



Data Mining Overview

Help Documentation

Data Mining Overview

While the default reports available in SmarterStats provide a general overview of the various statistics extracted from your log files, data mining allows site administrators and users to drill-down and analyze statistical data on a deeper level. These reports are an invaluable resource for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your investment(s) or for a variety of other tasks requiring a large-scale, detailed analysis of website traffic.

To reduce the complexity often associated with data mining, SmarterStats presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they need to evaluate the effectiveness of an online marketing or advertising campaign. For more information, see [Data Mining Report Types](#) .

To access data mining reports, click the Data Mining icon. The following options will be available in the navigation pane:

- Report - Select the data mining report you would like to run on the selected file. For more information on each report, see [Data Mining Report Types](#) .
- Filename - The file to be data mined. To browse for a specific file, click the folder icon to the right.
- Start and End Date - The time frame on which the data mining report statistics are generated.
- Rows - The number of rows in the data mining report.
- Chart - The chart type displayed in the data mining report.
- Filter Set - The filter set that should be applied to the data mining report.

You can also perform data mining by selecting it from the dropdown arrow next to items returned in a report (where applicable).