

**Historical Analytics** provides deep payments intelligence insights highlighting performance overview, authorizations, and captures. Showing settlement by counts, amounts, and channel.

## Access

Go to <https://ebc2.cybersource.com> to enter login information:

**Organization Name:** your Account or Merchant ID

**User Name:** your CyberSource credentials

**Password:** your CyberSource password

Expand the left navigation panel and click on **Analytics**. Under **Historical**, select **Order Conversion**.

## Historical Analytics Order Conversion

### Section 1 Horizontal Filtering Toolbar and Export Function

If logged in to the SSO or “\_acct” level, the **Order Conversion** section of Historical Analytics will display default results for **Date Range: Last 7 Days**, and **Reporting As: USD**. Variations on these dimensions may be selected. Additional applied filters are located below with three default applied filters for **Transaction Status: Success and Declines**, **Count/Amount: Count**, and **Card Type: All**. There is a drop-down menu to select additional dimensions to further explore. The example below shows an applied filter for **Payment Channel: eCommerce**, with the drop-down menu revealing more filters that could be applied to **Order Conversion** results.

#### Horizontal Filtering Toolbar and Export Function

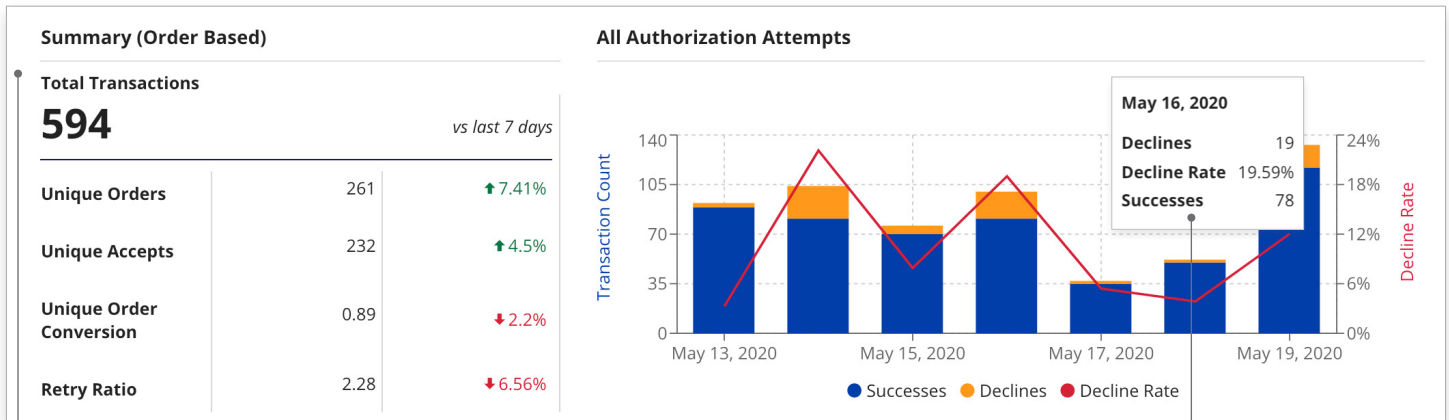
The screenshot displays the 'Order Conversion' section of the Historical Analytics interface. At the top, there is a navigation bar with 'Analytics' and a link to 'Go To Overview Page'. Below this, the 'Order Conversion' title is shown. The main content area features a horizontal filtering toolbar. It starts with 'Showing results for' followed by two filter buttons: 'Date Range: Last 7 Days' and 'Reporting As: USD'. Below these, there is a 'Choose a filter' dropdown menu. The toolbar also contains three filter buttons: 'Success And Declines', 'Count/Amount: Count', and 'Payment Channel: eCommerce'. A 'CLEAR FILTERS' button is located to the right of the filter buttons. In the top right corner, there is an 'EXPORT' button with a download icon. A dropdown menu is open for the 'Choose a filter' dropdown, showing a search bar and a list of filter options: Currency, Billing Country, Payment Type Method, and Processor. Four callout boxes provide instructions: 1. 'A range of dimensions available for additional applied filters' points to the dropdown menu. 2. 'Clicking the "X" removes the selected filter, differentiated by the darker shade of blue' points to the 'X' on the 'Payment Channel: eCommerce' filter. 3. 'Select Clear Filters to remove any darker blue applied filters and to revert both applied filters to default states – this action will not alter selections for Date Range and Reporting As filters' points to the 'CLEAR FILTERS' button. 4. 'Export the data with applied filters as a .csv or .json file' points to the 'EXPORT' button.

## Section 2 My Business Analytics – Order Conversion for Successes and Declines

The left side of this section shows a **Summary** table with line items for **Unique Orders**, **Unique Accepts**, **Unique Order Conversion**, and **Retry Ratio** with those total transactions and the rate in the selected date range.

The right side of the section shows the **All Authorization Attempts** bar chart. Selecting any section of a bar displays a pop-up. Isolate dimensions by hovering over their respective legends. Hovering over any category in a legend brings focus to that category in each bar. Clicking on a legend category makes it unavailable and temporarily removes the content from the display. Clicking again on the category restores the content to its original state.

### My Business Analytics – Order Conversion for Successes and Declines



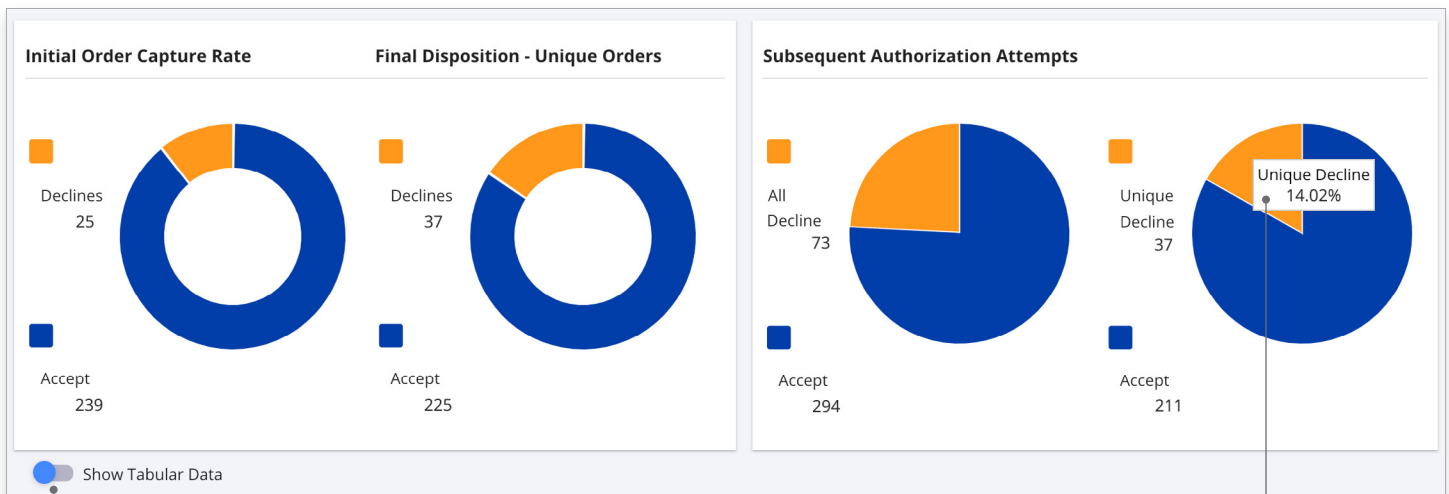
Change the date range by using the horizontal filtering toolbar

View daily totals and decline rates pop-ups by each payment type method

## Section 3 Order Conversion Comparisons for Successes and Declines

The section on the left displays donut charts showing **Initial Order Capture Rate** and **Final Disposition – Unique Orders**. The section on the right displays pie charts for **Subsequent Authorization Attempts**. Hovering over any section of a chart displays a pop-up for that measure. Selecting the **Show Tabular Data** option below the charts reveals the **Order Conversion Details for Successes and Declines** table with additional data.

### Order Conversion Comparisons for Successes and Declines



Click the toggle or label text to reveal an additional table below this section

View Decline and Acceptance rate pop-ups for every chart

## Section 4 Order Conversion Details for Successes and Declines

Clicking the **Show Tabular Data** toggle moves it to the right and reveals a table with all dimensions used to display the data. Selecting the arrows next to each header displays the data in alphabetical order from A to Z or Z to A. Filter fields below the header allow searching within the category. The header area scrolls horizontally to reveal more dimensions.

### Order Conversion Details for Successes and Declines

Show Tabular Data

**Order Conversion Details** for Success And Declines

Date	Country...	Payment Type...	Payment Channel	Integration Method...	Reason Code	Reason Code Description
Filter	Filter	Filter	Filter	Filter	Filter	Filter
2020-05-25	United King...	Visa	eCommerce	INTEGRATION API 1	231	DINVALIDCARD
2020-05-25	United States	Mastercard	eCommerce	INTEGRATION API 5	NULL	NULL
2020-05-25	France	Discover	eCommerce	INTEGRATION API 2	NULL	NULL
2020-05-25	Italy	American Ex...	eCommerce	INTEGRATION API 4	231	DINVALIDCARD
2020-05-25	Germany	Mastercard	eCommerce	INTEGRATION API 3	231	DINVALIDCARD
2020-05-25	Canada	Discover	eCommerce	INTEGRATION API 1	NULL	NULL
2020-05-25	Puerto Rico	Visa	eCommerce	INTEGRATION API 5	231	DINVALIDCARD
2020-05-25	United King...	Apple Pay	eCommerce	INTEGRATION API 3	NULL	NULL

The **Show Tabular Data** toggle selected to display the table

Adjust the width of each column

Select an arrow to change content order

Enter a search term to explore specifics

Scroll horizontally within the header bar

## Historical Analytics Summary

Descriptive analytics with payer authorizations, authorizations, captures and settlement by counts, amounts, channel, and BIN. Performance summary data visualizations are displayed by the following dimensions:

- Processor
- Reason code
- Payment type method
- Country
- Currency
- Count
- Amount in local currency
- Amount in single currency
- Channel
- Issuer BIN

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