

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 shows the 'Order Conversion' page in the Analytics section. At the top right, there is an 'EXPORT' button with a download icon. Below this, the page indicates 'Showing results for' with two filter buttons: 'Date Range: Last 7 Days' and 'Reporting As: USD'. A 'Choose a filter' dropdown menu is open, showing options: Currency, Billing Country, Payment Type Method, and Processor. The main filtering toolbar contains three active filters: 'Success And Declines', 'Count/Amount: Count', and 'Payment Channel: eCommerce'. A 'CLEAR FILTERS' button is located to the right of these filters. Callouts provide the following information:

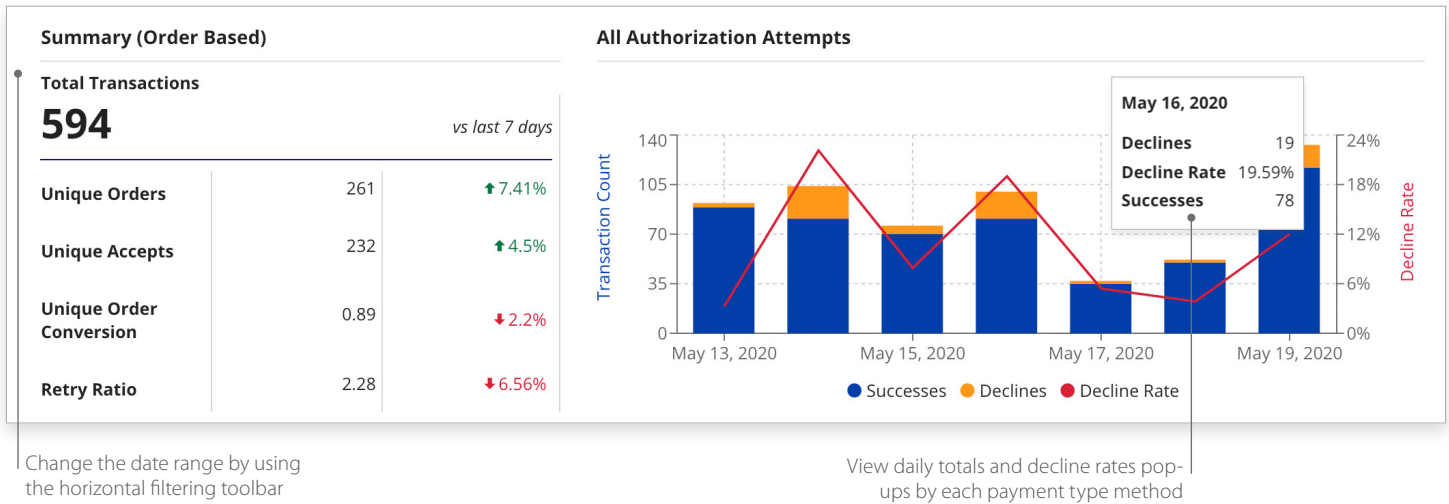
- A range of dimensions available for additional applied filters (pointing to the dropdown menu).
- Clicking the "X" removes the selected filter, differentiated by the darker shade of blue (pointing to the 'X' on the 'Payment Channel: eCommerce' filter).
- Select **Clear Filters** to remove any darker 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 (pointing to the 'CLEAR FILTERS' button).
- Export the data with applied filters as a .csv or .json file (pointing 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.

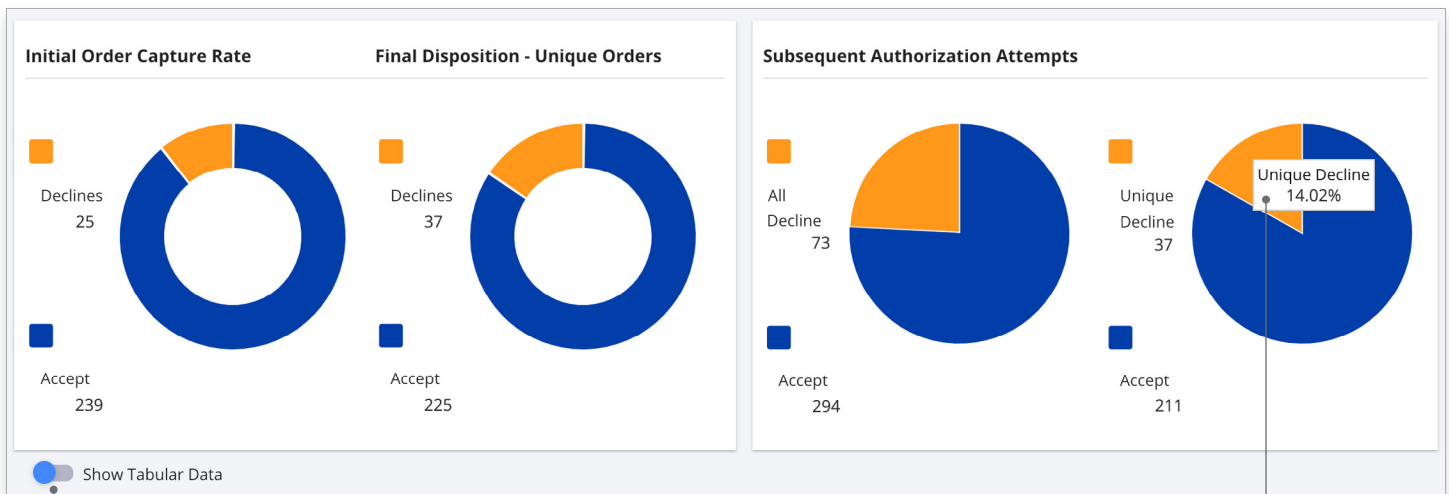
### My Business Analytics – Order Conversion for Successes and Declines



## 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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