

Next Analytics

Automation
For Windows PCs

Our Approach

- * Web Analytics Reporting is a time-consuming and error-prone process
- * Next Analytics can help you in several ways
 - * Automatically download your data from multiple queries and multiple sources
 - * Automatically analyze your data using a powerful analytics engine and avoid complicated and fragile Excel formulas
 - * Easy consolidation of information using our modular widgets
 - * Floating time periods make regular report updates as easy as a single click to refresh
 - * Includes utilities to refresh multiple workbooks and schedule regular refreshes
- * THIS DOCUMENT focuses on the last item:
 - * Batch and Scheduled Updates

Batch and Scheduled Updates

- * Typical Scenarios:

- * Prepare the monthly reports for my boss or my clients
- * Capture competitive Facebook metrics weekly
- * Capture Twitter message traffic daily
- * Have my daily sales lead report waiting for me
- * Refresh specific reports overnight for me

Next Analytics Utilities

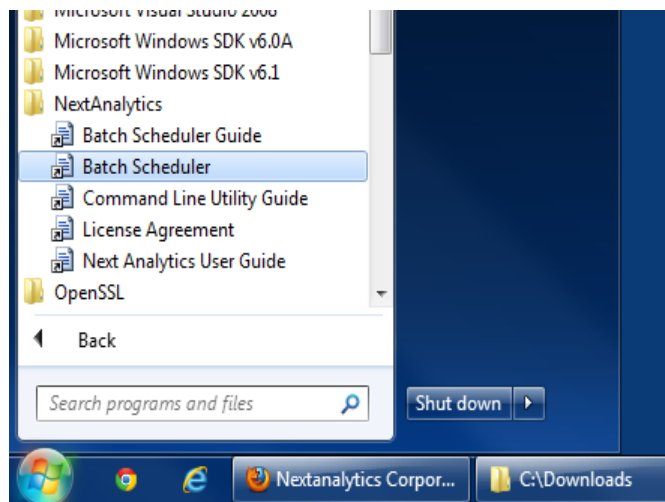
- * Batch Scheduler
 - * Interactive utility to schedule one-time or daily refresh
- * Command Line Utility
 - * Provides Windows batch/command interface
 - * Used with Windows Task Scheduler for ultimate flexibility

Critical Step: Identities

- * Next Analytics was designed with a flexible architecture that could support multiple identities or logins
- * MUST copy *.config from Documents\Nextanalytics\ into the same folder as file(s) to be refreshed
 - * googleanalytics-default.config
 - * facebook.config
 - * twitter.config
 - * linkedin.config
- * This allows you to run batch updates using different accounts

Batch Scheduler

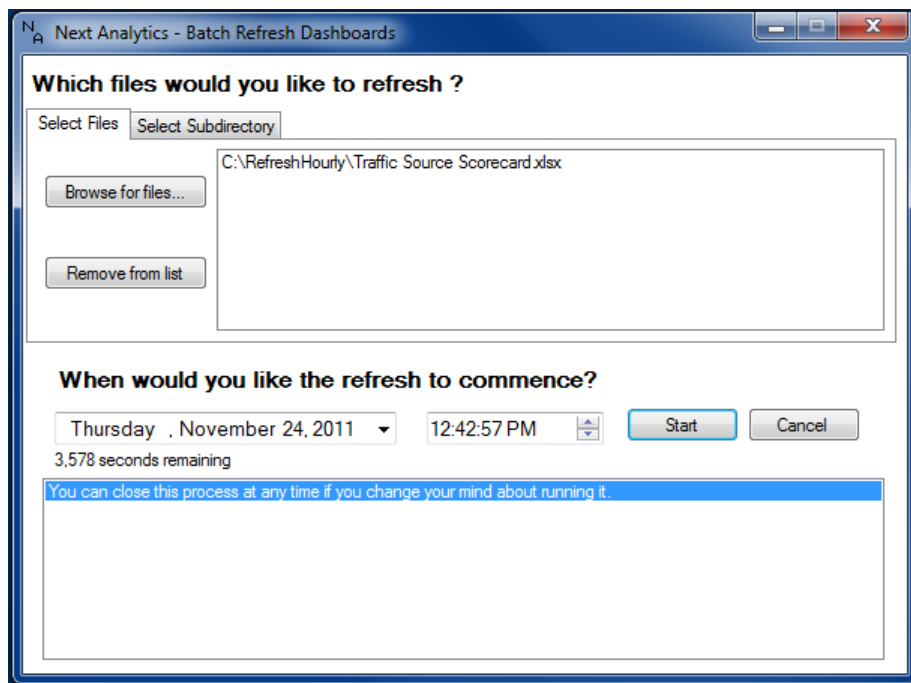
- * Launch from Windows menu
 - * NextAnalytics
 - * Batch Scheduler



- * Note that the Batch Scheduler Guide is also available

Batch Scheduler

- * Select the file(s) or directory to refresh*
- * Pick a time
- * Click Start
 - * You will see the count-down running
- * Your workbooks will be refreshed
- * Automatically reschedules 24 hours later



* remember to copy the identity (*.config) files!

Command Line Utility

- * Allows for bulk refresh using batch files or command scripts
- * Simple syntax*:
 - * For a single file
 - * NxaCmd.exe
nxa_files=C:\RefreshDaily\workbook.xls
 - * Or an entire directory
 - * NxaCmd.exe nxa_dir=C:\RefreshDaily
- * Command Line Utility Guide available from Windows menu > NextAnalytics

* remember to copy the identity (*.config) files!

Using the Command Line Utility

- * Create a directory for the files to be refreshed
- * Copy the required *.config files from
My Documents\Nextanalytics
- * Create a batch (.bat) program to perform a series of actions
- * Sample batch file (next page)
 - * Automatically detects directories
 - * Logs results to a file
 - * Remains on-screen if an error detected
- * Can refresh on demand by running the batch program
- * Can schedule it to run at regular intervals using the Windows Task Scheduler

Sample Batch File Contents

Save the contents below to a file called RefreshThisDirectory.bat and place it in the directory with your files:

```
@echo off
Echo Running Next Analytics auto-refresh. Do not use Excel while this process runs.
REM change to drive where this script resides
%~d0

REM change to directory where this script resides
cd %~p0

REM log start time to new local log file
del log.txt
echo STARTED AT %date% %time% >> log.txt

REM find NxaCmd.exe directory
IF EXIST "C:\Program Files (x86)\Nextanalytics\NxaCmd.exe" SET CmdDir="C:\Program Files
(x86)\Nextanalytics\NxaCmd.exe"
IF EXIST "C:\Program Files\Nextanalytics\NxaCmd.exe" SET CmdDir="C:\Program
Files\Nextanalytics\NxaCmd.exe"

REM process files in this directory
%CmdDir% nxa_dir="%cd%" >> log.txt

REM log end time to local log file
echo ENDED AT %date% %time% >> log.txt
@echo off

REM test to see if anything succeeded
find /c "Success" log.txt
if %errorlevel% equ 1 goto noSuccess

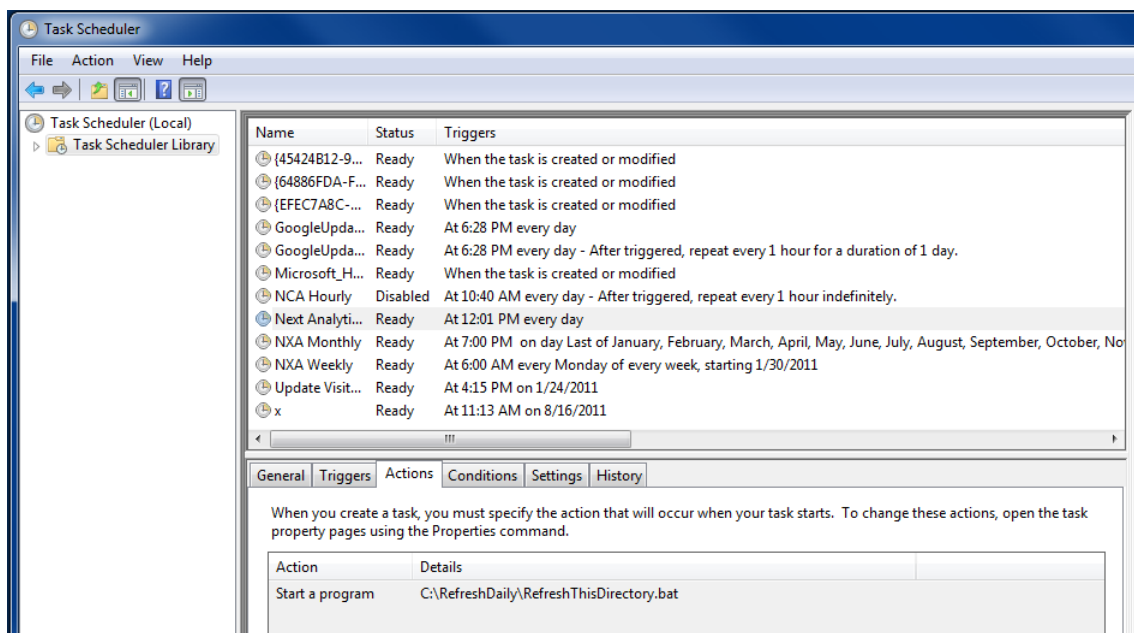
REM test to see if anything failed
find /c "ERROR" log.txt
if %errorlevel% equ 1 goto lastline
echo ERROR DETECTED! Read log.txt file for details.
pause
goto lastline

:noSuccess
echo PROBLEM DETECTED! Read %cd%log.txt file for details.
pause

:lastline
```

Windows Task Scheduler

- * All Programs > Accessories > System Tools
- * Extremely flexible utility included with Windows
 - * Probably surprise you what is already scheduled
- * Can schedule daily, weekly, monthly, or on event



Usage Notes

- * User **MUST** be logged into Windows for either Batch Scheduler or Command Line Utility to run properly
 - * Screen-lock is OK
- * Do not use Excel while running refreshes in batch
- * Watch for errors!
 - * Sometimes Excel.exe process hangs in the background
 - * Can cause the addin to disappear (disable)
 - * Be aware there are quota limitations on all of the services
 - * Twitter is toughest: 350 queries per hour max

Summary

- * Next Analytics enables you to
 - * Make multiple queries from multiple sources
 - * Analyze without complicated Excel formulas
 - * Consolidate using modular widgets
 - * Make regular report updates without adjustments
 - * Schedule multiple workbooks for bulk refresh
- * Use Batch Scheduler for one-time refresh
- * Use the Command Line Utility for flexibility
 - * With a batch or command script file
 - * Windows Task Scheduler for regular updates