

Application Analytics

AppDynamics Application Analytics powers Business iQ, a powerful part of the AppDynamics Application Performance Management (APM) Platform. Integration of all of AppDynamics APM performance engines results in a dynamic, accessible set of data about every business transaction. Business iQ can extract that information and generate baselines and dashboards, and give you perspective beyond traditional APM, enabling you to do real-time analysis of business performance that is correlated with the performance of your application software.

You can use Application Analytics with the APM, Browser RUM, Mobile RUM, and Browser Synthetic Monitoring product modules to obtain Transaction Analytics, Log Analytics, Browser Analytics, Mobile Analytics, and Browser Synthetic Analytics.

Application Analytics can help you answer business-oriented questions, such as:

- How many users experienced failed checkout transactions in the last 24 hours?
- How much revenue was lost because of these failures? How is that revenue distributed across different product categories?
- What is your revenue for the day for a geographical region?
- What was the revenue impact by product category associated with the two marketing campaigns we ran last week?

Installation and Administration

- [Analytics Deployment Options](#)
- [Analytics and Data Security](#)
- [Upgrade Analytics Agent](#)
- [Upgrade Platform Components](#)

Analytics Data Collection

- [Collect Log Analytics Data](#)
- [Collect Transaction Analytics Data](#)
- [Business Transaction and Log Correlation](#)
- [Collect Business Data From SQL Calls](#)

Using Application Analytics

- [Business Journeys](#)
- [Experience Level Management](#)
- [Search Analytics Data](#)
- [Visualize Analytics Data](#)

Extensibility and Reference

- [Create Analytics Metrics From Scheduled Queries](#)
- [Analytics Events API](#)
- [ADQL Reference](#)