Reporting and Metrics

All about reports, metrics, and analytics in Stack Overflow for Teams Enterprise.

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Tags | **Reports** | **Engagement** | **Community** |

Applies to: Free   Basic   Business   **Enterprise**

ADMIN PRIVILEGES REQUIRED

*This documentation is for **Stack Overflow for Teams Enterprise**. Free, Basic, and Business users can access their documentation [here](#). [Find your plan.](#)*

Overview

Your Stack Overflow for Teams Enterprise (SOE) site contains built in reports covering a number of different areas, including:

- Overall community activity and usage (number of posts, votes, users, visitors) across several different dimensions and time periods
- Activity and top users for each given tag on your site
- Activity, top contributions, and expert areas for each user on your site

These can be used to gain insight into a number of areas, or answer questions like:

- The overall health and activity of your community
- Who the top contributors in your organization are
- Who is most knowledgeable about a given technology or topic
- Which internal technologies are used the most and what issues are the most prevalent in those technologies

This article provides an overview of both the reporting and analytics that are accessible to you through the system, as well as some of the extensibility and integration options provided.

NOTE: *We use the generic word "community" in this article, not to be confused with Stack Overflow's [Communities](#) feature.*

Analytics in SOE

Analytics panel in the moderator dashboard

Your moderator dashboard contains an analytics page that shows all of the key community activity and health metrics.

You can access the Analytics panel by clicking the moderator link in the top nav bar, then **Analytics**.
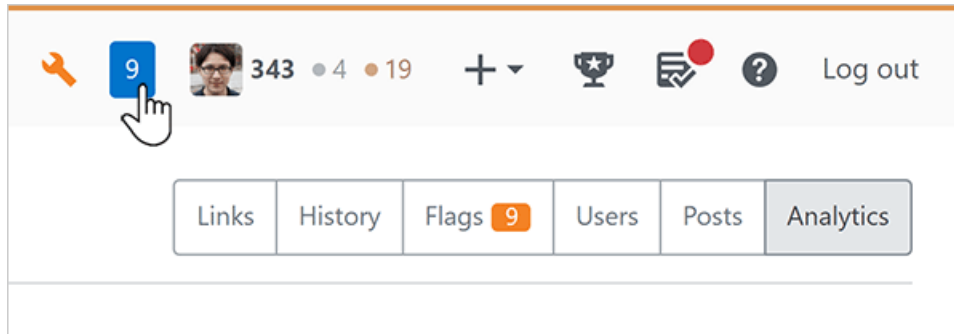
Graphs display a timeline of posts, votes, and traffic. Date selectors across the top of the page control the range of dates displayed.
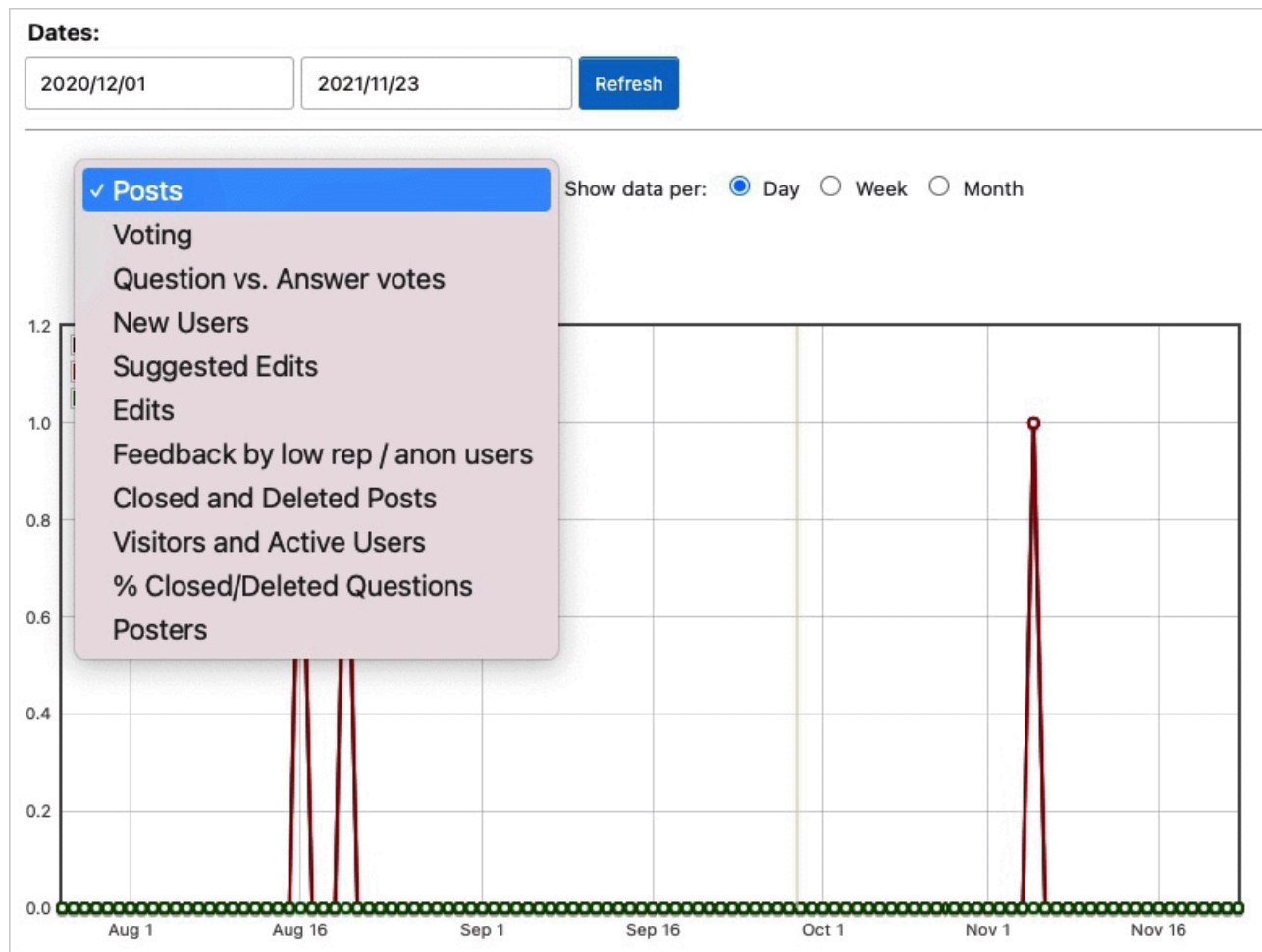
You can filter and drill down into several areas to display the data you want, including:

- Posts (questions, answers, comments)
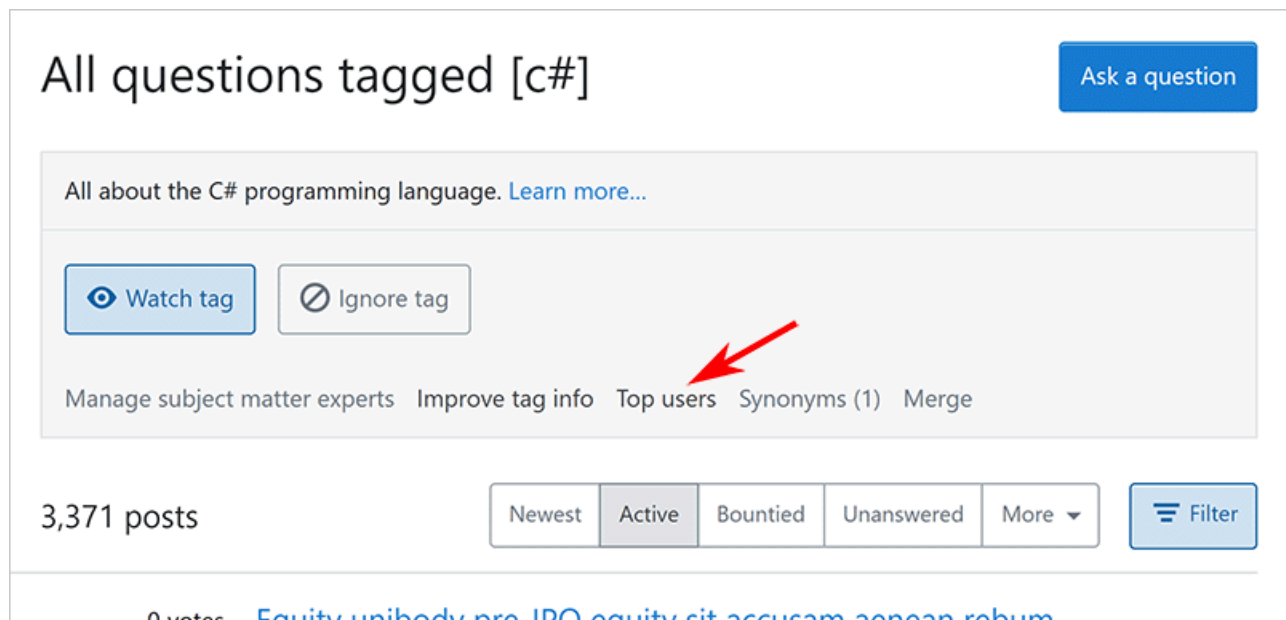- Edits & suggested edits
- Voting & feedback

- New users and visitors

Tag activity page

A tag is a keyword or label that categorizes your question with other, similar questions. Tag metrics can give you useful information about topics being posted on your site. The more active a tag is, the more popular the topic. You can access the tags page by clicking **Tags** in the left-hand menu.

The Tags page shows a button for each tag which includes tag name, usage guidance, number of content items using that tag, and more. You can toggle between views to sort they tags in three ways: **Popular**, **Name**, and **New**.

Additionally, you can find more detailed information for each tag by selecting the tag and clicking its **top users** link.


Once on the Top Users page of a tag, you can see the number of questions on that tag in the last 7 days, 30 days, and all time, the top answers/experts in that tag, and more. This page can be very useful in identifying who in your community is the most knowledgeable about a given technology or topic.

User activity page

Information on user activity can be very helpful as you are working through strategies to grow your community. You can access a snapshot of user information including users with flagged posts and users in suspension through the moderator tools. To see user activity statistics, click **Users** in the left-hand menu. From here you can sort your users by reputation earned, new users, voters, editors, moderators, and admins. You can also filter some of these views by week, month, quarter, year, and all-time.
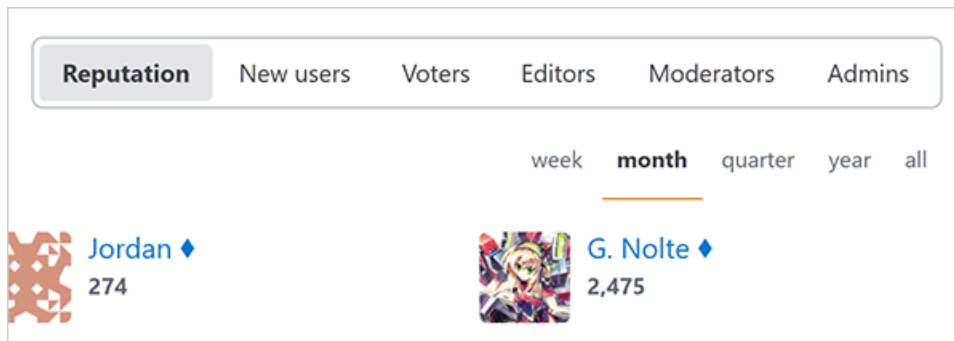
To learn more about a given user, click the user's name or avatar picture. Click **Profile** to see basic user stats and achievements. For the richest user data, click **Activity**. Here you can see questions and answers posted, badges earned, tags they've contributed to, answers accepted, bounties, and more. This is the best way to see how a given user is contributing to the community.

Extensions and integrations

If you'd like to get even more insights into usage or integrate the reporting into your existing workflows, we can help with that. SOE has some built in capabilities for extension as well as options for direct integrations with other systems.

These integrations not only make it possible to utilize data in your existing workflows or systems, but also open up access to a variety of data that is not immediately visible in the UI of your SOE instance.

Additional/custom reporting via SQL

SOE stores a lot of data about activity, everything from edit history to traffic logs. If you have specific questions or insights you'd like to gain, our support team can advise you on the data available and also assist in writing queries to make that data available on a one-time or ongoing basis.

Integration into business intelligence or analytics systems

If you have an existing business intelligence or data analysis system (such as Tableau, Looker, or others), there's a very good chance that you can pull in your SOE data for reporting purposes. This should be supported by any system that supports consuming data from a SQL data

Reach out to support for a full breakdown of our data schema and available data or assistance in getting started.

Google Analytics

For more information on how SOE integrates with Google Analytics, please see our Google Analytics reporting article.