



analytics Pack

User Guide

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Introduction

Analytics Pack User Guide is a reference guide for installation and configuration specialists of the *Analytics Pack* subsystem.

This Guide contains:

1. General information about *Analytics Pack* subsystem.
2. Installing of *Analytics Pack* subsystem.
3. Restoring of *Analytics Pack* subsystem.
4. Removing of *Analytics Pack* subsystem.
5. Configuring of *Analytics Pack* subsystem.

General information about Analytics Pack subsystem

The *Analytics Pack* subsystem is designed to create following reports in the *Intellect Web Report System* subsystem:

1. Heat map.
2. Customer activity statistics.

The **Heat map** web-report decides the issue of quick and quality comparison of customer activity in different zones of monitored area.

The **Customer activity statistics** web-report is used to inspect the change of customer activity over time and quantitatively estimate activity in different zones of monitored area.

The *Analytics Pack* subsystem is required for correct operation of the **Heat detection** program module.

Installing, restoring and repairing of Analytics Pack subsystem

Installation of the Analytics Pack subsystem

Before the *Analytics Pack* installation perform the *Intellect* software package installation.



Note.

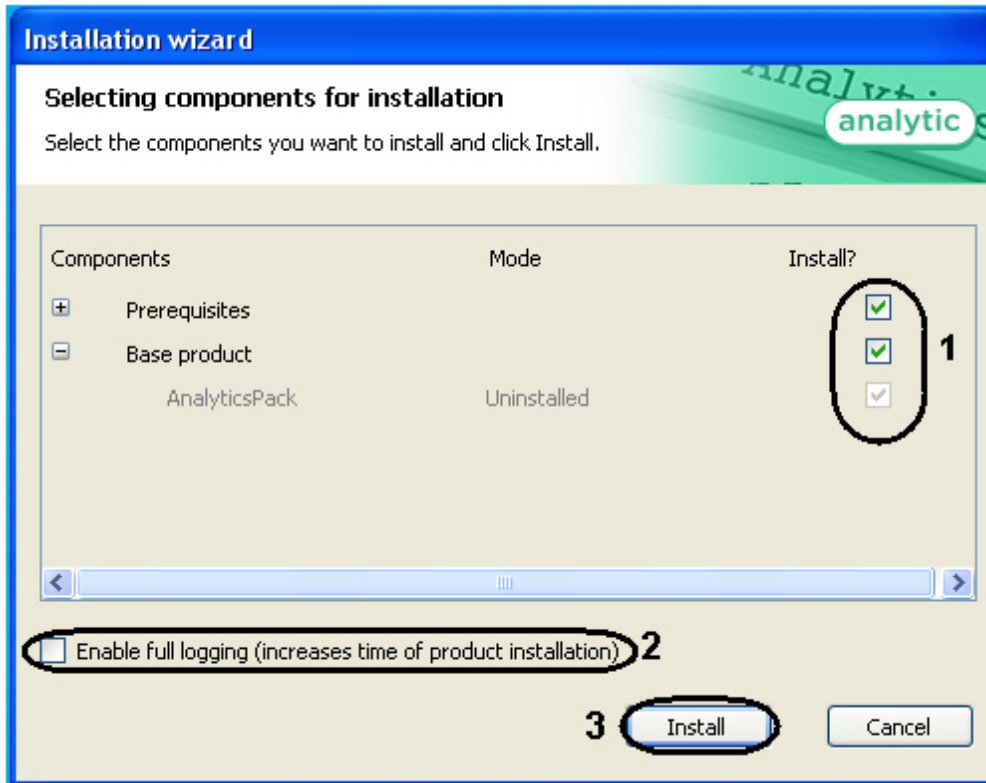
Language of installer and installation language are defined on the basis of language which was in use while base *Intellect* installation. Change of localization language with the help of language packs after base *Intellect* installation will not influence on language of *Analytics Pack* installation.

Installation of the *Analytics Pack* subsystem is performed as follows:

1. Start the *setup.exe* file from the archive of *Analytics Pack* installer package.



2. The **Selecting components for installation** dialog window is displayed.



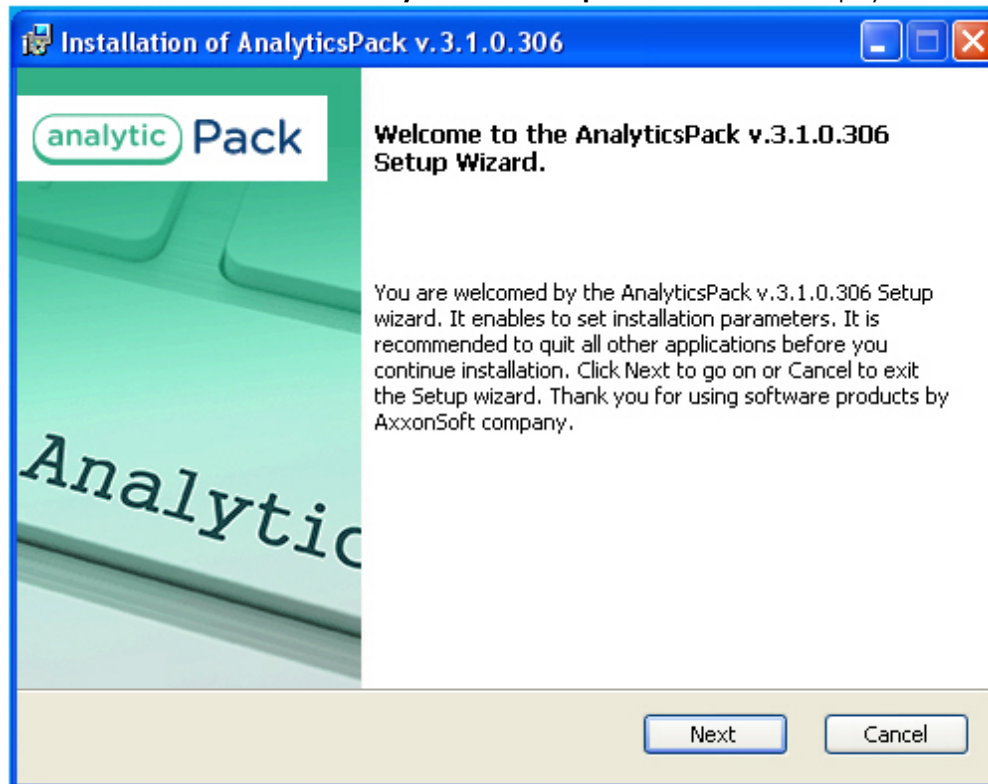
3. Set the checkboxes next to the components that are to be installed (**1**).

Note.
All offered components are recommended.

4. To log all installation events, set the **Enable full logging (increases time of product installation)** checkbox (**2**).
5. Click **Install** button (**3**).
The selected components are automatically installed.

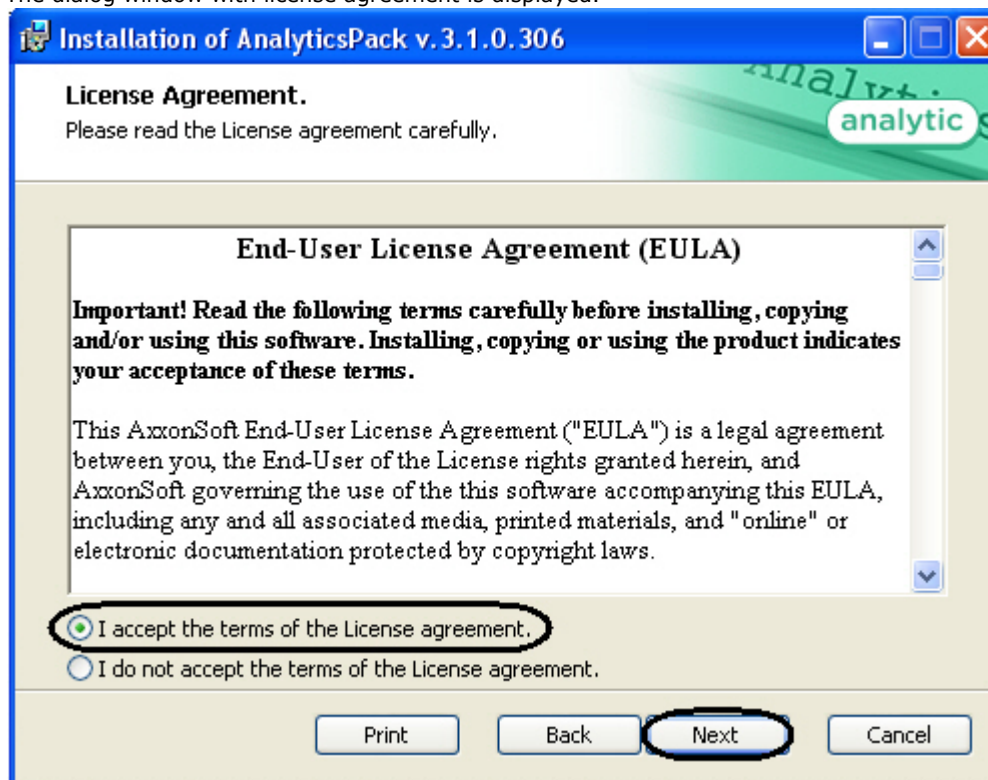


After this the **Welcome to the Analytics Pack Setup Wizard** window is displayed.



6. Click the **Next** button.

The dialog window with license agreement is displayed.



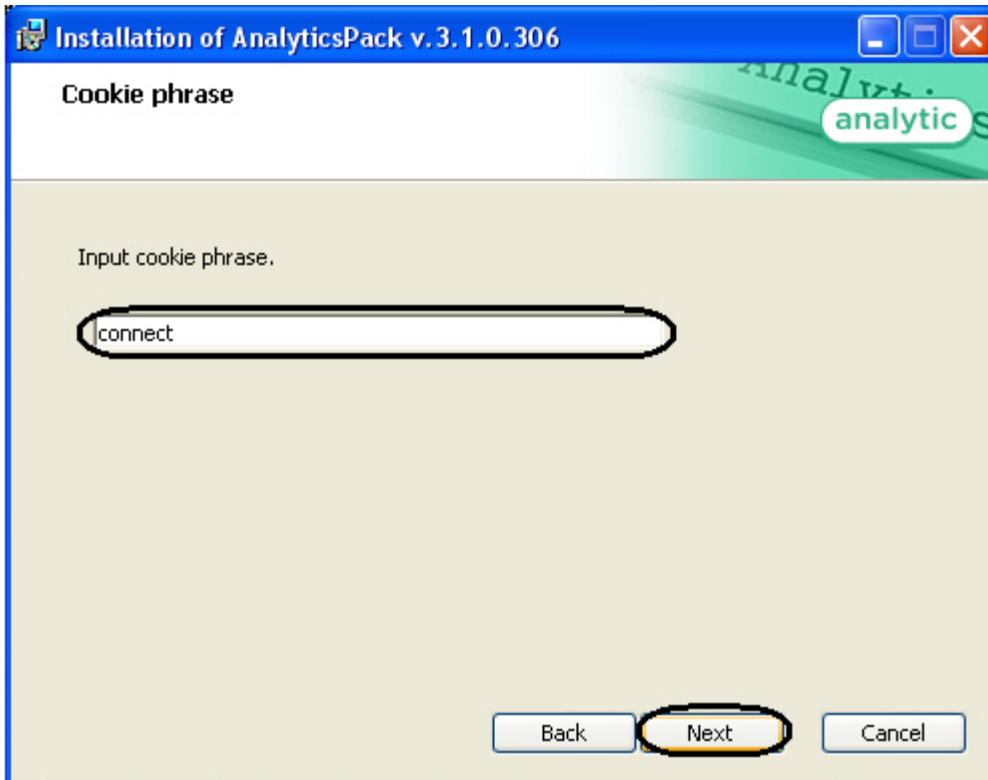
7. In the next dialog window accept or decline the terms of the License agreement about using of *Analytics Pack* technology. Set the **I accept the terms of the License agreement** checkbox and click the **Next** button. To print the agreement click the **Print** button.
8. In the opened **Cookie phrase** window enter the cookie phrase which will be in use to connect servers and click the

Next button.

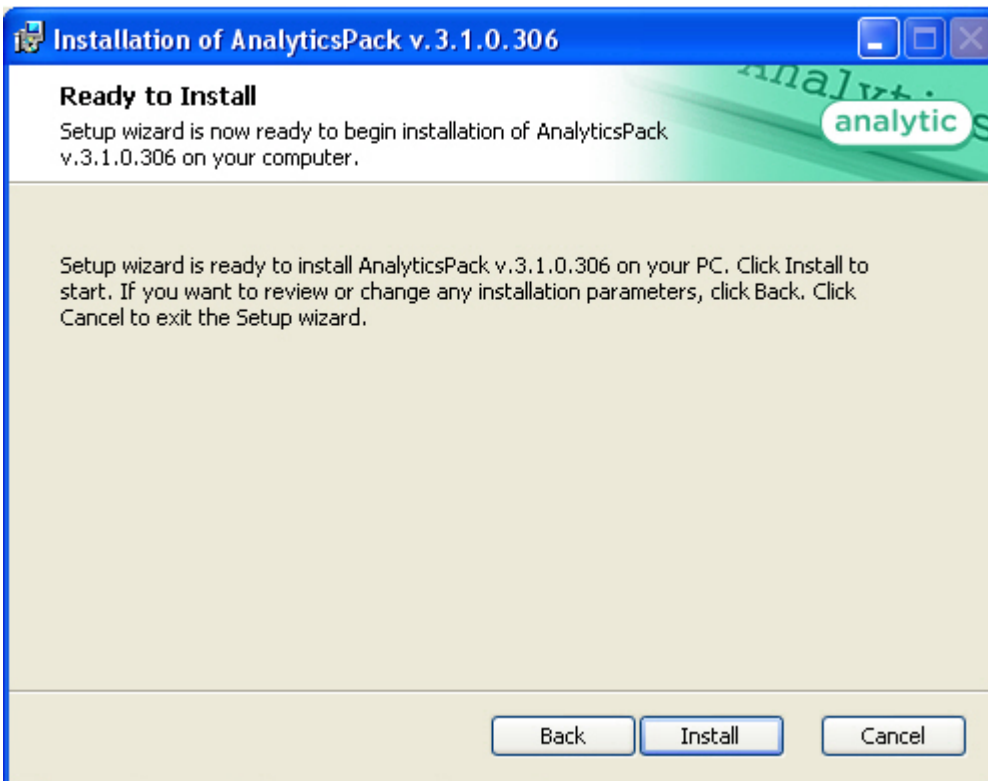


Attention!

For correct working of *Analytics Pack* subsystem specify the same cookie phrase on all servers where the *Analytics Pack* is installed.

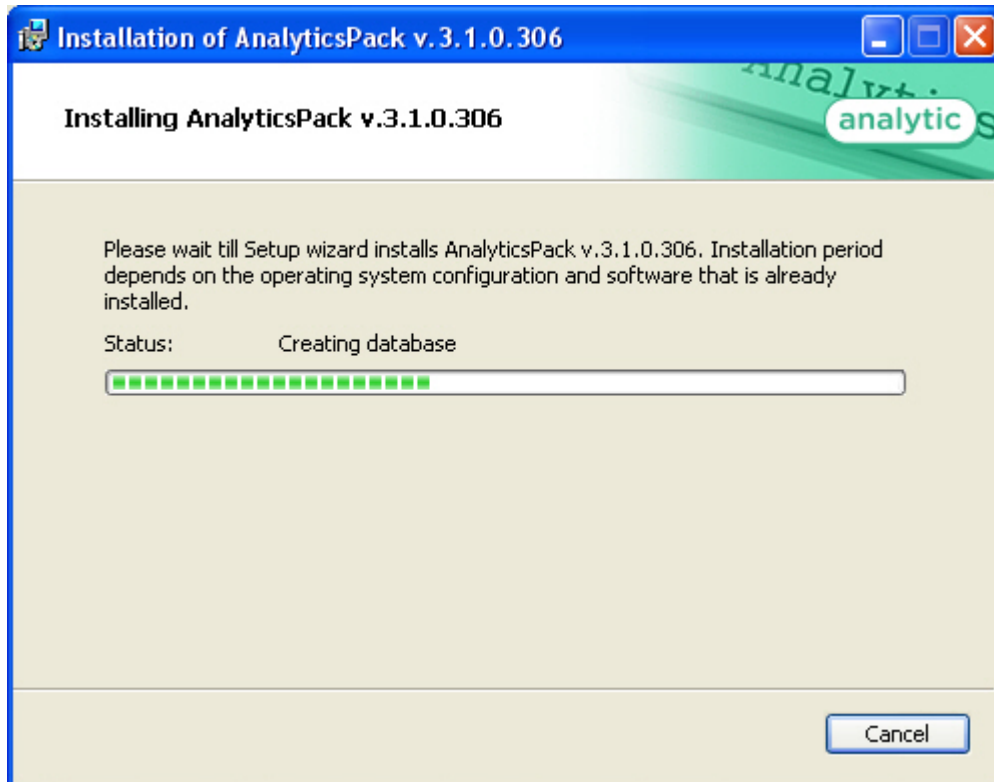


9. In the **Ready to install** dialog window run the process of *Analytics Pack* installation. To run the installation process click the **Install** button.



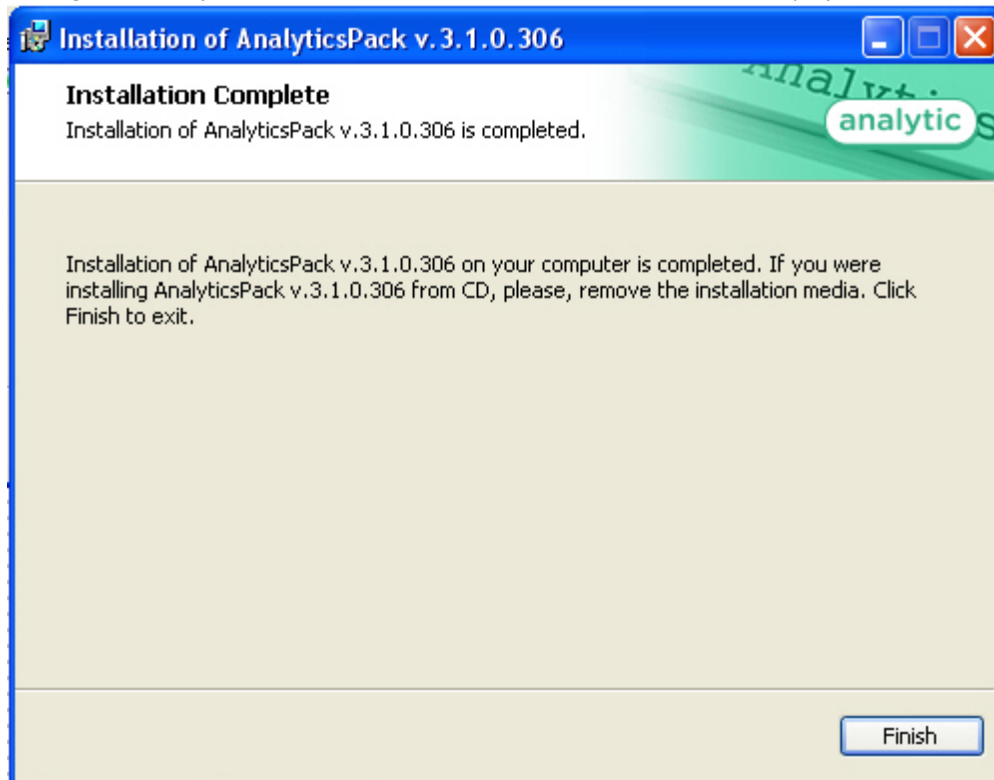
To change settings click the **Back** button.

10. The copying of *Analytics Pack* files on the computer hardware will be performed.

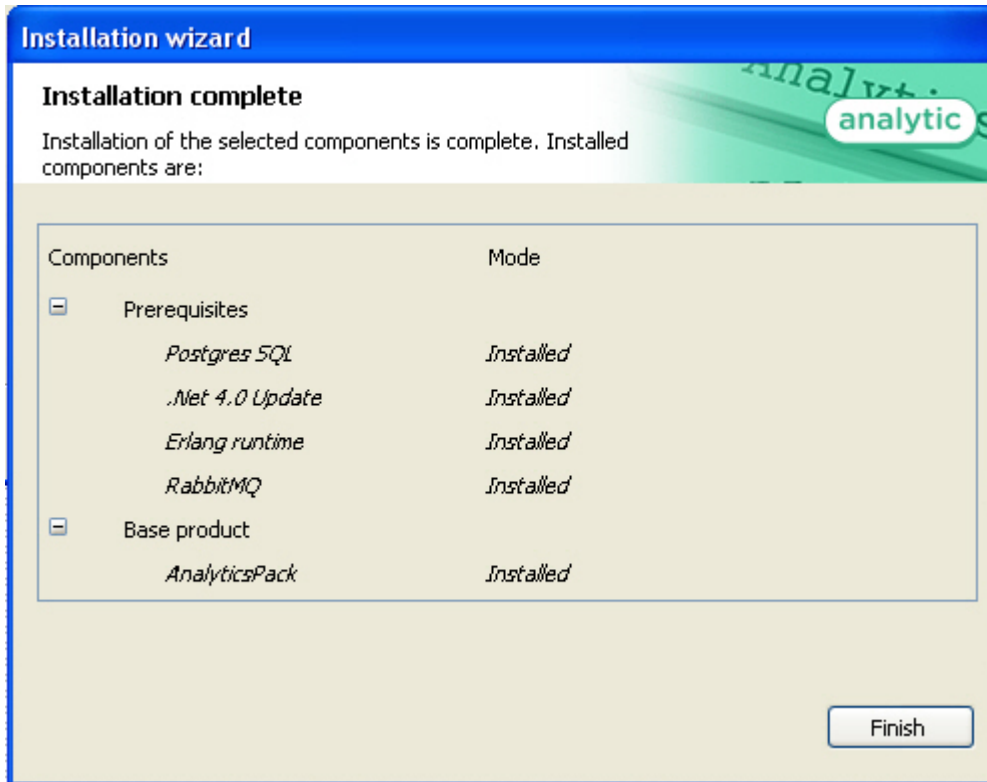


Wait for the completion of copying files and next updating of installation box.

11. Message that *Analytics Pack* installation on the hardware is finished is displayed in a new dialog box.



12. To complete the wizard working click the **Ready** button. Then the installation wizard box is displayed, containing the information on the mode (installed or not) of *Analytics Pack* components.



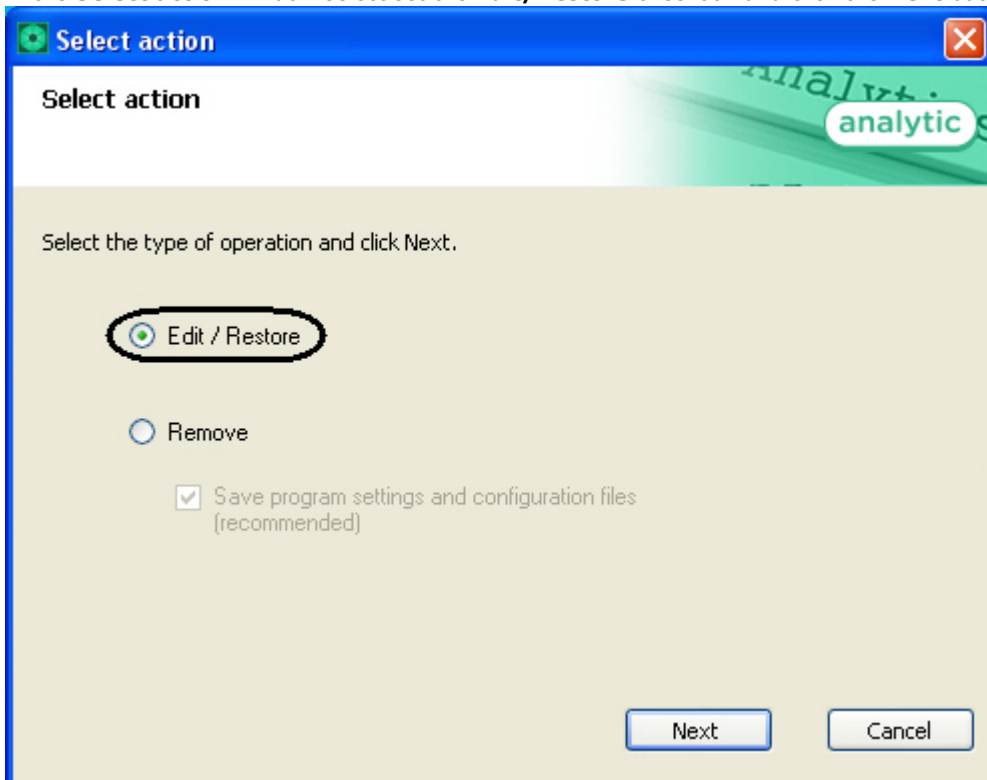
13. Click the **Finish** button.

The *Analytics Pack subsystem* installation is finished.

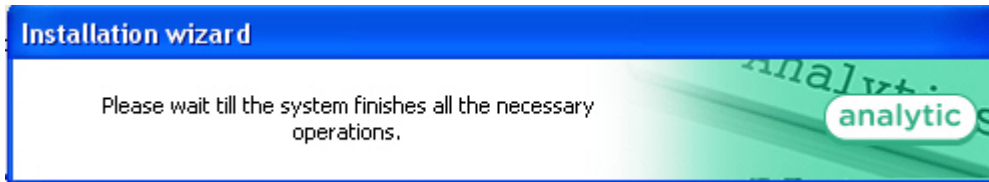
Restoring the Analytics pack subsystem

To add, remove or restore some *Analytics Pack* components, do the following:

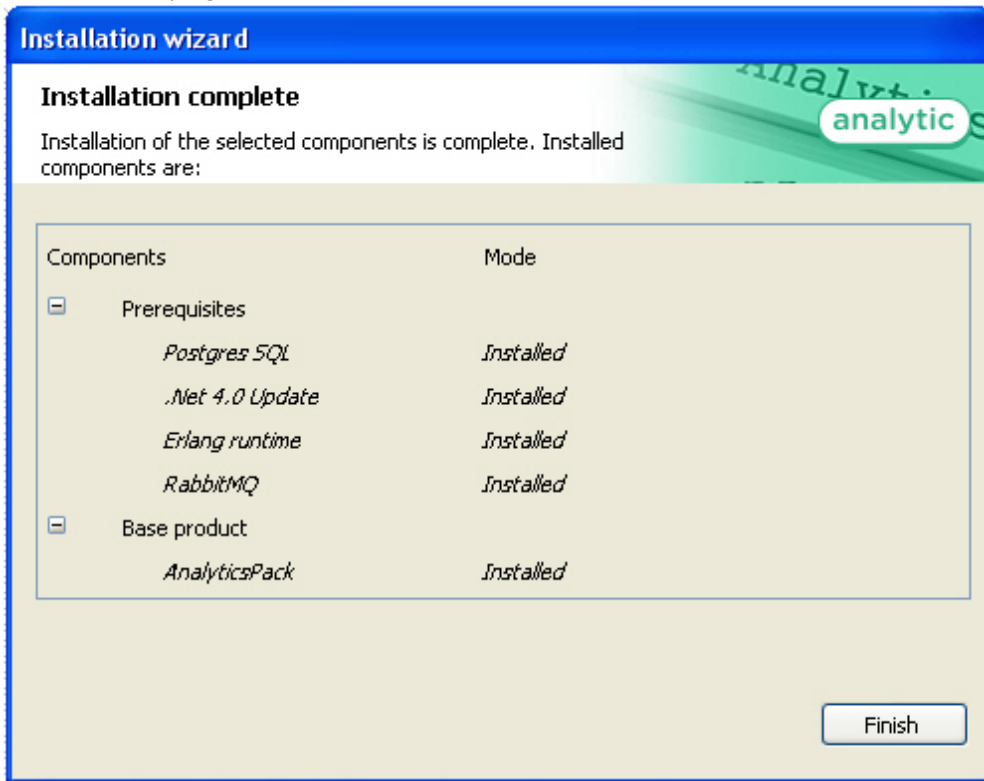
1. Run the **setup.exe** executive file installer of installed *Analytics Pack* or select the **Add or Remove Programs** item through the **Start => Control Panel** menu and click the **Edit/Remove** button next to the name of *Analytics Pack* program.
2. In the **Select action** window select set the **Edit/Restore** checkbox and click the **Next** button.



3. Process of editing and/or restoring required components of *Analytics Pack* will be started.



4. When process of *Analytics Pack* changing is completed the **Installation completed** dialog window is displayed. To exit installation program click the **Finish** button.

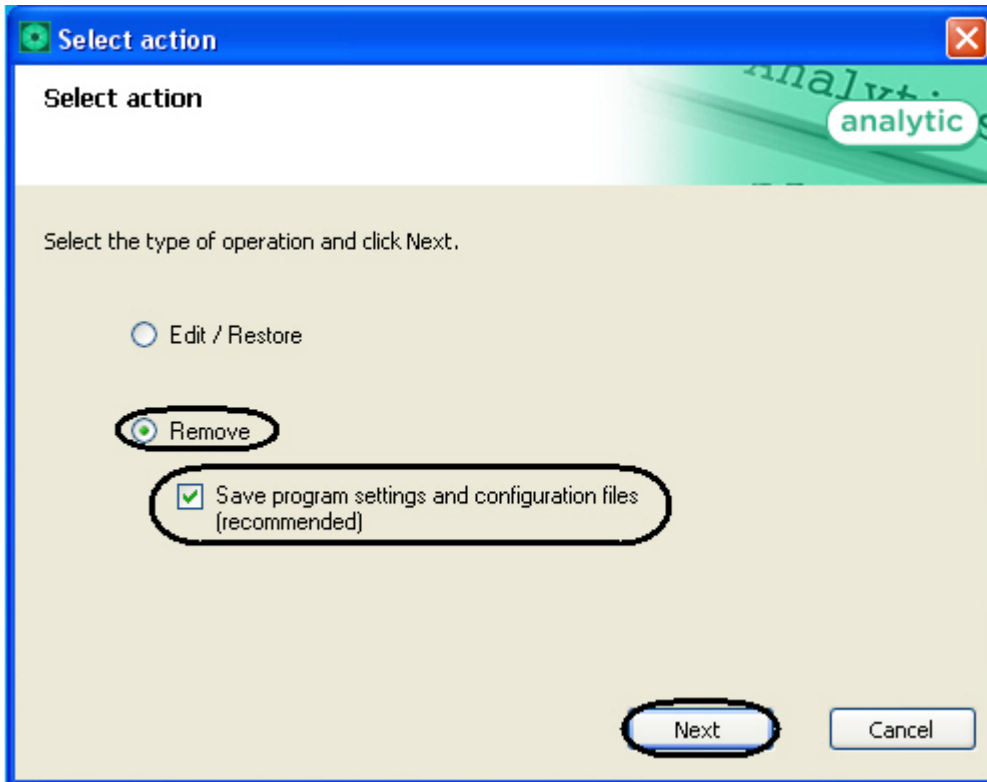


Change of *Analytics Pack* subsystem is completed.

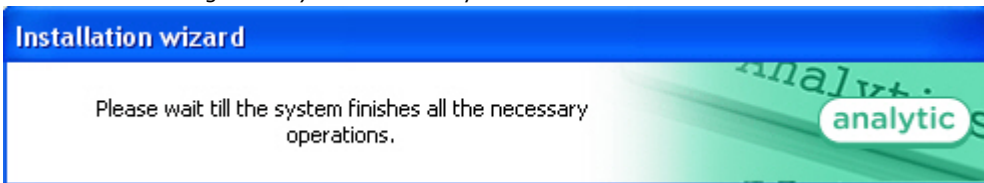
Removing of the Analytics Pack subsystem

To remove *Analytics Pack* subsystem, do the following:

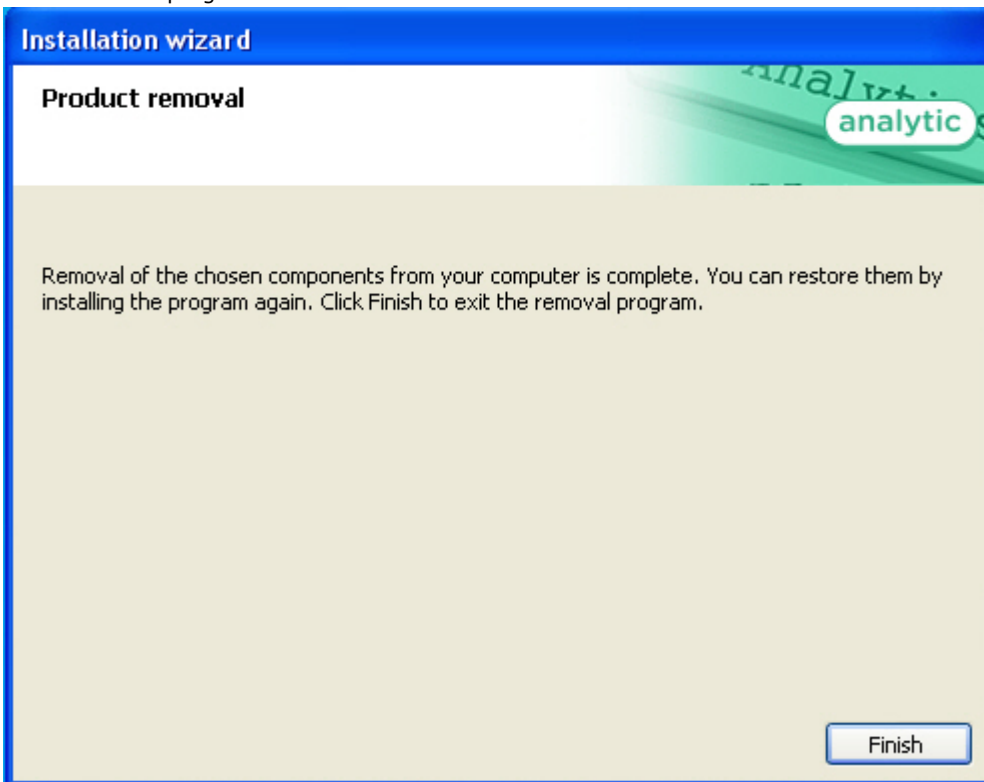
1. Run the *setup.exe* file from installer of installed *Analytics Pack* or select the **Add or Remove Programs** item through the **Start => Control Panel** menu and click the **Edit/Remove** button next to the name of *Analytics Pack* program.
2. In the **Select action** window set the **Remove** checkbox.
3. Set the **Save program settings and configuration files (recommended)** checkbox to save the *Analytics Packs* subsystem settings.
4. Click the **Next** button.



5. Process of removing of *Analytics Pack* subsystem will be started.



6. When process of *Analytics Pack* changing is completed the **Product removal** dialog window is displayed. To exit the installation program click the **Finish** button.



Removing of the *Analytics Pack* is completed.

Configuring the Analytics Pack subsystem

Procedure of configuring the Analytics Pack subsystem

The *Analytics Pack* subsystem is configured through the following steps:

1. Installing of *Intellect* software package, *Intellect Detector Pack* software package, *Analytics Pack* subsystem and *Intellect Web Report System* in the required combination.
2. Configuring the *RabbitMQ*.
3. Configuring the required detections (see the [Intellect Detector Pack. User Guide](#) document).

Installing required program modules to create Visitors behavior analysis reports

Local configuration

In case of local configuration detections are worked and reports are created on the one computer. It is required to install the *Intellect* software package, *Intellect Detector Pack* software package, *Analytics Pack* subsystem and *Intellect Web Report System* to create the *Visitors behavior analysis* reports. Additional configuring of the *RabbitMQ* is not required.

When all required program modules are installed configure the **Detections of "cold/hot" zones of a store** and create required **Visitors behavior analysis** reports (detail description of detection configuration see in the [Intellect Detector Pack. User Guide](#) document and reports description is presented in the [Intellect Web Report System. User Guide](#) document)

Remote generation of statistics on the main server

If it is required to create the *Visitors behavior analysis* reports on the basis of data received from detections of "cold/hot" zones of a store in different stores, do the following:

1. Install the following program modules on each store: the *Intellect* software package, *Intellect Detector Pack* software package, *Analytics Pack* subsystem, *Intellect Web Report System* (if general distributed configuration is planned).
2. Install the following program modules on the server of statistics generation: the *Intellect* software package, *Analytics Pack* subsystem, *Intellect Web Report System*, *Intellect Detector Pack* software package (if general distributed configuration is planned).



Note.

Using of general distributed configuration is not necessary for remote generation of statistics on the main server.

3. Configure the *RabbitMQ* locally on the server of statistics generation (configuring of the *RabbitMQ* is presented in the [Configuring the RabbitMQ user](#) section).
4. Configure the *RabbitMQ* locally in each store (configuring of the *RabbitMQ* is presented in the [Configuring the RabbitMQ application](#) section).
5. Configure detections of «cold/hot» zones of a store in each store (detail configuring of detections is presented in the [Intellect Detector Pack. User Guide](#) document).
6. Configure the visitor behavior analysis reports on the basis of data received from detections in different stores (procedure of reports creating is presented in the [Intellect Web Report System. User Guide](#) document).

Multilevel generation of statistics

In case of data of detections of «cold/hot» zones of a store from each store are received in the place of first level statistics generation and then processed data are received in the main server of statistics generation, do the following:

1. Install the following program modules on each store: the *Intellect* software package, *Intellect Detector Pack* software package, *Analytics Pack* subsystem, *Intellect Web Report System* (if general distributed configuration is planned).
2. Install the following program modules on the server of first level statistics generation: the *Intellect* software package, *Analytics Pack* subsystem, *Intellect Web Report System*, *Intellect Detector Pack* software package (if general distributed configuration is planned).
3. Install the following program modules on the server of second level statistics generation which receives data from the server of first level statistics generation: the *Intellect* software package, *Analytics Pack* subsystem, *Intellect Web Report System*, *Intellect Detector Pack* software package.



Note.

Using of general distributed configuration is not necessary for multilevel generation of statistics.

4. Configure the *RabbitMQ* locally on the server of statistics generation of first and second levels (configuring the *RabbitMQ* is presented in the [Configuring the RabbitMQ user](#) section).
5. Configure the *RabbitMQ* locally in each store (configuring of the *RabbitMQ* is presented in the [Configuring the RabbitMQ application](#) section).
6. Configure detections of «cold/hot» zones of a store in each store (detail configuring of detections is presented in the [Intellect Detector Pack. User Guide](#) document).
7. Configure the visitor behavior analysis reports on the basis of data received from detections in different stores (procedure of reports creating is presented in the [Intellect Web Report System. User Guide](#) document).

Configuring the RabbitMQ application

Configuring the **RabbitMQ** application is performed through the web-interface. In the connection line enter the *http://localhost:15672*.

As a result the **RabbitMQ** authorization page is displayed.

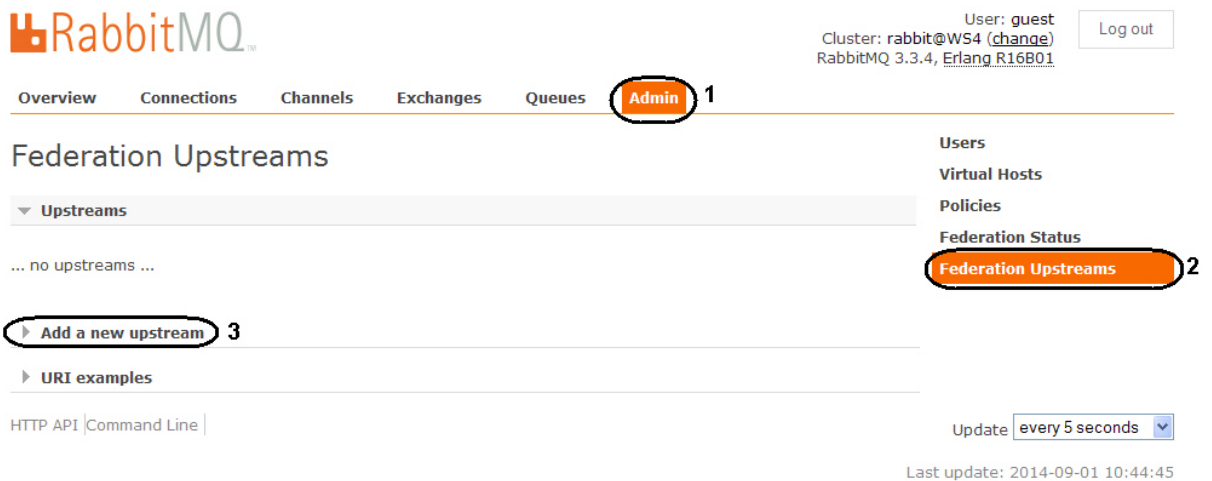
To authorize enter the username and password. In the **Username:** and **Password:** fields enter the guest value (1) and click the **Login** button (2).



As a result one goes on the **RabbitMQ** document page.

Configuring the **RabbitMQ** application is performed the following way:

1. Go to the **Admin** tab in the opened window (1).



2. Select the **Federation Upstreams** item (2).
3. Expand the **Add a new upstream** list (3).
4. Enter the **store-upstream** value in the **Name:** field (1).

Federation Upstreams

▼ Upstreams

... no upstreams ...

▼ Add a new upstream

1
 2
 3
 Message TTL: (?) ms
 Max hops: (?)
 Prefetch count: (?)
 4
 Acknowledgement Mode: (?)
 Trust User-ID: (?)
 5

▶ URI examples

[HTTP API](#) | [Command Line](#)

5. Enter the **amqp://<IP-address of main server>** value in the **URI:** field **(2)**.
6. Enter the **36000000** value in the **Expires:** field **(3)**.
7. Enter the **5** value in the **Reconnect delay:** field **(4)**.
8. Click the **Add upstream** button **(5)**.
9. As a result the new upstream will be added.

Federation Upstreams

▼ Upstreams

Name	URI	Expiry	Message TTL	Max Hops	Prefetch Count	Reconnect Delay	Ack mode	Trust User-ID
store-upstream	amqp://192.168.0.4	360000ms				5s	on-confirm	o

▼ Add a new upstream

Name: *

URI: (?) *

Expires: (?) ms

Message TTL: (?) ms

Max hops: (?)

Prefetch count: (?)

Reconnect delay: (?) s

Acknowledgement Mode: (?) ▼

Trust User-ID: (?) ▼

► URI examples

10. Select the **Policies** menu item (1).
11. Expand the **Add / update a policy** list (2).

User: guest
 Cluster: rabbit@WS4 ([change](#))
 RabbitMQ 3.3.4, Erlang R16B01

Overview Connections Channels Exchanges Queues **Admin**

Policies

▼ All policies 1

Filter: Regex (?) 0 items (show at most)

... no policies ...

2

HTTP API | Command Line

Users

Virtual Hosts

Policies

Federation Status

Federation Upstreams

Update ▼

Last update: 2014-09-01 13:55:00

12. Enter the **federate-me** name in the **Name:** field (1).

Policies

▼ All policies

Filter: Regex (?)

... no policies ...

▼ Add / update a policy

Name: ✖ **1**

Pattern: ✖ **2**

Apply to: ▼

Definition: (?) = ▼ ✖ **3**

= ▼

Priority:

4

[HTTP API](#) | [Command Line](#)

13. Enter the `^itv\.` value in the **Pattern:** field (2).
14. Enter the `federation-upstream-set=all` value in the **Definition:** field, type is **String** (3).
15. Click the **Add policy** button (4).
16. As a result the new policy will be added.

Policies

▼ All policies

Filter: Regex (?)

Name	Pattern	Apply to	Definition	Priority
federate-me	^itv\.	all	federation-upstream-set: all	0

▼ Add / update a policy

Name: *

Pattern: *

Apply to: Exchanges and queues ▼

Definition: (?) = String ▼ *

Priority:

Add policy

[HTTP API](#) | [Command Line](#)

Configuring the *RabbitMQ* is completed.

Configuring the RabbitMQ user

The **guest** user authorization is used only for working with the <http://localhost:15672> address from **RabbitMQ 3.3.3** version. It is required to create users for authorization on servers on which the data stream is receiving.

Configuring the **RabbitMQ** application is performed the following way:

1. Go to the **Admin** tab in the opened window (1).
2. Select the **Users** item (2).
3. Expand the **Add a user** list (3).

The screenshot shows the RabbitMQ Admin interface. At the top right, the user is identified as 'guest' with a 'Log out' button. The navigation bar shows 'Admin' as the active tab (1). On the right sidebar, the 'Users' menu item is highlighted (2). The main content area shows the 'Users' page with a table listing users. The 'Add a user' button is circled (3).

Name	Tags	Can access virtual hosts	Has password
guest	administrator	/	•

4. Enter the new login for authorization in the **Username:** field (1).
5. Enter the password in the **Password:** field (2).
6. Enter the password again to confirm it in the (3) field (3).

- 7. Enter the **administrator** value in the **Tags:** field (4).
- 8. Click the **Add user** button (5).

The screenshot shows the RabbitMQ Admin interface. At the top, there is a navigation bar with links for Overview, Connections, Channels, Exchanges, Queues, and Admin (highlighted in orange). Below the navigation bar is the 'Users' section. Under 'All users', there is a filter input and a 'Regex (?)' checkbox. A table lists the 'guest' user with tags 'administrator', access to virtual hosts '/', and a password. Below the table is a '(?)' link. The 'Add a user' section contains a form with the following fields and annotations:

- 1: Username input field containing 'User1'.
- 2: Password input field with masked characters.
- 3: Password confirmation input field with masked characters and '(confirm)' label.
- 4: Tags input field containing 'administrator' and a '(?)' link. Below the input, there are links for '[Admin]', '[Monitoring]', '[Policymaker]', '[Management]', and '[None]'.
- 5: 'Add user' button.

At the bottom of the 'Add a user' section, there are links for 'HTTP API' and 'Command Line'.

- 9. As a result the new user will be added.

Users

▼ All users

Filter: Regex (?)

Name	Tags	Can access virtual hosts	Has password
User1	administrator	No access	•
guest	administrator	/	•

(?)

▼ Add a user

Username: *

Password: * * (confirm)

Tags: (?)
[Admin] [Monitoring] [Policymaker] [Management] [None]

Add user

[HTTP API](#) | [Command Line](#) |

10. To configure user click the corresponding name in the table.
11. In the opened window click the **Set permission** button.

User: User1

This user does not have permission to access any virtual hosts. Use "Set Permission" below to grant permission to access virtual hosts.

Overview

Tags	administrator
Can log in with password	<input type="checkbox"/>

Permissions

Current permissions

... no permissions ...

Set permission

Virtual Host:

Configure regexp:

Write regexp:

Read regexp:

Set permission

[Update this user](#)

[Delete this user](#)

12. As a result access permissions will be granted to user that allows connecting of shops to the server of statistics generation.

Configuring of *RabbitMQ* user is completed.