Social Interests report

The Social Interests report gives customers an insight into the interests of their WiFi users providing end WiFi user counts for a variety of interests. The source data for this report is generated from the Facebook page 'Likes' of end WiFi users who have authenticated on to the WiFi network using Facebook. Social Interest data used by the report consists of 7 primary categories:

- Business
- Current Affairs
- Entertainment
- Interests
- Music
- Personality
- Sports

Each primary category then contains a varying number of sub categories e.g.

- Music > Rock
- Music > Techno
- Music > Grime
- Music > Other

Example of how users are counted in each category

The Social Interests report counts users uniquely in each sub category dependent on the nature of their 'Likes' e.g.

User #1 has liked the following Facebook Pages:

| Name	Nature of Facebook page	Social Interest category
'Big Jim's Golf Club'	Facebook page for a golf club	Sport > Golf
'Fizzy Rascal'	Facebook page for a 'Grime' music artist	Music > Grime
'Rarther Nasty'	Facebook page for a 'Grime' music artist	Music > Grime

The Social Interests report will count User #1 in the following way:

Category	Sub category	Number of users
Sport	Golf	1
Music	Grime	1

Data limitations

As a result of the data dependency upon Facebook authentication the report may not provide data for customers that have not enabled Facebook as an authentication method on their access journeys. We recommend that customers enable Facebook as an authentication method on their access journey if they wish to benefit from the insights that this report can provide.

A new menu item of 'Social Interests' has been added to the 'Users' section in the analytics menu:
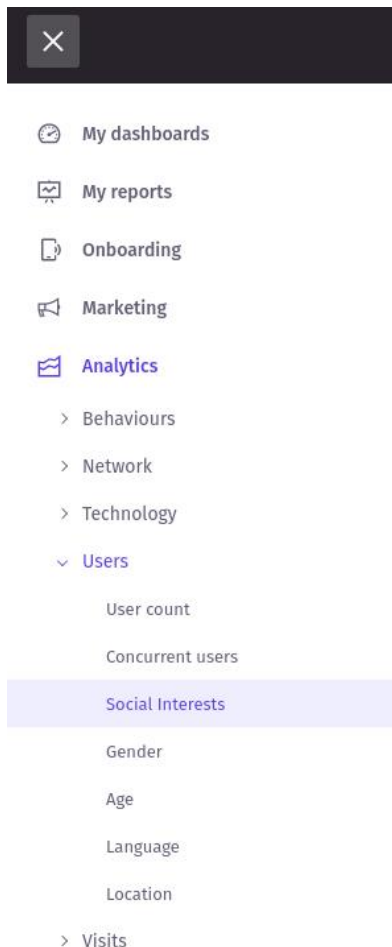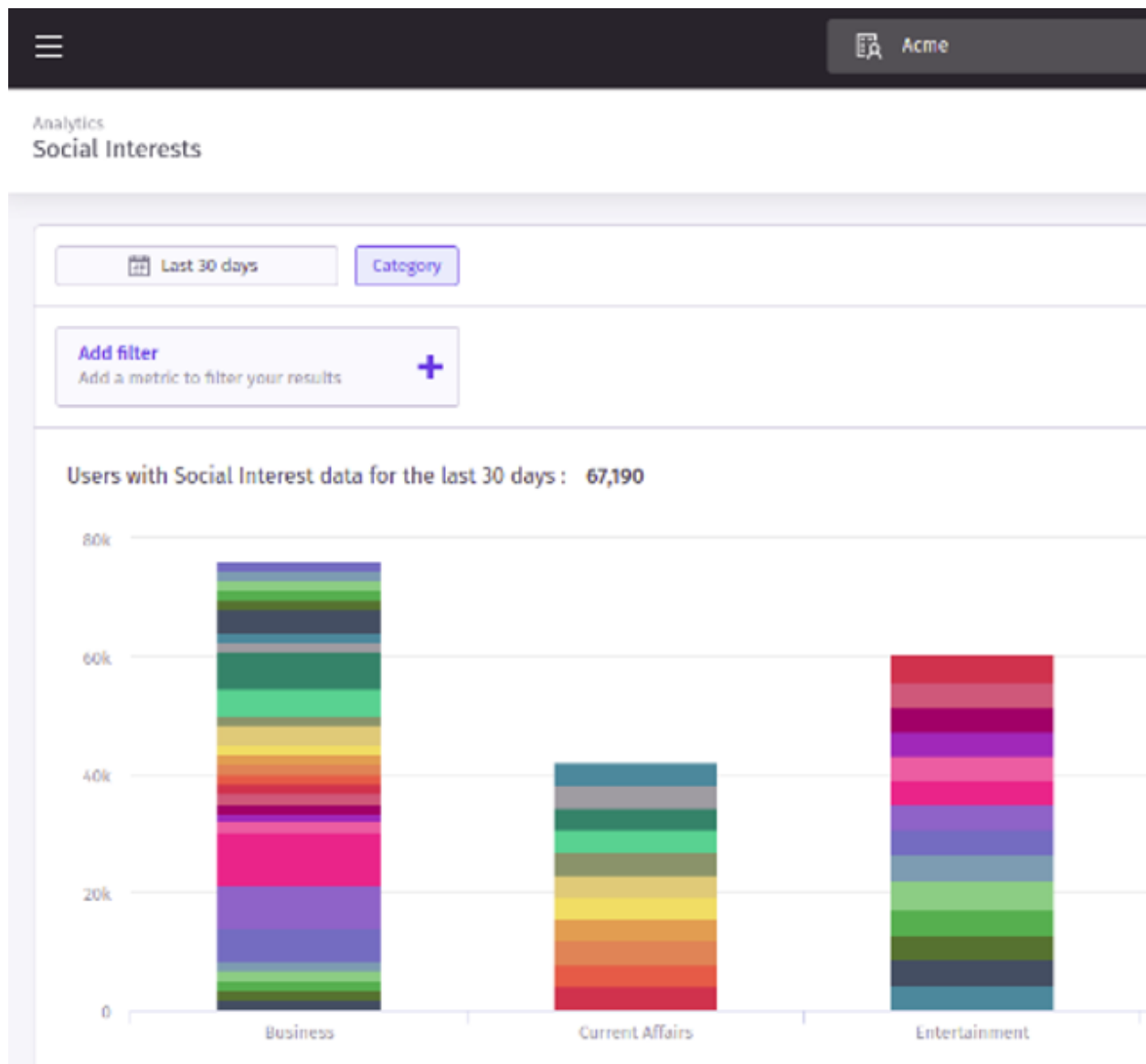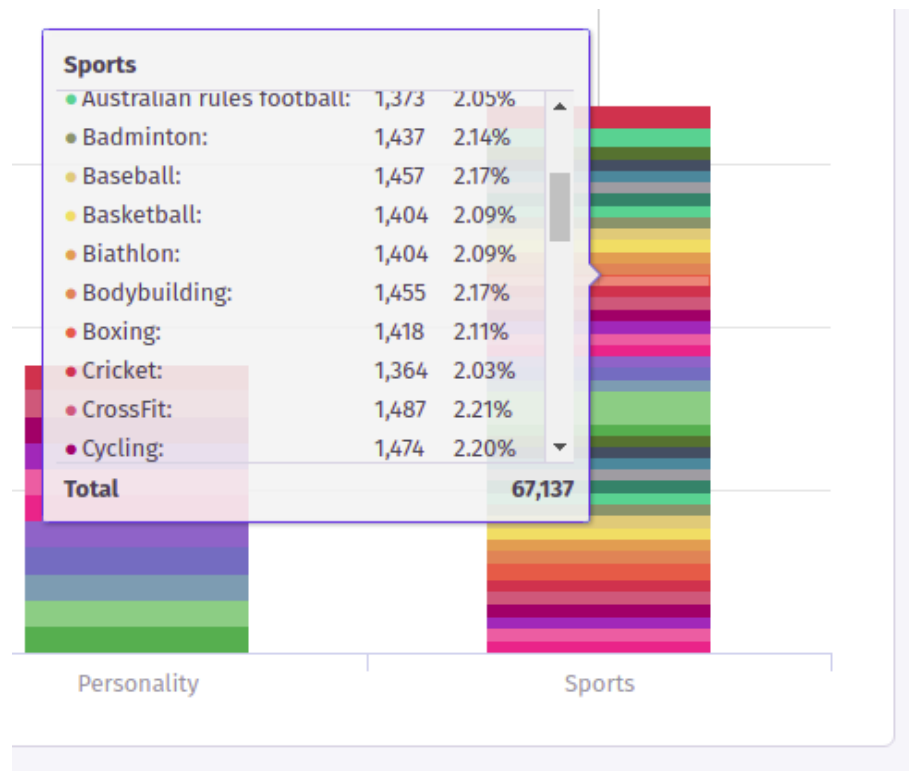
Report visualisation and features

By default the Social Interests report will display user counts for interest data for the last 30 days as a stacked column chart for each of the primary interest categories where data is found for the user's current scope.

An example of the default view for the report can be seen below:

As with all other existing analytics reports the user can obtain the number of unique users seen in each sub category when hovering over the primary category column:

Sports

• Australian rules football:	1,373	2.05%
• Badminton:	1,437	2.14%
• Baseball:	1,457	2.17%
• Basketball:	1,404	2.09%
• Biathlon:	1,404	2.09%
• Bodybuilding:	1,455	2.17%
• Boxing:	1,418	2.11%
• Cricket:	1,364	2.03%
• CrossFit:	1,487	2.21%
• Cycling:	1,474	2.20%
Total		**67,137**

Personality   Sports

The report table at the bottom of the full page report view also provides a break down of the number of unique users seen in each sub category:

Category	Subcategory	Users with Social Interest data
↕	↕	▽
Business	Airline	1590
Business	Bar	1628
Business	Brand	1629
Business	Brewery	1711
Business	Cinema	1587
Business	Clothing Store	3859
Business	Cosmetics	1660
Business	Financial Services	1613
Business	Food & Beverage Company	6422
Business	Furniture Store	4490
Business	Gift Shop	1653
Business	Hotel	3337

< | 1 | 2 | 3 | 4 | 5 | … | 94 | >

Headline total

The headline total for the chart will display the number of unique users that exist in the report

data based on the current user's scope and any parameters that have been applied to the report. This is effectively the unique number of Facebook users with social interest data:
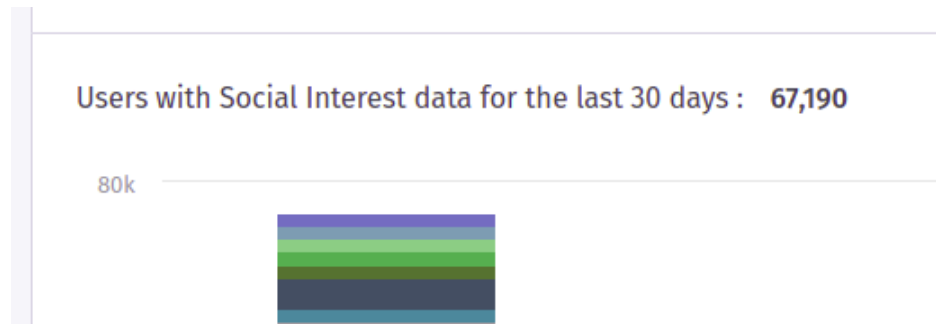

Inclusive data

As the source data for the Social Interests report is based on authenticated Facebook logins then the 'Unauthenticated' inclusive data option is not applicable to this report.

In addition to the Social Interests report a new filter has also been created to allow users to filter report data by social interests. The new filter can be found in the 'Users' category as 'Social interests':
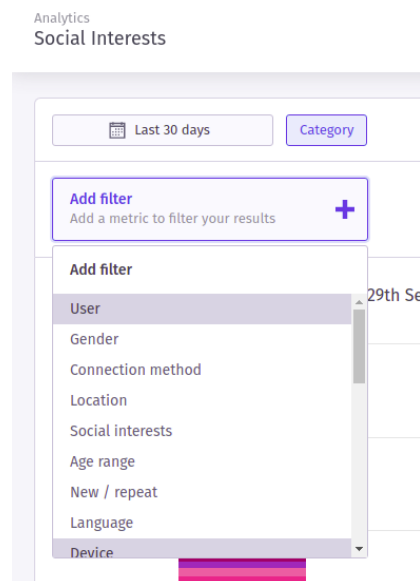
When choosing the filter the user will be presented with a 'tree' type choice where they can select individual or multiple options from all primary categories to filter upon:
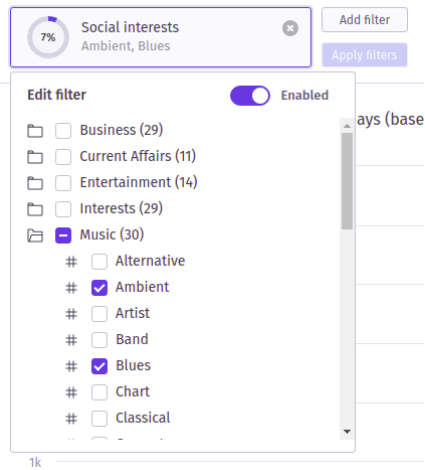
The categories in the tree are based on the social interests found at the current user's scope. For example if the current user's scope does not have any WiFi users in the 'Sports > Tennis' category then this option will not be presented to the user in the filter tree. After making selections the data in the report will then be filtered when the user clicks the 'Apply filters' button.

Existing reports now also support filtering by Social interests

This new filter will also available on all current reports that support filtering by 'User' demographics with the exception of the 'Visitor Interaction combined' report.