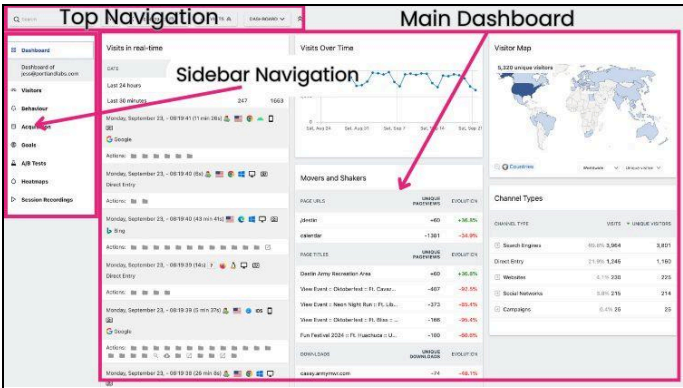# Overview of the Matomo Dashboard

The Matomo Dashboard is the central hub for accessing and analyzing data related to the performance of Army MWR websites. It provides a comprehensive view of key metrics and user behaviors, enabling users to track website activity. This section provides an overview of the main features and functionalities available in the Matomo Dashboard.

Change Log

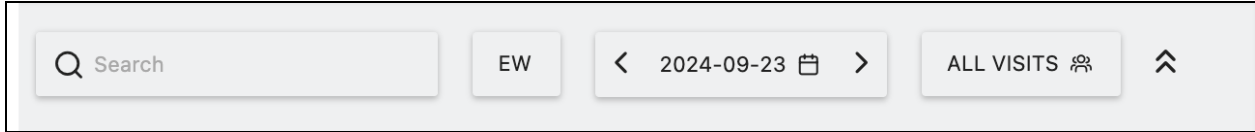| Date	Author	Comments
9/23/24	Jessica Dunbar	Created initial document template

Instructions

The Matomo Dashboard is organized into several sections, each designed to provide different types of information and analytics tools. Below is an overview of the key components:
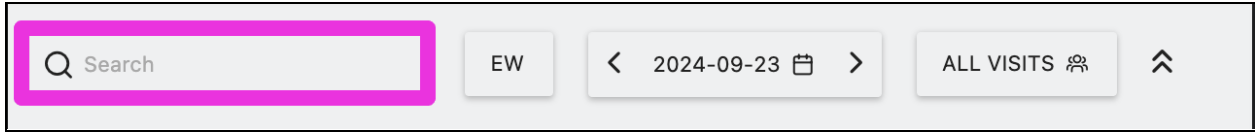

Top Navigation Bar

The Top Navigation Bar in the Matomo Dashboard provides essential tools for navigating through reports, adjusting the date range, applying segments, and managing accounts, allowing users to customize their analytics view and quickly access key data.
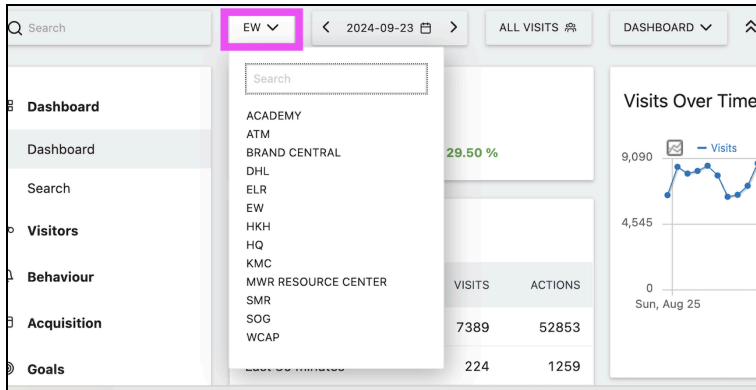

Search box

Search for instant answers to your questions, find reports, page titles, and insights.
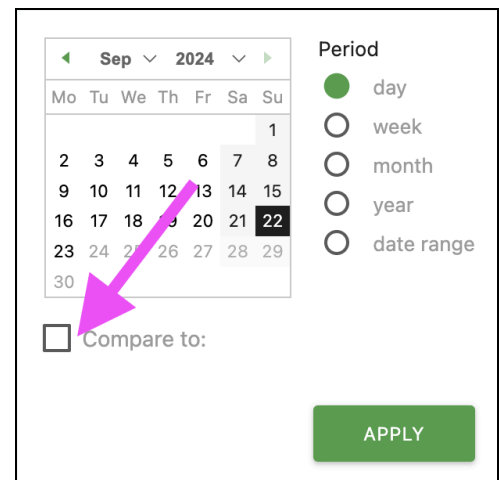
Account Chooser

Switch between accounts a menu you can use to switch between all of the Analytics accounts and properties for which you have permission.
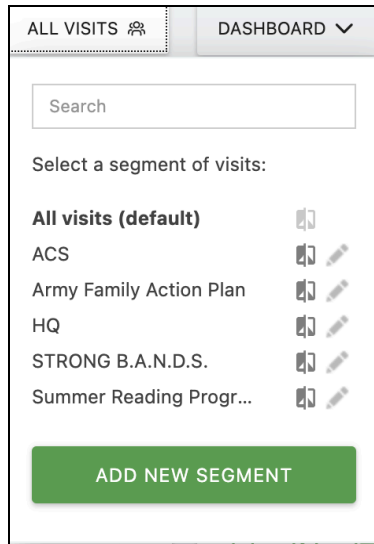

Date Picker

Adjust the date range. You can adjust the date range using the dropdown. Check the Compare to box to compare the previous period, year over year, or pick the dates.
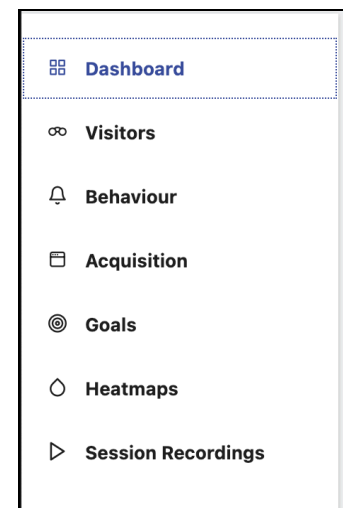
Segments

A segment in Matomo is a powerful tool that allows you to filter and analyze a specific subset of your data based on defined criteria, such as user behavior, demographics, or traffic sources.

Sidebar Navigation

On the left-hand side of the Matomo interface is your primary method for navigating through your data.

- Offers a structured menu for navigating between various reports and features, including Visitor Reports, Behavior, Acquisition, and Goals. Main Dashboard Area
- Displays customizable widgets that show key metrics such as total visits, page views, average session duration, and bounce rate.
- Allows users to add, remove, and rearrange widgets based on their preferences and needs.

Main Dashboard

The **Main Dashboard** in Matomo is the central area where you can view and customize various widgets and charts to monitor key performance indicators (KPIs) for your website.

It provides a visual overview of your data, displaying metrics such as total visits, page views, average session duration, and bounce rate.

Key Features of the Main Dashboard

Customizable Widgets

Add, remove, and rearrange widgets to personalize your dashboard based on your analytical needs. Widgets can display data in different formats, such as tables, pie charts, bar graphs, and line charts.

Charts and Visualizations

Each widget can be represented using different chart types, making it easier to visualize trends and patterns in your data. Common chart types include:

- **Line Charts:** Ideal for tracking trends over time, such as daily visits or conversion rates.
- **Bar Charts:** Useful for comparing data across categories, like page views by country or top referrers.
- **Pie Charts:** Best for showing proportions, such as device usage or traffic source distribution.

By leveraging the Main Dashboard and its charting capabilities, you can easily identify performance trends, detect anomalies, and gain actionable insights to optimize your website's performance.

Troubleshooting

If you need assistance with Matomo, the **IMCOM G9 Help Desk HQ** is your primary resource. You can submit a support ticket through the official SharePoint portal at:

IMCOM G9 Help Desk