WeChat Mini Program Analytics Tutorial

by Wiredcraft
WeChat Mini Program
Analytics Tutorial

10th May, 2018
Overview

The purpose of the **WeChat Mini Program Analytics Tutorial** is to provide readers a comprehensive understanding of WeChat Mini Program Analytics.

This Tutorial walks through the analytics dashboard of the WeChat Mini Program (short as MP), and helps readers to understand what they can expect from the dashboard, including its capabilities and limitations.

**Before you start**

WeChat is an integrated tool used for social media, ecommerce, blogging. It now has more than 1 billion active monthly users. Mini program was first introduced in 2016, it allows users to launch an app inside WeChat without downloading a new app.
Where is the dashboard?

To open the Mini Program dashboard, first log in to your MP account. After you log in, click **data analysis** (数据分析) on the menu located on the top left of the page. The dashboard should look like the screenshot below.

**Screenshot of MP Analytics Dashboard**

**Dashboard Notation**

The dashboard provides data analysis in six (6) categories. They are Overview, Live statistics, Traffic analysis, Customized analysis, User profile.
Extra Info

On the top right corner, there are two buttons, User Tutorial and Check Data on Cell phone. By clicking User Tutorial, you will land on the tutorial page which is written in Chinese. By clicking Check Data on Cell phone, you can scan the QR code inside the WeChat and land on the Mini Program (小程序数据助手), this Mini Program allows you to check data analysis of your own MP.

CATEGORIES

— Overview (概况)
— Live stats (实时统计)
— Traffic analysis (访问分析)
— Source analysis （来源分析）
— Customized analysis (自定义分析)
— Demographics (用户画像)
Overview
概况
This page gives you a general idea of how your MP performs. The page is broken into three sections: overview of yesterday, metric chart, and page rank list.

Note: Data under this category only show the MP of current online version, which means that it does not show the data of staging version of your MP.

**Overview of Yesterday**

<table>
<thead>
<tr>
<th></th>
<th>Number of MP launch</th>
<th>Number of visit/user</th>
<th>New User</th>
<th>Number of times shared/user</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>XXX</td>
<td>XXX</td>
<td>XXX</td>
<td>XXX</td>
</tr>
<tr>
<td>Day</td>
<td>+ - X%</td>
<td>+ - X%/+ - X%</td>
<td>+ - X%</td>
<td>+ - X%/+ - X%</td>
</tr>
<tr>
<td>Week</td>
<td>+ - X%</td>
<td>+ - X%/+ - X%</td>
<td>+ - X%</td>
<td>+ - X%/+ - X%</td>
</tr>
<tr>
<td>Month</td>
<td>+ - X%</td>
<td>+ - X%/+ - X%</td>
<td>+ - X%</td>
<td>+ - X%/+ - X%</td>
</tr>
</tbody>
</table>

**Screenshot:**

昨日概况

<table>
<thead>
<tr>
<th>打开次数</th>
<th>访问次数 / 人数</th>
<th>新访问用户数</th>
<th>分享次数 / 人数</th>
</tr>
</thead>
<tbody>
<tr>
<td>41838</td>
<td>164851 / 26203</td>
<td>7631</td>
<td>385 / 241</td>
</tr>
<tr>
<td>日 +6.33%</td>
<td>日 +6.24% / +9.21%</td>
<td>日 +27.46%</td>
<td>日 -11.09% / -12.04%</td>
</tr>
<tr>
<td>周 +36.37%</td>
<td>周 +45.12% / +36.28%</td>
<td>周 +124.57%</td>
<td>周 +28.33% / +33.89%</td>
</tr>
<tr>
<td>月 -14.61%</td>
<td>月 -15.02% / -5.11%</td>
<td>月 -7.99%</td>
<td>月 -18.95% / -20.46%</td>
</tr>
</tbody>
</table>
Metric Chart
This chart shows the trend of nine (9) metrics, with time periods including last 7 days, last 30 days, and customized period.

Metrics
- Total number of users (unique users) from the day launched
- Number of launches
- Number of visits
- Number of users
- Number of new users
- Number of shares
- Number of people sharing
- Avg. duration per visitor
- Avg. duration per visit
累计访问用户数

日期范围：2018年01月02日 - 2018年02月01日

20180102至20180131-累计访问用户数
Page Rank List

This list shows two metrics, which can be extrapolated over varying time periods, including last 7 days, last 30 days, and custom.

Metrics
- Most visited page (TOP 受访页)
- Top entry pages (TOP 入口页)

Screenshot:
Live Stats
实时统计
Live Stats 实时统计

This page gives you live stats of your MP. The page is broken into 2 sections: **real-time MP visits** and **page info list**.

Note: Data under this category only shows the MP of current online version, and there is a 15-minute delay.

**Real-Time MP Visit**

**Metrics**
- All pages
- Every page of your MP with a URL

**Period**
- Customized date and time selection
- Granularity: 1 minute, 5 minutes, 10 minutes, 30 minutes, 1 hour

**Comparison**
- Compare two selected time period
实时访问次数

实时数据处理同步可能有15分钟以内的延迟，只统计已发布的线上版本使用数据

实时访问次数

2018-01-31 12:00:00 到 2018-02-01 12:00:00

粒度 30分钟

2018-01-31 17:07 至 2018-02-01 17:07
### Page URL Detail

- Page path
- Number of visits
- Percentage

**Screenshot:**

<table>
<thead>
<tr>
<th>页面路径</th>
<th>访问次数</th>
<th>占比</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 所有页面</td>
<td>157824</td>
<td>-</td>
</tr>
<tr>
<td>2. page.html</td>
<td>46475</td>
<td>30.71%</td>
</tr>
<tr>
<td>3. pages.html</td>
<td>7169</td>
<td>4.54%</td>
</tr>
<tr>
<td>4. pages.html</td>
<td>7527</td>
<td>4.77%</td>
</tr>
<tr>
<td>5. page.html</td>
<td>9762</td>
<td>6.19%</td>
</tr>
<tr>
<td>6. pages.html</td>
<td>1834</td>
<td>1.16%</td>
</tr>
</tbody>
</table>
Traffic analysis
访问分析
Traffic analysis 访间分析

This page provides detailed information on general user metrics, traffic distribution, retention and page performance.

Note: Data under this category only show the current online version of your MP, which means that it does not show the data of the staging version of your MP.

General User Metrics

This section provides the data on 10 different metrics, which is one more metric than the Overview Metric section. It also allows you to view data in different granularity.

Time period: last 7 days/last 30 days/customized period
Granularity: day/week/month
Comparison option: available
Metrics:

- Total number of users (unique users)
- Number of launches
- Number of visits
- Number of users
- Number of new users
- Number of shares
- Number of people sharing
- Avg. duration per visitor
- Avg. duration per visit
- Avg. visit depth

Screenshot:
Traffic Distribution

This section provides the source of your users in the form of a pie chart, visit length and visit depth in line chart, QR code scan stats.

**Time period:** last 7 days/last 30 days/customized period

**Metrics:**
- Traffic source
- Visit length
- Visit depth
- QR code performance

**Screenshot:**

[Graph showing traffic distribution, visit length, and visit depth with a pie chart and two bar charts.]

**Table:**

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Openings</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiredcraft.com</td>
<td>19990</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Retention

This section provides information of user retention rate for two metrics - **new user and active user retention**.

**Time period:** last 7 days/last 30 days/customized period

**Granularity:** day/week/month

**Metrics:**

- New user retention
- Active user retention

**Screenshot:**

<table>
<thead>
<tr>
<th>时间</th>
<th>新增用户数</th>
<th>1天后</th>
<th>2天后</th>
<th>3天后</th>
<th>4天后</th>
<th>5天后</th>
<th>6天后</th>
<th>7天后</th>
</tr>
</thead>
<tbody>
<tr>
<td>20180205</td>
<td>7761</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20180204</td>
<td>11798</td>
<td>10.08%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20180203</td>
<td>13771</td>
<td>8.73%</td>
<td>4.76%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20180202</td>
<td>12723</td>
<td>6.78%</td>
<td>3.49%</td>
<td>4.08%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20180201</td>
<td>9026</td>
<td>8.67%</td>
<td>4.38%</td>
<td>3.51%</td>
<td>3.30%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20180131</td>
<td>7631</td>
<td>9.28%</td>
<td>4.77%</td>
<td>3.79%</td>
<td>3.80%</td>
<td>3.05%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Page Performance

This section provides detailed data for all pages in your MP.

**Time period:** last 7 days/last 30 days/customized period

**Metrics:**
- Number of visits
- Number of unique user
- Avg. duration per visit
- Number of visits as an Entry point
- Number of visits as an Exit point
- Bounce rate
- Number of shares
- Number of people sharing

**Screenshot:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 访问次数 | 访问人数 | 次均时长 | 入口页面 | 退出页面 | 退出率 | 分享次数 | 分享人数 |
| pages | 134846 | 557324 | 13.37 | 651946 | 415859 | 30.84% | 229 | 190 |
| pages | 118038 | 593862 | 23.22 | 499209 | 453889 | 38.45% | 0 | 0 |
| pages | 522131 | 184118 | 4.88 | 19171 | 77950 | 14.93% | 0 | 0 |
| pages | 309759 | 84357 | 5.48 | 3563 | 4119 | 1.33% | 0 | 0 |
Source Analysis
来源分析
Source Analysis 来源分析
This page provides you detailed information of the user’s source, and a chart to show the trend of each source.

General Source Distribution Bar Chart
Note: The default ranking shows the top 12 source, display options are also available.

*Time period:* last 7 days/last 30 days/customized period
*Download option:* available

A List of common source:
- Service account menu/公众号菜单
- MP history list/
- MP task banner/小程序任务栏
- Search result/
- Search box quick entrance/
- Template message/
- Operating system desktop/
- Extract QR code/
- Pin-to-top chat list/
- Conversation/
- Other MP/
- MP homepage/
- Service account homepage/
- Service account article/
- Scan QR code/
- Phone album QR code/
- Card wallet/
- Long press MP menu/
- Others/
Source Distribution Line Chart

This section provides detailed data for each source. For each source, you can see data of 2 categories: number of visits and number of unique users.

**Time period:** last 7 days/last 30 days/customized period

**Download option:** available

**Metrics:**
- number of visits
- number of unique users

**Screenshot:**

![Screenshot of the line chart showing visits and unique users over time.](image-url)
Customized Analysis
自定义分析
Customized Analysis 自定义分析

This category provides you the option to create events, funnels and build your reports. There are three (3) subcategories on this page: **event analysis, funnel management, and event management.**

**How To Create An Event**

**Glossary**

**Event** - is the model of the data collection and data analysis of user behavior when a customized analysis is undergoing. *(Official definition)*

An event here is an action that can be tracked. In your MP, you define what an event is. For example, if a user click the ‘Purchase’ button in your MP, the clicking action is an event.

**Trigger** - is a type of a cause that provoke an event. The cause can be a CTA(call-to-action), or can be when a user lands on a certain page.

**Template** - is one part of the configuration info you need to fill, the type of template you choose depends on the kind of trigger you plan to use. For example, if the action is entering a page, choose the template ‘进入页面’(enter page), you can also choose blank template for this step and decide the type of trigger at Step 3a.

**Step 1:** Name the event in EN and CN.

*Note: The maximum character limit is 32 characters. For EN name, use all lowercase letters, underscore, numbers. For CN and EN names, you’re unable to change the name after it is saved - so be careful! Also, you’re not allowed to give two events the same name - so be creative!*

**Step 2:** Choose configuration method and template.

a. You are provided two options: manual or API automation.

b. If you choose manual configuration, then you'll need to pick a template, There are four (4) default templates: blank, enter page, exit page and share inside MP.

**Step 3:** Setup configurations for action(s).

a. Choose a trigger depending on the event. For example, if it is a page event, the event is to see user to land on certain page, choose trigger ‘enterPage’ or other Page-related triggers. If it is a CTA (call for action) event, choose trigger ‘click’.
b. Choose an action. The two options are ‘**one time report**’ and ‘**step by step report**’.
c. Enter page URL. *Note: the field must be the same with app.json of your MP.*
d. Enter element. Leave this blank empty if it is a page event.
e. Enter data (if necessary). This provides the opportunity to track the certain data you want to track.

*Note: If the event has several actions, just repeat Step 3 as many times as necessary.*

**Step 4:** Check the field.
After completing the configurations setup, make sure you click ‘**検査字段**’ to check the field.
*Note: it is required to check the field before you save/test/publish an event.*

**Step 5:** Save, test or publish an event.
For the last step, you can choose to either **save the event**, **save and test** or **save and publish** your event.
事件名称

事件英文名称
请填写事件英文名称，可由小写字符、下划线、数字组成，并以小写字母开头，长度为32个字符以内，不能与其他事件英文名重复，保存后不可修改。

事件中文名称
请填写事件中文名称，将在事件分析中显示，长度为32个字符以内，不能与其他事件中文名重复，保存后不可修改。

配置信息
请选择是否启用配置，定义数据收集方式详细说明

配置方式
- 简写配置
- API上报

配置模板
- 空白模板

动作1

trigger
- click
- enterPage
- leavePage
- pageLoad
- pageUnload
- pullDownRefresh
- launch
- background
- foreground
- share
- switchTab

action
- 一次性上报
- 分步骤上报

page
与小程序App.json的pages字键保持一致

element
支持一级跳转的local和remote选程器，即必须以“.”开头

data (选填)

添加动作

编写完事件配置后，请点击预览按钮，生成预览事件字典表

保存
保存并测试
保存并发布
Event Analysis
This subcategory provides you event analysis for the events you created.

**Time period:** today/yesterday/last 7 days/customized period

**Granularity:** day/hour/all

**Download option:** available

**Metrics:**
- Events: choose an event
- Index: number of total, number of unique users, number of times per user
- Group: detailed in the table below
- Filter: to select a filter condition to see desirable group result
事件分析 历史查询记录

事件 点击二维码

指标 启用人数

分组 可选项

过滤 可选项

时间 最近7天 2018年01月31日 - 2018年02月06日 任选 天

查询

查询结果

显示默认数据 显示其他数据

数据过多时，图表默认显示部分数据，你可以通过“显示其他数据”调整显示指标。

Wiredcraft.com
<table>
<thead>
<tr>
<th>时间</th>
<th>总人数</th>
</tr>
</thead>
<tbody>
<tr>
<td>20180131</td>
<td>10606</td>
</tr>
<tr>
<td>20180201</td>
<td>10659</td>
</tr>
<tr>
<td>20180202</td>
<td>11609</td>
</tr>
<tr>
<td>20180203</td>
<td>17734</td>
</tr>
<tr>
<td>20180204</td>
<td>17927</td>
</tr>
<tr>
<td>20180205</td>
<td>11643</td>
</tr>
<tr>
<td>20180206</td>
<td>2890</td>
</tr>
</tbody>
</table>
Funnel Analysis

This subcategory allows you to create new funnels and see the current funnel analysis.

*Time period:* today/yesterday/last 7 days/customized period

*Download option:* available

**Screenshot:**

[Image of funnel analysis interface]

- **数据分析**
- **漏斗分析**
- **历史查询记录**

- **漏斗名称:** 请选择  
- **分组:** 可选择  
- **过滤:** 可选项  
- **时间:** 今天  

2018年01月24日 - 2018年01月24日
How to create a funnel

**Step 1:** Give a name to the new funnel in CN.

**Step 2:** Setup the funnel.
   a. Choose an event and choose a filter if necessary
   b. Add the second event

*Note: a funnel can include up to 10 events; MAKE sure to add events in correct and logical order.*

**Step 3:** Click ‘完成’ (finish).

**Screenshot:**

![Screenshot of funnel creation process](Wiredcraft.com)
Event Management

This subcategory allows you to create new events, and manage your current events. It also displays the list of your customized fields and the default fields provided by WeChat.

Default field provided by WeChat:

<table>
<thead>
<tr>
<th>Field (EN)</th>
<th>Chinese Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>open_id</td>
<td>OpenID</td>
</tr>
<tr>
<td>country</td>
<td>国家</td>
</tr>
<tr>
<td>province</td>
<td>省份</td>
</tr>
<tr>
<td>city</td>
<td>城市</td>
</tr>
<tr>
<td>gender</td>
<td>性别</td>
</tr>
<tr>
<td>device</td>
<td>设备</td>
</tr>
<tr>
<td>network_type</td>
<td>网络类型</td>
</tr>
<tr>
<td>device_width</td>
<td>屏幕宽度</td>
</tr>
<tr>
<td>device_height</td>
<td>屏幕高度</td>
</tr>
<tr>
<td>os_name</td>
<td>操作系统名</td>
</tr>
<tr>
<td>os_version</td>
<td>操作系统版本</td>
</tr>
<tr>
<td>language</td>
<td>语言</td>
</tr>
<tr>
<td>manufacturer</td>
<td>设备制造商</td>
</tr>
<tr>
<td>device_model</td>
<td>设备型号</td>
</tr>
<tr>
<td>device_brand</td>
<td>设备品牌</td>
</tr>
<tr>
<td>page_path</td>
<td>页面路径</td>
</tr>
</tbody>
</table>
## Screenshot:

### Event list

<table>
<thead>
<tr>
<th>ID</th>
<th>英文名</th>
<th>中文名</th>
<th>创建时间</th>
<th>审阅时间</th>
<th>修改时间</th>
<th>操作</th>
</tr>
</thead>
<tbody>
<tr>
<td>102</td>
<td>homepage</td>
<td>进入首页</td>
<td>2018-01-17 17</td>
<td>2018-01-17 17</td>
<td>2018-01-17 17</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>102</td>
<td>account</td>
<td>进入首页</td>
<td>2017-12-19 19</td>
<td>2017-12-19 19</td>
<td>2017-12-19 19</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>102</td>
<td>account</td>
<td>进入首页</td>
<td>2017-12-08 08</td>
<td>2017-12-08 08</td>
<td>2017-12-08 08</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>102</td>
<td>account</td>
<td>进入首页</td>
<td>2017-12-08 08</td>
<td>2017-12-08 08</td>
<td>2017-12-08 08</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>102</td>
<td>account</td>
<td>进入首页</td>
<td>2017-12-05 05</td>
<td>2017-12-05 05</td>
<td>2017-12-05 05</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>102</td>
<td>intro.js</td>
<td>进入首页</td>
<td>2017-12-05 05</td>
<td>2017-12-05 05</td>
<td>2017-12-05 05</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>101</td>
<td>home</td>
<td>进入首页</td>
<td>2017-12-05 05</td>
<td>2017-12-05 05</td>
<td>2017-12-05 05</td>
<td>查看/发布版/修改</td>
</tr>
<tr>
<td>101</td>
<td>home</td>
<td>进入首页</td>
<td>2017-12-03 03</td>
<td>2017-12-03 03</td>
<td>2017-12-03 03</td>
<td>查看/发布版/修改</td>
</tr>
</tbody>
</table>

(Event list)
Demographics
用户画像
Demographics 用户画像

This category provides you data of user gender, age, province, city, phone OS, and phone model.

Gender and Age Distribution

*Time period*: yesterday/last 7 days/last 30 days
*Download option*: unavailable

Metrics:
- active users
- new users

Screenshot:
Region Distribution

This section provides a map view of users, a rank of top 10 provinces of most users and a rank of top 10 cities of most users.

**Time period:** yesterday/last 7 days/last 30 days  
**Metrics:** active users, new users

Screenshot:

- Active users: [Map showing regions and their user counts]
OS and Model Distribution

Time period: yesterday/last 7 days/last 30 days
Metrics: active users, new users

Screenshot:
Gender Distribution

**Time period:** yesterday/last 7 days/last 30 days

**Metrics:** active users, new users

**Download option:** available

---

**Screenshot:**

<table>
<thead>
<tr>
<th>性别</th>
<th>活跃用户数</th>
<th>占比</th>
</tr>
</thead>
<tbody>
<tr>
<td>男</td>
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<tr>
<td>女</td>
<td>93773</td>
<td>61.63%</td>
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<td>未知</td>
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Summary

Our WeChat Analytics Mini Program Tutorial should give you a clear idea of what WeChat MP analytics has to offer and what you can do with it.

Limitations

After understanding capabilities, it’s almost important to understand the limitations of this analytics tool.

Automation

WeChat has an API for report automation. However, they do not currently have a “customized” report automation API.

Data Accuracy

WeChat officially launched the WeChat MP in November 2016, it is a product that is slightly over one year old. The related functionality of the WeChat MP, including Data Analytics, has not yet matured. Though the WeChat team is constantly upgrading and updating their tools.

The MP analytics is a tool for readers to read the user trend, and to see the big picture of your MP. By no means you should rely on the exact number of each metrics.
About Wiredcraft

Wiredcraft design, develops and grows digital products for the world’s most respected brands.

We work with digital & innovation teams within larger multinational companies, helping them move at the speed of startups & develop a product culture.

We usually help them tackle one of these challenges:

- Omni-channel strategy
- Digital transformation
- China digital strategy

Visit our website here.

Send any business question to business@wiredcraft.com and any general inquiry to hello@wiredcraft.com.

Asia HQ(Shanghai, China) - 15D, No. 121 Yanping Road, Jing’an District, Shanghai, China 200042

Europe HQ(Berlin, Germany) - Engeldamm 64b, 10179 Berlin, Germany