

ELM - Miva Merchant Statistics Package

The ELM Package allows you to generate complete reports and statistics on the who, what, when & where of your store. ELM is Copyright ©2000 Adam Denning

Configuring ELM to not track hits from your computer/browser

1. In admin, click on your store's **logging configuration** link.
2. Click the **Enhanced Logging Module** link.
3. Check the box to **not log hits** from this computer/browser.

Using ELM

1. In admin, click the ► next to **stores**.
2. Click the ► next to your store.
3. Click the ► next to your store's Utilities link.
4. Click the **ELM Stats** link.

Cumulative Reports

Averaged Totals – Total hits, unique hits, order totals, and a graphical breakdown of the screens and actions performed in your store.

Top 100 Reports – Top 100 products viewed, added to basket, removed from basket, ordered, searches, categories viewed, browsers/platforms, countries shipped to, and states shipped to. Most reports will also include hyperlinks to your store for quick reference. For example, on the search report, each search is hyperlinked to the same search query in your store so you can quickly gauge the effectiveness of your search engine.

Recent Activity Reports

Last 100 Users – Date/time, action, screen, parameter, IP address, and browser/platform of the last 100 users. The action and screen codes are listed at the bottom of this document. Parameters can vary depending on the action/screen. A parameter may include the product being viewed or added to the basket, a search query performed, a category code viewed, etc.

Today - Total hits, order totals, and a graphical breakdown of the screens and actions performed in your store for the current day.

Archive

This Month – Day by day breakdown of total hits, order totals, and a graphical breakdown of the screens and actions performed in your store for the current month.

This Year – Month by month breakdown of total hits, order totals, and a graphical breakdown of the screens and actions performed in your store for the current year.

Date Range Reports

Day by day breakdown of total hits, order totals, and a graphical breakdown of the screens and actions performed in your store for a user defined data range.

Individual Products Report

Provides a report on any product including the number of times viewed, added to basket, removed from basket, and ordered. Additional product information is also displayed for quick reference.

Export Full Products Report

Exports a pipe-delimited flat file into your data directory containing a listing of each product in your store, and the number of times viewed, added to basket, removed from basket, and ordered. This file can easily be imported into common database/spreadsheet programs such as Access, Excel, Lotus, etc for analyses.

Screen/Action Reference

ELM logs the following screens:

- SFNT - Storefront
- PROD - Product
- CTGY - Category
- SRCH - Search
- PLST - Product List
- ATTR - Attribute
- UATR - Upsale Attribute
- LOGN - Login
- ACNT - Account
- OINF - Order - Customer Information

- OSEL - Order - Select shipping/payment
- OPAY - Order Payment
- INVC - Order Invoice

Elm logs the following actions:

- ADPR - Add Product*
- AUPR - Add Upsale Product
- RPRD - Remove Product*
- QNTY - Update Basket Quantity*
- LOGN - Login
- UCST - Update Customer Information
- ICST - Insert New Customer
- EMPW - Email Customer Password

* Note: When adding a product, if the quantity is greater than one, ELM will log the appropriate number of products added. ADPR will always reflect the actual number of products added, not simply the number of times the add to basket button was clicked. However, all instances of RPRD and QNTY will always be logged as 1 due to the nature of the Merchant hooks.

Customization for Your Site/Store

If you need these, or any other DesignExtend distributed modules, customized for your store, please submit a quote request at our site. We are experienced in creating and customizing a variety of modules to increase your store's functionality.

Getting Support

You can obtain support at <http://www.designextend.com/support> You will need the login we provided (or your existing one we upgraded) in order to access the MODULES SUPPORT forum.