Booking analytics

Overview

The Booking analytics page allows you to view all bookings associated with your account, providing a clear and organized display of your booking data. With various filtering and viewing options, you can easily view and analyze trends. Whether you're looking to track recent activity or historical data, this page offers the flexibility and control you need to stay on top of your booking analytics.

Restrictions based on user role:

Administrators: OnceHub administrators can see all the bookings in the account with no restrictions

Team managers: Team managers can see their own bookings and those owned by team members that they manage, but can't see bookings outside of that.

Member users: Members can see only their own bookings. Certain steps, such as filtering by booking owner, are not available to them.

Key Features

1. View Bookings by Creation date

You can view bookings based on their creation date.

How to use:

- In the View by section, choose Creation date.
- From the Time range drop-down menu, set your preferred date range to view bookings created within that time frame. You can create a custom date range under the Specific dates option.
- Click Done once you have made your selection.

2. View Bookings by Meeting date

You can also view bookings based on the date they are scheduled to occur.

How to use:

- In the View by section, choose Meeting date.
- From the Time range drop-down menu, set your preferred date range to view bookings scheduled within that time frame. Click Done once you have made your selection.
  - Note that you can view past meetings, as well as upcoming meetings, or create a custom date range under the Specific dates option.

3. Filtering your results

The Booking analytics page also offers a wide range of filtering options to help you make a deeper analysis of your bookings . You can filter results by booking status (e.g., completed, canceled, or rescheduled), by the scheduling tools, and meeting host. You can also enter in UTM parameters and filter results by them.

These filters allow you to refine your data view to focus on the exact information you need, helping you understand the performance of a specific event type, tracking bookings from different booking links, or analyzing the schedules of individual meeting hosts.

Adding filters:

- Click on the Filter drop-down menu below the View by section.
- Select the category you want to filter by, then select the specific filter you want to add. Click Done to add the filter.
- The added filter will appear alongside the drop-down menu.
  - Click the pencil icon to edit it, or the X icon to remove it.
- You can add as many filters as you need to refine your analytics results.

Set the chart time frame

Once you've set the creation or meeting date, the results will be displayed in a chart. At the top right of the chart, you can select the time frame you want your data to be displayed in: Quarterly, Monthly, Weekly, or Daily.

4. Viewing and saving your results

Once you have adjusted the View by dates, set a time range, and added filters, all of the relevant data will be displayed in a chart. At the top right of the chart, you can select the time frame you want your data to be displayed in: Quarterly, Monthly, Weekly, or Daily.

If you want to save the current filter configuration:

1. Click on **Save as** next to the applied filters.
2. Enter a **View Name**.
3. Click on **Save**.

When you hover over sections of the chart, a tooltip will appear, providing specific insights into that column of data. When you click View inside the tooltip, you will be taken to the activity stream, where the specific bookings included in the column of data will be displayed. Here, you can see more specifics about the bookings and manage them.

Practical use cases

1. Monitor recent booking activity

If you're interested in monitoring your booking trends, use the "Last 7 days" or "Last month" time range. This is particularly helpful if you've been running a promotion or marketing campaign and want to track its impact on bookings.

2. Identify seasonal trends

Use the quarterly view to look for patterns and trends in your bookings over time. This can help you understand seasonality in your business, allowing you to plan resources, staffing, or marketing efforts accordingly.

Frequently Asked Questions (FAQ)

Q: Can I see canceled or rescheduled bookings in the analytics?

A: Yes, the Booking analytics page allows you to filter by booking status, including completed, canceled, no-show, or rescheduled bookings. (Note that rescheduled bookings will only retain that status from the time that they are rescheduled until they are completed, at which point the status will change). This helps you get a full picture of your booking activity, even for appointments that didn't go as planned.

Q: How far back can I view my booking history?

A: You can view your entire booking history from the moment you started using our platform. Simply adjust the date range to include the desired timeframe.