count (distinct incidents.i_id)	<input type="checkbox"/> Auto	N/A	# Incidents Created Last Wk	▼ ▲
count (distinct incidents.i_id)	<input type="checkbox"/> Auto	N/A	# Incidents Created Last Wk	▲

Below the table, there is a toolbar with an 'Add Comparison Column' button, which is highlighted by a mouse cursor.

- To add a comparison column, selected any output column and press the “Add Comparison Column” button in the output columns toolbar.
- Any subset of the total columns may be chosen for comparison.

# Comparison Periods: Generating a Comparison Report

The screenshot shows the 'Analytics Console (2006UCSBOYER)' window. It has a blue title bar and a toolbar with various icons. Below the toolbar, there are two tabs: 'Parameters' and 'Report'. The 'Parameters' tab is active, showing a section titled 'Selectable Filters' with a table of filter settings. Below this, there is a table of parameter settings. Two white arrows point to the 'Date Created' filter value and the 'Comparison Date Offset' parameter value.

Filter	Value
Date Created	08/06/2006 12:00 AM to 08/13/2006 12:00 AM
Assigned Account ID	Any
Date Grouping	Year/Month/Day

Parameter	Value
Comparison Date Offset	+ 1 Weeks ↑

- The user may change a comparison date offset when running a comparison report.
- This offset is used to skew the dates in the target range for the second data set to be compared.
- In our example above, 8/6/2006 to 8/13/2006 will be skewed forward one week. So the report date for the week of 8/6-8/12 will be compared to the week of 8/13-8/19.



# Comparison Periods: Comparison Output Example

Parameters Report

## Simple Report

Date	# Incidents Created
2006/08/06	0
2006/08/07	500
2006/08/08	30
2006/08/09	60
2006/08/10	0
2006/08/11	0
2006/08/12	0
<b>Total</b>	<b>590</b>

Parameters Report

## Simple Report Adding a Comparison Column

Last Week	# Incidents Created Last Wk	This Week	# Incidents Created This Wk
2006/08/06	0	2006/08/13	0
2006/08/07	500	2006/08/14	166
2006/08/08	30	2006/08/15	51
2006/08/09	60	2006/08/16	2
2006/08/10	0	2006/08/17	17
2006/08/11	0	2006/08/18	0
2006/08/12	0	2006/08/19	0
<b>Total</b>	<b>590</b>		<b>236</b>



# Comparison Periods: Comparison Output Node

The screenshot shows the configuration interface for the Comparison Output Node, divided into several tabs: Properties, Filters, Output, Permissions, and Scheduling. The Output tab is active, displaying the following settings:

- Output Levels:** A tree view on the left shows the hierarchy: Levels > New Level > Comparison Options (highlighted).
- Default Comparison Period Dates:** Set to "Equal + 1 Weeks ↑" relative to target dates.
- Select Comparison Match Columns:** A list with checkboxes for "Product" (checked) and "# Last Week" (unchecked).
- Comparison Value Columns:** A table with two columns: "Comparison Value Columns" and "Comparison Icon". The entry "# This Week" has a comparison icon (a bar chart with an upward arrow) and a checked checkbox.

- **Default Comparison Period Dates**
  - Date entered will be the default offset on parameters tab when report is generated.
- **Select Comparison Match Columns**
  - Column to do comparison matching on.
- **Comparison Icons**
  - Select comparison columns to show with a comparison icon. An up / down arrow or dash will be displayed next to the comparison value if it is greater than, less than or equal to the original value.



# Comparison Periods: Comparison Matching Examples

The screenshot shows the 'Analytics Console (RightNow Customer Service)' interface. The 'Report' tab is active, and a large grey box displays the text 'No Comparison Matching'. Below this, a table compares incident counts for four users. The 'Assigned' column shows 27 for Buddy Guy, 1 for Casey Kasem, 5 for Charlie Parker, and 2 for Chris Clark, totaling 35. The 'Assigned (comp)' column shows 22 for Buddy Guy, 1 for Charlie Parker, and 2 for Chris Clark, totaling 25. The 'Record Count' is 4.

Assigned	# Incidents	Assigned (comp)	# Incidents (comp)
Buddy Guy	27	Buddy Guy	22
Casey Kasem	1	Charlie Parker	1
Charlie Parker	5	Chris Clark	2
Chris Clark	2		
<b>Total</b>	<b>35</b>		

Record Count: 4

The screenshot shows the 'Analytics Console (RightNow Customer Service)' interface. The 'Report' tab is active, and a large grey box displays the text 'Comparison Match on Assigned'. Below this, a table compares incident counts for four users. The 'Assigned' column shows 27 for Buddy Guy, 1 for Casey Kasem, 5 for Charlie Parker, and 2 for Chris Clark, totaling 35. The 'Assigned (comp)' column shows 22 for Buddy Guy, 0 for Casey Kasem, 1 for Charlie Parker, and 1 for Chris Clark, totaling 24. The 'Record Count' is 4.

Assigned	# Incidents	Assigned (comp)	# Incidents (comp)
Buddy Guy	27	Buddy Guy	22
Casey Kasem	1		0
Charlie Parker	5	Charlie Parker	1
Chris Clark	2	Chris Clark	1
<b>Total</b>	<b>35</b>		<b>24</b>

Record Count: 4



# Comparison Periods: Comparison Matching Examples

Parameters Report

## Comparison Match on Date

Last Week	# Last Wk	This Week	# This Wk
		2006/08/13	0
		2006/08/14	166
		2006/08/15	51
		2006/08/16	2
		2006/08/17	17
		2006/08/18	0
		2006/08/19	0
2006/08/06	0		
2006/08/07	500		
2006/08/08	30		
2006/08/09	60		
2006/08/10	0		
2006/08/11	0		
2006/08/12	0		
<b>Total</b>	<b>590</b>		<b>236</b>

Record Count: 14

Parameters Report

## No Comparison Matching

Last Week	# Last Wk	This Week	# This Wk
2006/08/06	0	2006/08/13	0
2006/08/07	500	2006/08/14	166
2006/08/08	30	2006/08/15	51
2006/08/09	60	2006/08/16	2
2006/08/10	0	2006/08/17	17
2006/08/11	0	2006/08/18	0
2006/08/12	0	2006/08/19	0
<b>Total</b>	<b>590</b>		<b>236</b>

Record Count: 7



# Comparison Periods: Percentage Difference Columns

The screenshot shows a software interface with a top navigation bar containing tabs for 'Properties', 'Filters', 'Output', 'Permissions', and 'Scheduling'. The 'Output' tab is active. On the left, a tree view shows 'Output Levels' with a sub-tree 'Levels' containing 'Top Level' and 'Output' (highlighted). Below 'Output' are icons for 'Result Grouping', 'Result Ordering', 'Comparison Options', 'Trending', 'Display Options', and 'Data Exceptions'. A large grey arrow points from the 'Comparison Options' icon to the 'Output Columns' table. The table has the following data:

Column/Function	Column Wi...	Data Len...	Column Heading	▼ / ▲
date_format(transactions.created, 'GR...	<input type="checkbox"/> Auto	0	Date	▼
count(distinct incidents.i_id)	<input type="checkbox"/> Auto	0	# Incidents	▼ ▲
count(distinct incidents.i_id)	<input type="checkbox"/> Auto	0	# Incidents	▼ ▲
% count(distinct incidents.i_id)	<input type="checkbox"/> Auto	0	Pct Diff	▲

- To add a comparison percentage difference column, select any comparison column and then press the “Add Comparison Percentage Difference Column” button.
- This column will display the percentage difference between the comparison and original value for the compared column.
- Note, its default display will be in decimal format. Remember to format it as a percentage on the output node to show the percent sign (%).

# Comparison Periods: Percentage Difference Column Example

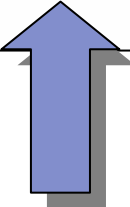
Analytics Console (RightNow Customer Service)

Parameters Report

## Adding a Comparison Percentage Difference Column

Date	# Incidents	# Incidents	Pct Diff
Sunday	40	45	12.5%
Monday	541	659	21.8%
Tuesday	606	663	9.4%
Wednesday	622	604	-2.9%
Thursday	645	634	-1.7%
Friday	564	566	0.4%
Saturday	1	1	0.0%
<b>Total</b>	<b>3019</b>	<b>3172</b>	

- Formula for Pct Diff
  - (Comparison Value – Original Value) / Original Value
- Example: Sunday
  - $45 - 40 / 40 = .125$



# Hierarchical Drilldowns

- Defines a Recursive Report Drilldown Level
  - By choosing a hierarchy column to output, the report can be defined to drilldown back to itself at the next level down in a hierarchical relationship.
  - This feature avoids needing to create a level in the report for each level in the relationship hierarchy.
- Hierarchical Relationships
  - Manager (12 levels)
  - Territory (12 levels)
  - Organizational (12 levels)
  - Product/Category/Dispositions (6 Levels)



# Hierarchical Drilldowns: An Example

Properties Filters **Output** Permissions Scheduling

Output Levels

- Levels
  - New Level
    - Output**
    - Result Grouping
    - Result Ordering
    - Comparison Options
    - Trending Options
    - Display Options
    - Data Exceptions
    - Format
    - Charts

**Output Columns**

Column/Function	Width	Data Length	Column Heading
incidents.prod_hierarchy		0	
count(*)	<input type="checkbox"/> Auto	0	

**Step 1**

Properties Filters **Output** Permissions Scheduling

Output Levels

- Levels
  - New Level**
  - Output
  - Result Grouping
  - Result Ordering
  - Comparison Options
  - Trending Options
  - Display Options
  - Data Exceptions
  - Format
  - Charts

**Level Name**

**Enable Recursive Drill-down for incidents.prod\_hierarchy**

**Drill-down Link**

**Starting Level**

**Node Filters**

Name	Expression 1	Operator	f(x)	Expression 2
	<input type="text" value="Expression 1"/>			

**Step 2**

**Step 3**

# Advanced Filters

- **Outer Join Filters** are an extra set of filters applied to the join condition on a left outer join.
  - These are needed when the foreign key relationship between two or more tables does not provide enough to join the table together correctly.
- **Node Filters** are an extra set of filters applied to specific levels of the report.
  - The values for the node filters are fixed; you cannot define them when the report is generated.
  - Very useful for drill-down reports where you want to drill down on a column that uses an
- **Group Filters** are an extra set of filters applied to the grouping of the report.
  - Group filters will be applied to the data after the grouping is completed and must be aggregate functions.
  - Useful in limiting the data that shows in the report.



# Outer Join Filters: An Example

No Outer Join Filter

Organization ID	Organization Name	Address Type	Street
1	ABC Company	Billing	1200 Maple
3	Acme Tool & Die, Inc.	Billing	12005 Ford Road
4	AAA No. Cal	Billing	5000 Keller
6	Zales	Billing	123 Main St
10	Accenture	Billing	12005 ford rd
11	Dell	Billing	123 dell road
16	PWC	Billing	800 West Road
17	Sears	Billing	300 Good Road
18	Tyco	Billing	333 Kincaid
19	Box Company	Billing	123 main st

Analytics Console (2006UCSBOYER)

1b. Outer Join Filter - Org Addr

Properties Filters Outer Permissions Scheduling

Table Instances

orgs

org\_addrs

Right-Click on Table, Define Outer Join Filter

Define Outer Join Filter

Define Outer Join Filters for orgs - org\_addrs join

Name	Expression 1	Operator	f(x)	Expression 2
oat	org_addrs.oat_id	in list		Unspecified, Billing

Logical Expression

Save Save As Delete

Done User: Susie Boyer 3:14 PM

With Outer Join Filter

Organization ID	Organization Name	Address Type	Street
1	ABC Company	Billing	1200 Maple
3	Acme Tool & Die, Inc.	Billing	12005 Ford Road
4	AAA No. Cal	Billing	5000 Keller
6	Zales	Billing	123 Main St
10	Accenture	Billing	12005 ford rd
11	Dell	Billing	123 dell road
15	Derivatech		
16	PWC	Billing	800 West Road
17	Sears	Billing	300 Good Road
18	Tyco	Billing	333 Kincaid
19	Box Company	Billing	123 main st



# Node Filters: An Example

The screenshot shows the 'Analytics Console (2006UCSBOYER)' interface. The main window is titled '5b Node Filter - Agent/Queue Cross Tab'. The 'Filters' tab is active, showing the configuration for a node filter named 'Tier One'. The 'Level Name' is 'Tier One', the 'Drill-down filter' is 'incidents.assign\_acct\_id', and the 'Drill-down link' is 'sum(if (incidents.queue\_id = 2, 1, 0))'. The 'Node Filters' table below shows a single filter entry for 'Tier One' with the expression 'incidents.queue\_id' and the operator 'in list'. A blue arrow points to the 'Add New Row' button in the 'Node Filters' table, and a white arrow points to the 'Tier One' node in the left-hand tree view.

**Click Add New Row,  
Define Node Filters**

**Logical Expression**

Save Save As Delete

Done User: Susie Boyer 3:07 PM

No Node Filter

**Top Level > Administrator**

Reference #	Date Created	Queue
060814-000095	08/14/2006 08:54 PM	Tier One
060814-000134	08/14/2006 08:55 PM	Tier One
060815-000011	08/15/2006 10:25 AM	Tier Two
060815-000048	08/15/2006 11:52 AM	Sales
060817-000009	08/17/2006 08:57 AM	Tier One
060818-000001	08/18/2006 11:32 AM	Sales
060818-000009	08/18/2006 11:32 AM	Sales

With Node Filter

**Top Level > Administrator**

Reference #	Date Created	Queue
060814-000095	08/14/2006 08:54 PM	Tier One
060814-000134	08/14/2006 08:55 PM	Tier One
060817-000009	08/17/2006 08:57 AM	Tier One



# Group Filters: An Example

Analytics Console (2006UCSBOYER)

Group Filter - Simple Products > 30

Properties Filters Output Permissions Scheduling

Output Levels

- Levels
  - New Level
  - Output
  - Result: Grouping
  - Result Ordering
  - Comparison Options
  - Trending Options
  - Display Options
  - Data Exceptions
  - Format

Group Results and show summary row in output

Group Results By

Group Filters

Name	Expression	Operator	Value
over_thirty	count (distinct incidents.i_id)	>	30

Logical Expression

Save Save As Delete

Done User: Susie Boyer 2:47 PM

No Group Filter

Product	# Incidents Created
Level 1	79
RightNow Service	83
RightNow Technologies	71
Sample Product	20
<b>Total</b>	<b>253</b>

With Group Filter

Product	# Incidents Created
Level 1	79
RightNow Service	83
RightNow Technologies	71
<b>Total</b>	<b>233</b>

Click Add New Row,  
Define Group Filters



# Custom Scripting

- Define PHP code for each level of report output
- Script can be written to run
  - Before report data is generated
  - For the header row of the report
  - For each row of output returned
  - At the end of the report
- Uses
  - Add/remove columns
  - Insert/delete data rows
  - Perform additional queries per row of data returned
  - Any complex business logic specific to your company's needs



# Custom Scripting: Where to Add

The screenshot shows the 'Analytics Console (RightNow Customer Service)' window with the 'New Report' dialog open. The 'Output' tab is selected, and the 'Display Options' category in the left-hand tree is highlighted. A table lists output columns and their options. Below the table are sections for Multiline Options, Slicing Options, and Record Options. A 'Define Custom Script' button is located at the bottom of the Record Options section, with a large arrow pointing to it.

Output Column	Section Options	Report Options	Format	Description
Column A			& Opts	
Column B			& Opts	

**Multiline Options**  
 Display All Columns Multiline

**Slicing Options**  
 Expand all slices

**Record Options**  
 Display Record Count  
 Display Group Counts  
 Display Calculations on separate rows  
 Limit Records to  (Limit set to first n records)  
 Expose Record Limit as runtime

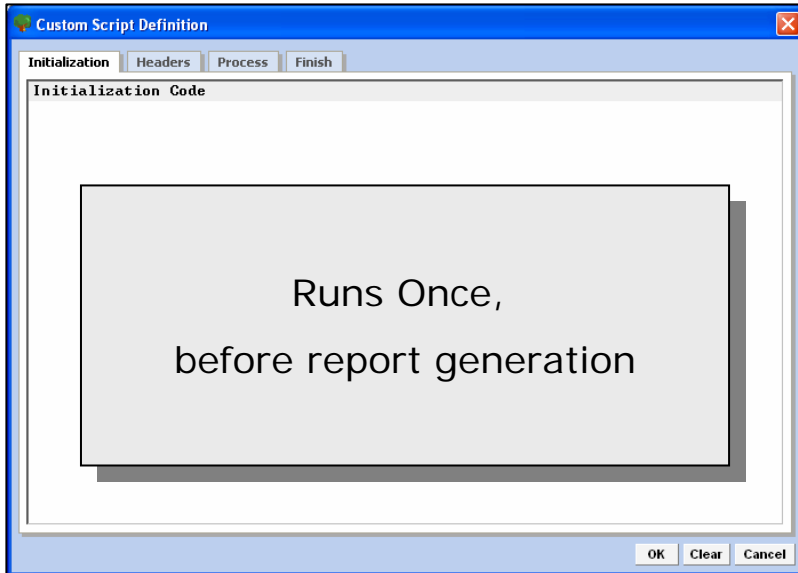
**Define Custom Script**

Save Save As Delete

Done User: Jared Bratsky 2:17 AM



# Custom Scripting: Custom Script Definitions



Custom Script Definition

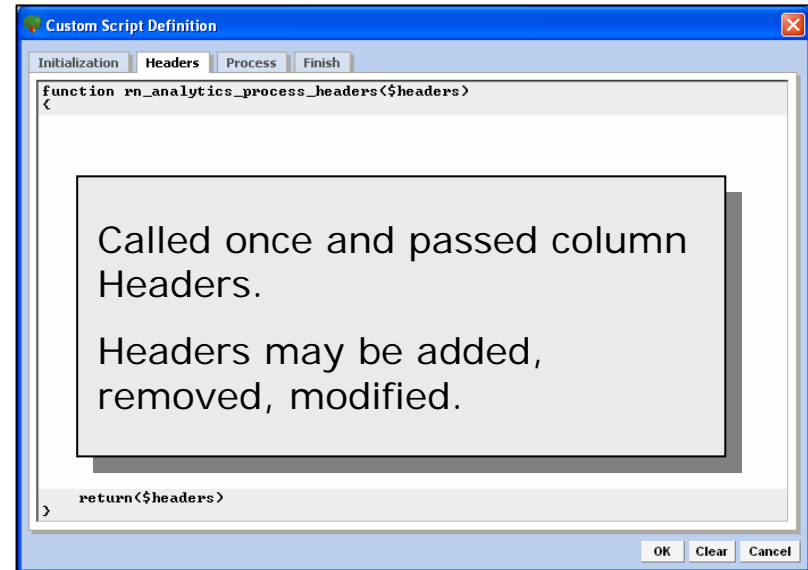
Initialization Headers Process Finish

Initialization Code

Runs Once,  
before report generation

OK Clear Cancel

This screenshot shows the 'Initialization' tab of the 'Custom Script Definition' dialog. The 'Initialization Code' area contains a text box with the text 'Runs Once, before report generation'. The dialog has 'OK', 'Clear', and 'Cancel' buttons at the bottom.



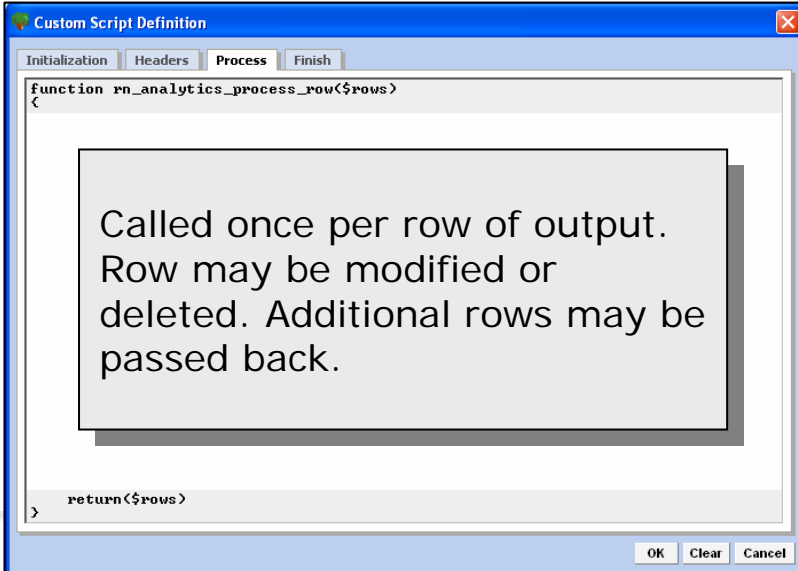
Custom Script Definition

Initialization Headers Process Finish

```
function rn_analytics_process_headers($headers)
{
  Called once and passed column
  Headers.
  Headers may be added,
  removed, modified.
  return($headers)
}
```

OK Clear Cancel

This screenshot shows the 'Headers' tab of the 'Custom Script Definition' dialog. The code area contains a function definition for `rn_analytics_process_headers`. A text box is overlaid on the code with the text 'Called once and passed column Headers. Headers may be added, removed, modified.' The dialog has 'OK', 'Clear', and 'Cancel' buttons at the bottom.



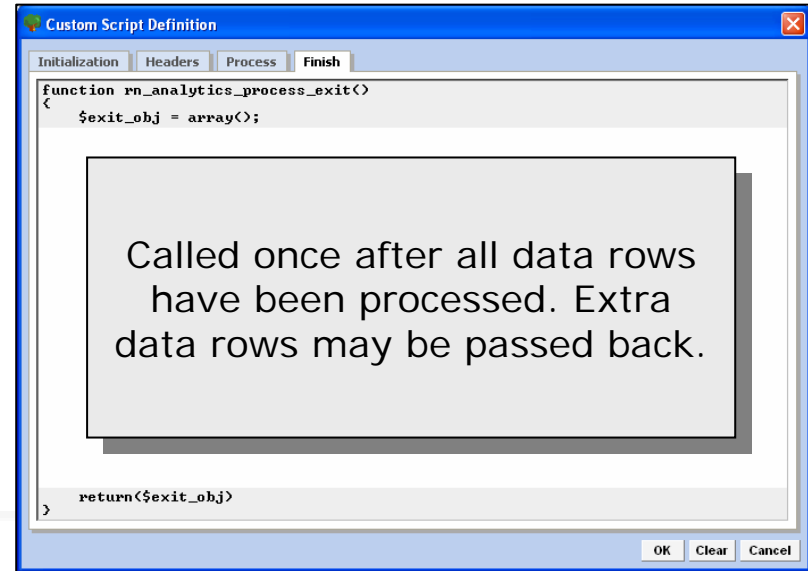
Custom Script Definition

Initialization Headers Process Finish

```
function rn_analytics_process_row($rows)
{
  Called once per row of output.
  Row may be modified or
  deleted. Additional rows may be
  passed back.
  return($rows)
}
```

OK Clear Cancel

This screenshot shows the 'Process' tab of the 'Custom Script Definition' dialog. The code area contains a function definition for `rn_analytics_process_row`. A text box is overlaid on the code with the text 'Called once per row of output. Row may be modified or deleted. Additional rows may be passed back.' The dialog has 'OK', 'Clear', and 'Cancel' buttons at the bottom.



Custom Script Definition

Initialization Headers Process Finish

```
function rn_analytics_process_exit()
{
  $exit_obj = array();
  Called once after all data rows
  have been processed. Extra
  data rows may be passed back.
  return($exit_obj)
}
```

OK Clear Cancel

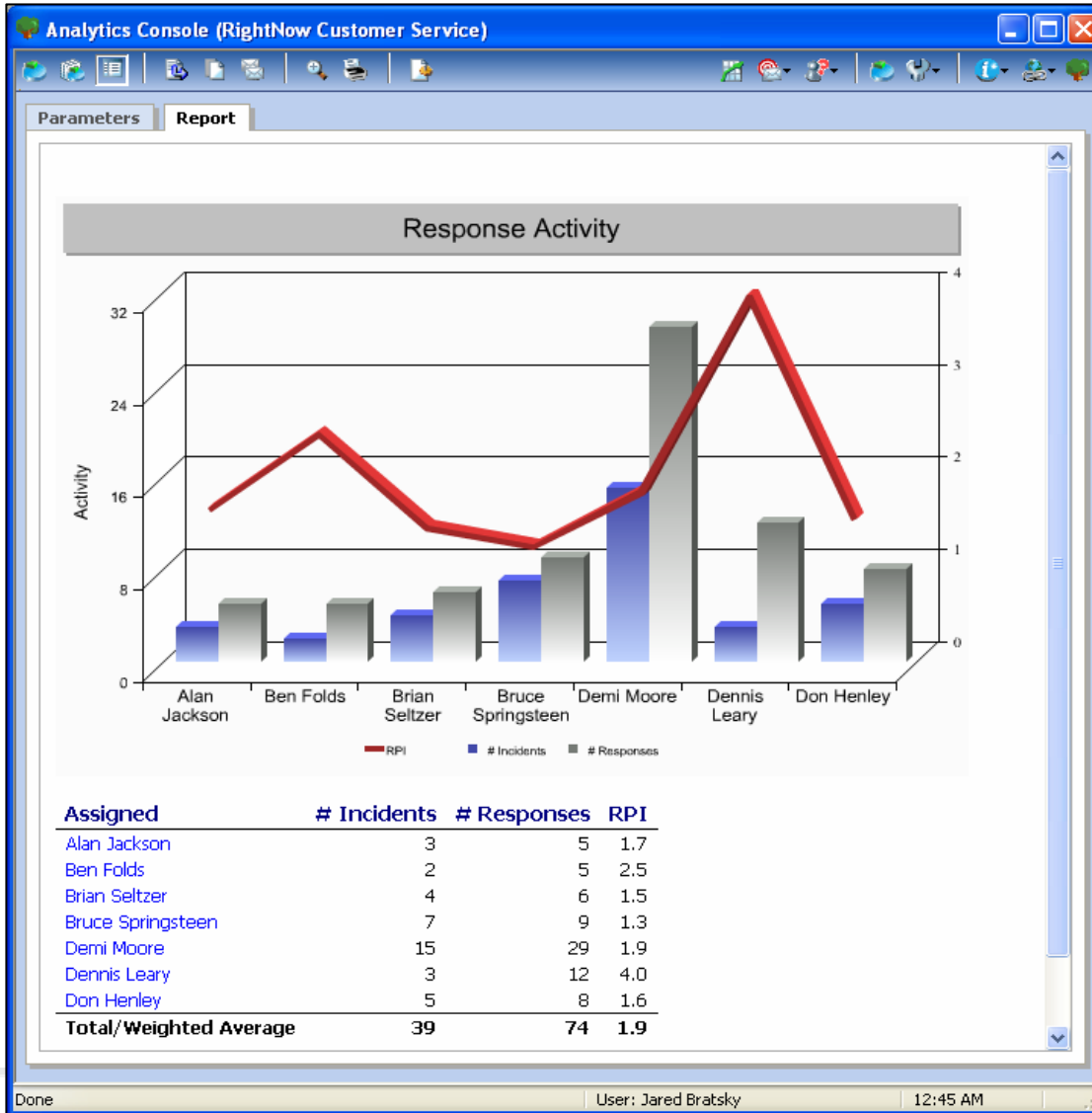
This screenshot shows the 'Finish' tab of the 'Custom Script Definition' dialog. The code area contains a function definition for `rn_analytics_process_exit`. A text box is overlaid on the code with the text 'Called once after all data rows have been processed. Extra data rows may be passed back.' The dialog has 'OK', 'Clear', and 'Cancel' buttons at the bottom.

# Advanced Charting Techniques

- Plotting Values on Different Scales
  - Used for line/bar graphs
  - Example uses:
    - o Integers vs. Decimals
    - o Totals vs. Percentage
  - Scales:
    - o Customizable through chart styles
    - o Can be synced per chart
- Using a Series Indicator
  - Defines series for Chart by the set of distinct values in a column of data
  - Typical use case is grouping a report by multiple dimensions



# Advanced Charting Techniques: Plotting Values on Different Scales



# Advanced Charting Techniques: Plotting Values on Different Scales

The image displays three overlapping dialog boxes from Microsoft Office, illustrating the steps to create a chart with multiple data series on different scales.

- Chart Wizard (Step 1):** Shows the selection of a chart type. The "Line/Bar Combo" option is selected in the "Chart Type" list. A blue arrow points to this selection.
- Chart Wizard (Step 2):** Shows the selection of source data. Under "Select one or more categories", "Assigned" is selected. Under "Select line series", "RPI" is selected. Under "Select bar series", "# Incidents" and "# Responses" are selected. Blue arrows point to these selections.
- Editing Chart Style:** Shows the "Scale" tab. The "Scale Positions" are set to "Bar Left, Line Right". The "If Scales Synched, Hide Line Scale" checkbox is unchecked. The "Set Scale Values" are set to "Automatically". The "Options" section shows "Max Number of Major Tick Lines" set to 4, "Number of Minor Tick Lines" set to 3, and "Percent over max value" set to 0. A blue arrow points to the "Scale" tab.
- General Chart Settings:** Shows the "General Chart Settings" dialog. The "Chart Title" is "Response Activity". The "Category Axis Label" is empty. The "Bar Value Axis Label" is "Activity". The "Line Value Axis Label" is empty. The "Sync Bar and Line Scales" checkbox is checked. The "Chart Width" is 600 and "Chart Height" is 400. The "Chart Format" is "flash". The "Chart Style" is "Jared - Ocean". A blue arrow points to the "Sync Bar and Line Scales" checkbox, and another blue arrow points to the "Choose" button.





# Advanced Charting Techniques: Series Indicator

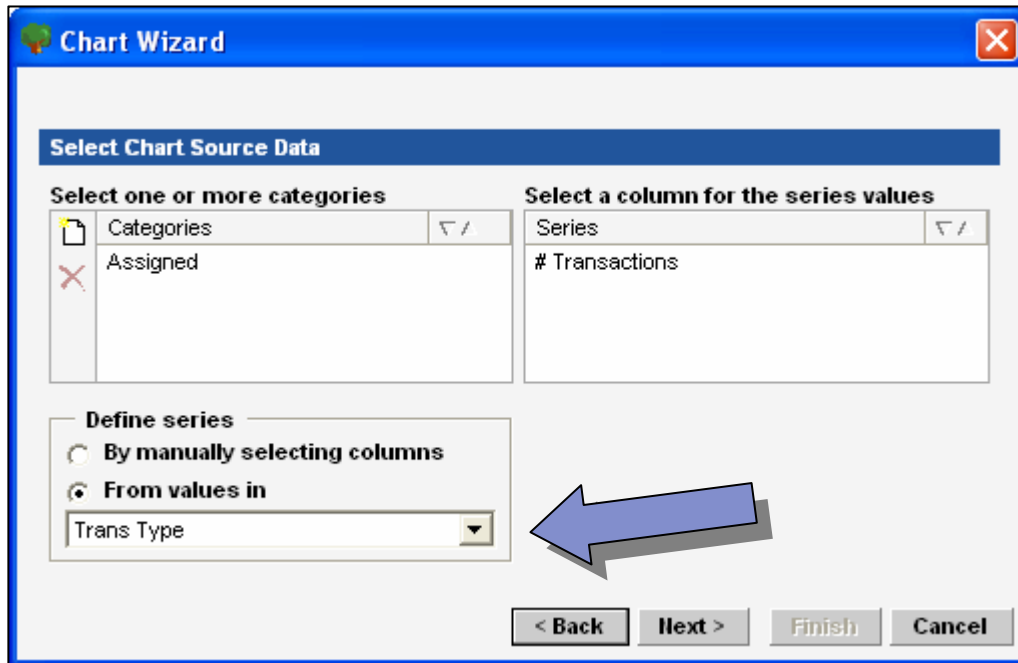


Chart Wizard

Select Chart Source Data

Select one or more categories

Categories	▽ /
Assigned	

Select a column for the series values

Series	▽ /
# Transactions	

Define series

By manually selecting columns

From values in

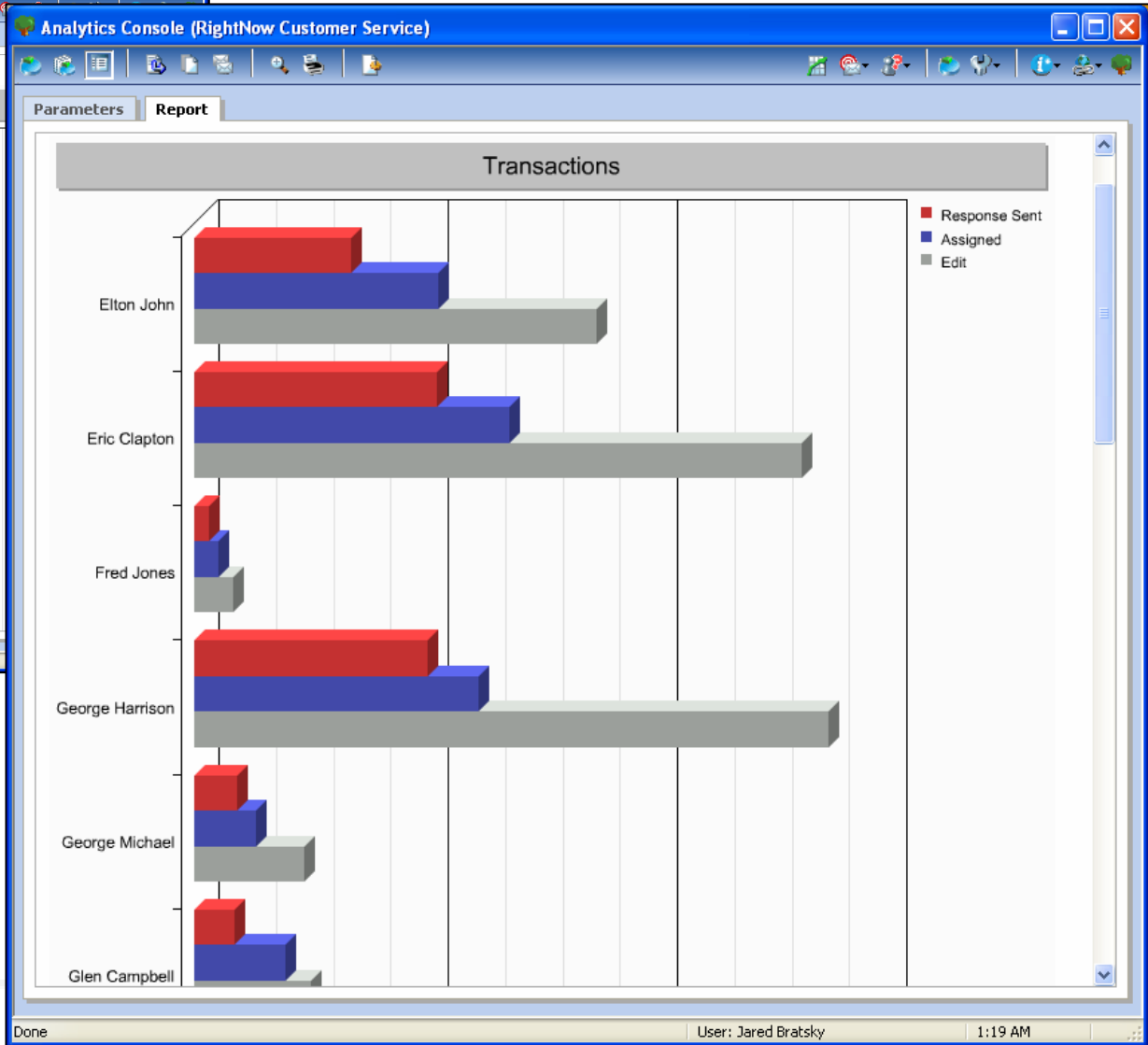
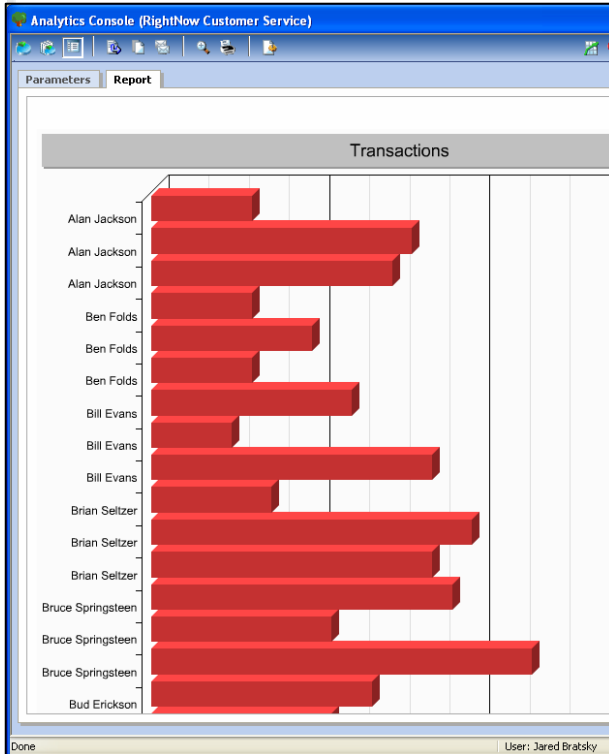
Trans Type

< Back   Next >   Finish   Cancel

- The report is grouped by assigned and transaction type.
- Our category axis is defined as 'Assigned'.
- The series indicator will be 'Trans Type'.

Therefore, the series within each assigned grouping will be the distinct values of trans type over the dataset.

# Advanced Charting Techniques: Series Indicator



# Data Exceptions

## Defined During Report Creation

**- Response Activity Report (Exception)**

Properties | Filters | **Output** | Permissions | Scheduling

Output Levels

- Levels
  - Top Level
    - Output
    - Result Grouping
    - Result Ordering
    - Comparison Options
    - Trending Options
    - Display Options
    - Data Exceptions**
    - Format
    - Charts
    - New Level

Exception Name	Expression	Operator	Value	Display Refere...	Notifications	▽ / ▲
High RPI	count(*)/count(distinct i...	>	3.0	RPI	Tabular	▼
Low RPI	count(*)/count(distinct i...	<=	1.2	RPI	Tabular	▲

**Current Exception Notification Options**

**Tabular Display Options**  **Chart Display Options**

**Show Tabular Notification**

**Automatically display exception notifications**

**Use the following display options**

**Data Marking** None ▾

**Cell Color**   **Transparent**

**Font** Tahoma 12pt █ ▾

**Show Exception Criteria**

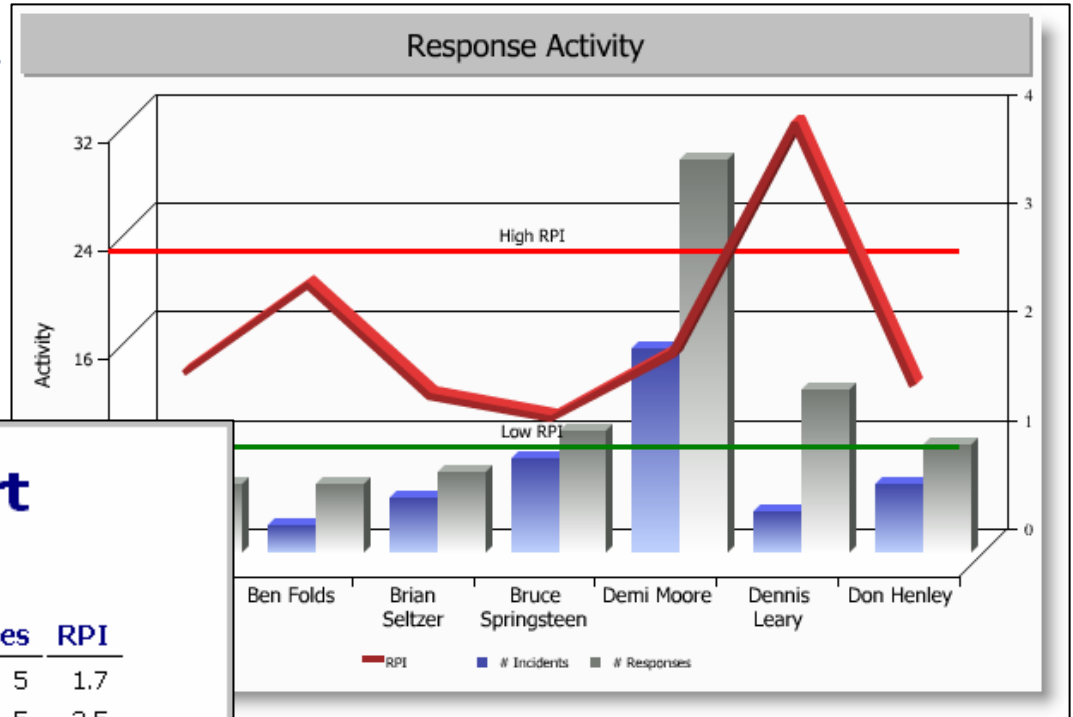
**Show percentage meeting exception**

**Show percentage not meeting exception**



# Data Exceptions

## An Example



### Response Activity Report

#### Adding Exceptions

Assigned	# Incidents	# Responses	RPI
Alan Jackson	3	5	1.7
Ben Folds	2	5	2.5
Brian Seltzer	4	6	1.5
Bruce Springsteen	7	9	1.3
Demi Moore	15	29	1.9
Dennis Leary	3	12	4.0
Don Henley	5	8	1.6
<b>Total/Weighted Average</b>	<b>39</b>	<b>74</b>	<b>1.9</b>

Record Count: 7

**High RPI:** count(\*)/count(distinct incidents.i\_id) greater than 3.0

Items meeting criteria: 14.3%

**Low RPI:** count(\*)/count(distinct incidents.i\_id) less than or equal to 1.2

Items meeting criteria: 0.0%



# Trending

Defined during Report Creation similar to Comparison Columns

Step 6.1 - Trend

Properties Filters **Output** Permissions Scheduling

Output Levels

- Levels
  - New Level
    - Output**
    - Result Grouping
    - Result Ordering
    - Comparison Options
    - Trending Options
    - Display Options
    - Data Exceptions
    - Format
    - Charts

Output Columns

Column/Function	Column Width	Data Length	Column Heading	
date_format(stats.stat_date, 'GROUP_DATE')	<input type="checkbox"/> Auto	All	Date	▼
max(stats.incident_backlog)	<input type="checkbox"/> Auto	N/A	Backlog	▼ ▲
max(stats.incident_backlog)	<input type="checkbox"/> Auto	N/A	Backlog Trend	▲

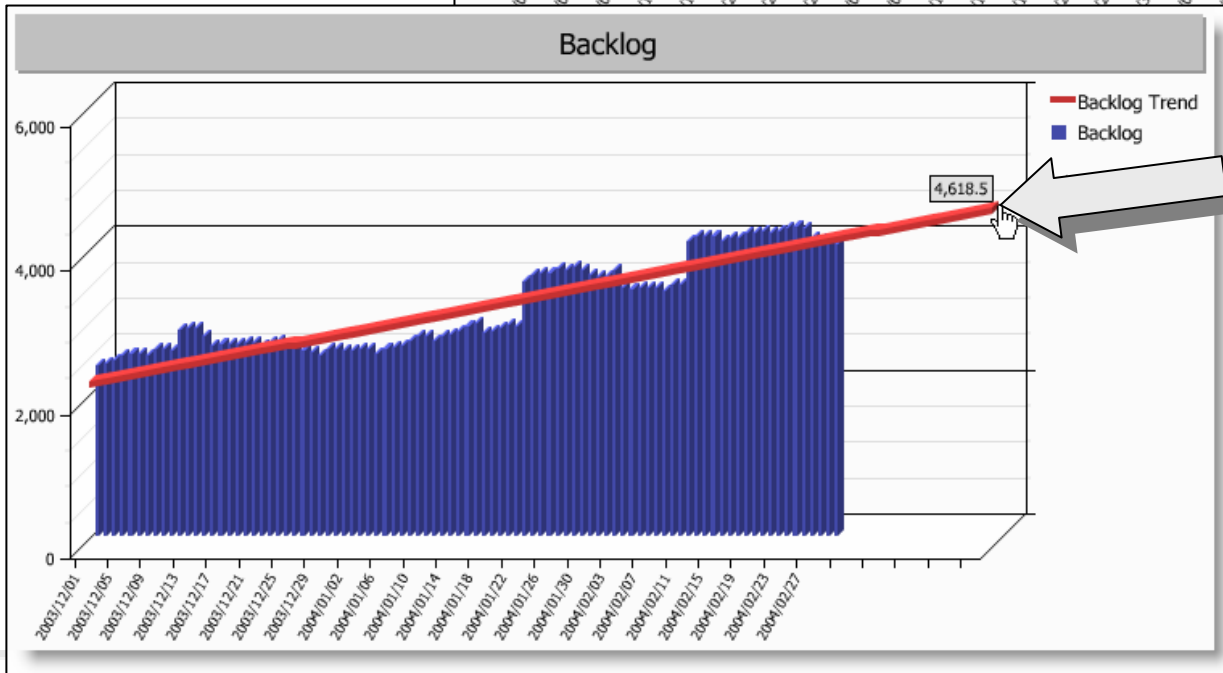
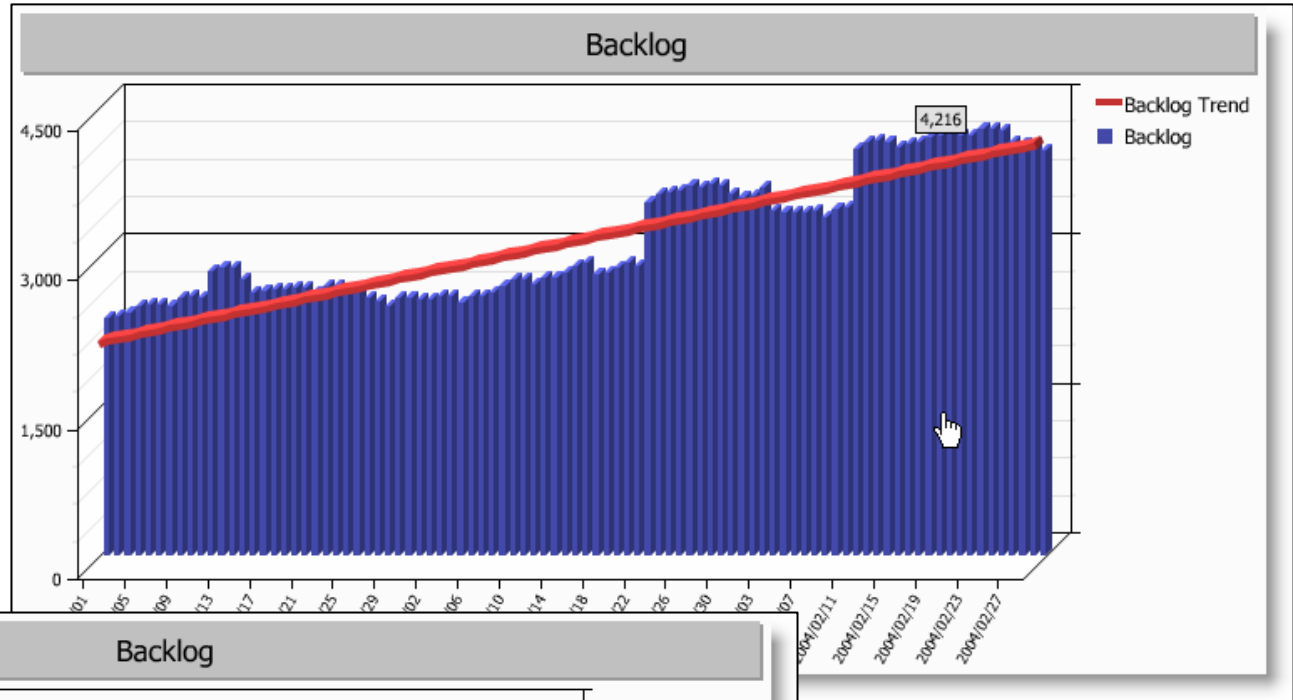
# Trending: Output

Date	Backlog	Backlog Trend
2003/12/01	2382	2190.4
2003/12/02	2397	2212.5
2003/12/03	2432	2234.6
2003/12/04	2504	2256.7
2003/12/05	2524	2278.7
2003/12/06	2525	2300.8
2003/12/07	2502	2322.9
2003/12/08	2589	2345.0
2003/12/09	2598	2367.0
2003/12/10	2584	2389.1
2003/12/11	2859	2411.2
2003/12/12	2881	2433.2
2003/12/13	2883	2455.3
2003/12/14	2778	2477.4
2003/12/15	2640	2499.5
2003/12/16	2661	2521.5
2003/12/17	2667	2543.6
2003/12/18	2668	2565.7
2003/12/19	2685	2587.8
2003/12/20	2681	2609.8
2003/12/21	2643	2631.9
2003/12/22	2696	2654.0
2003/12/23	2699	2676.1
2003/12/24	2661	2698.1
2003/12/25	2635	2720.2
2003/12/26	2583	2742.3
2003/12/27	2545	2764.4
2003/12/28	2501	2786.4
2003/12/29	2587	2808.5
2003/12/30	2588	2830.6
2003/12/31	2564	2852.6

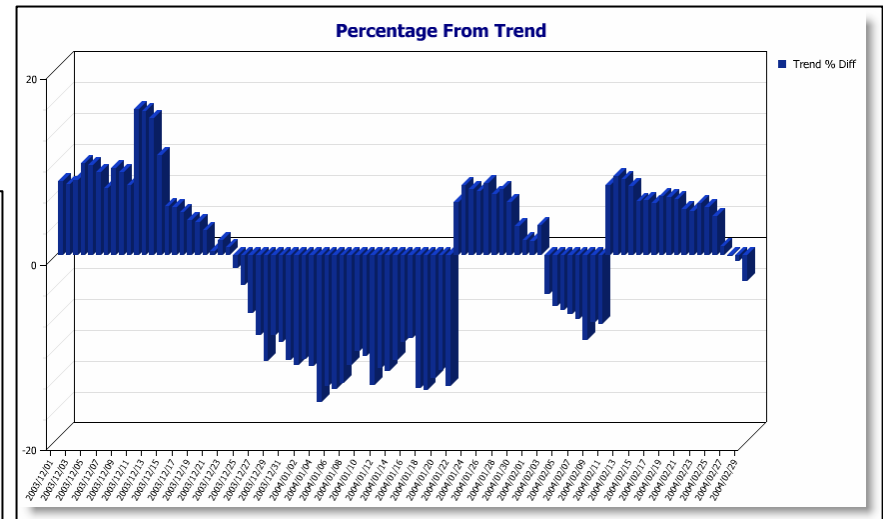
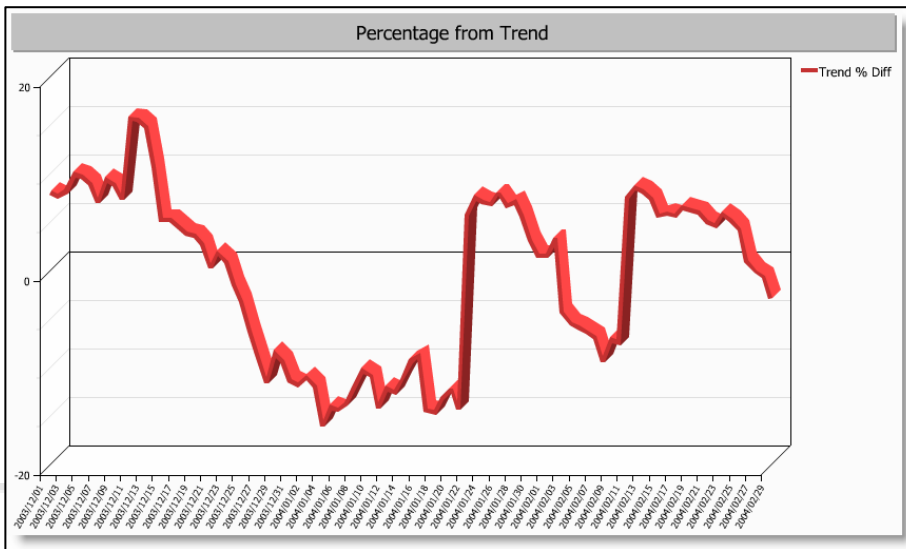
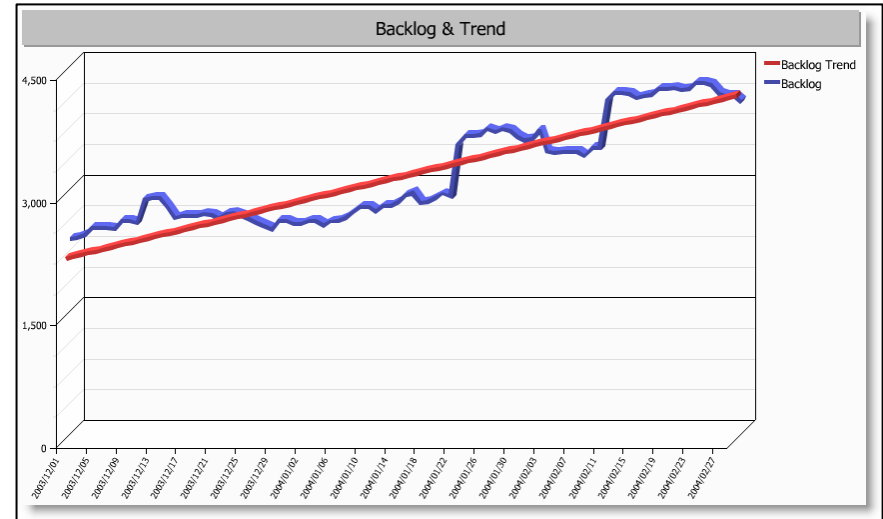
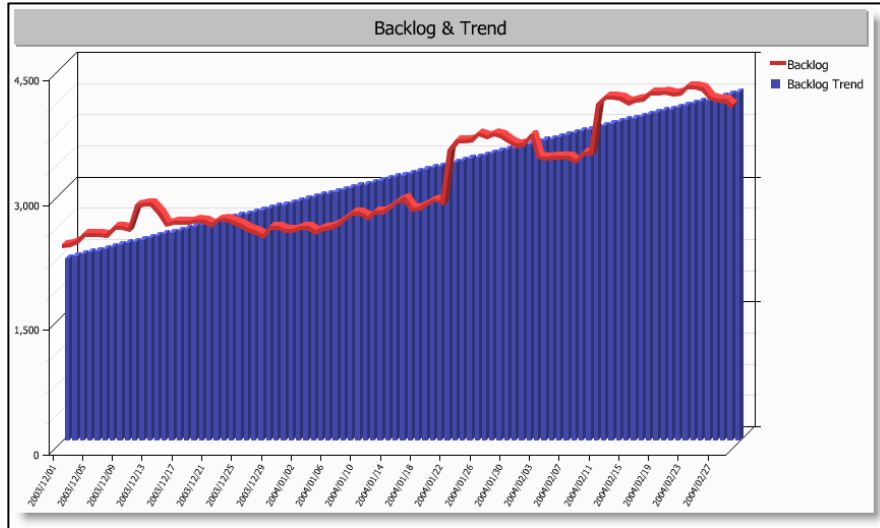
Date	Backlog	Backlog Trend
2003/12/01	2382	2190.4 ↓
2003/12/02	2397	2212.5 ↓
2003/12/03	2432	2234.6 ↓
2003/12/04	2504	2256.7 ↓
2003/12/05	2524	2278.7 ↓
2003/12/06	2525	2300.8 ↓
2003/12/07	2502	2322.9 ↓
2003/12/08	2589	2345.0 ↓
2003/12/09	2598	2367.0 ↓
2003/12/10	2584	2389.1 ↓
2003/12/11	2859	2411.2 ↓
2003/12/12	2881	2433.2 ↓
2003/12/13	2883	2455.3 ↓
2003/12/14	2778	2477.4 ↓
2003/12/15	2640	2499.5 ↓
2003/12/16	2661	2521.5 ↓
2003/12/17	2667	2543.6 ↓
2003/12/18	2668	2565.7 ↓
2003/12/19	2685	2587.8 ↓
2003/12/20	2681	2609.8 ↓
2003/12/21	2643	2631.9 ↓
2003/12/22	2696	2654.0 ↓
2003/12/23	2699	2676.1 ↓
2003/12/24	2661	2698.1 ↑
2003/12/25	2635	2720.2 ↑
2003/12/26	2583	2742.3 ↑
2003/12/27	2545	2764.4 ↑
2003/12/28	2501	2786.4 ↑
2003/12/29	2587	2808.5 ↑
2003/12/30	2588	2830.6 ↑
2003/12/31	2564	2852.6 ↑



# Trending: Forecasting



# Trending: Visualizing Trends



# Additional Information

- [rightnow.custhelp.com](http://rightnow.custhelp.com)
  - A few favorite answers:
    - o Answer ID 2240: In 7.x, what are the interval types in the Incident Performance table?
    - o Answer ID 1884: In views and reports, what are the aggregate, string, date, logical, and math *functions*?
    - o Answer ID 2482: In 6.x, how do I include a recursive drill-down in my custom report?
    - o Answer ID 1836: How do I create drill-down views and reports?
    - o Answer ID 1917: Which data and standard reports are cached?
    - o Answer ID 2192: Sending a report only if it has data in it
    - o Answer ID 2047: What are the chat Statuses in RightNow Live reports?
- Analytics Training
- Analytics Booth & Ask the Experts
- Professional Services
- RightNow Manuals and Online Help
- My Contact Info
  - [sboyer@rightnow.com](mailto:sboyer@rightnow.com)

