Service category-specific KPIs

Database: software providing large amounts of structured data to the user. Usually the data can be uploaded, accessed, searched and/or downloaded via a web browser.

Databases
- #Visits
- #Citations
- #Unique users/visitors
- #Recurring users/visitors
- #Support tickets
- #Publications
- #Citation DOIs*
- #Downloads*
- #Hits*

Tools / applications
- #Downloads
- #Citations
- #Support tickets
- #Downloads_distinct_IPs*
- #Users*
- #Executions*

Web applications
- #Citations
- #Visitors
- #Visits
- #Visits duration*
- #Pageviews
- #Actions
- #Actions per visit*
- #Support tickets*
- #Users*

Libraries / APIs
- #Downloads
- #Citations
- #Support tickets
- #Publications
- #Grant applications*

Libraries / APIs
- #Downloads
- #Citations
- #Support tickets
- #Publications
- #Grant applications*

Workflow / pipeline: software that combines multiple tools / applications. They may be used locally or remotely via the internet.

Workflows / pipelines
- #Citations
- #executions
- #Users*
- #Projects*
- #Storage usage*

Support / consulting
- #Support tickets
- #Publications
- #Citations*

Support / consulting
- #Support tickets
- #Publications
- #Citations*

Library / API: collection of pre-implemented functions for a specific task that can be accessed via a well-defined interfaces.

Tool / application: software that can be downloaded and executed locally on the users' hardware.

Workflow / pipeline: software that combines multiple tools / applications. They may be used locally or remotely via the internet.

Web application: software that is installed on a server and can be used by users via a web page and the internet.

*Optional KPI
#Citations: main KPI

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Definitions of key performance indicators (KPIs)

- **#Actions:** number of actions performed (page views, downloads, searches, outlinks)
- **#Actions per visit:** average number of actions per visit.
- **#Publications (Support/consulting):** number of citations of the publications included in "#Publications (Support/consulting)"
- **#Citations:** number of citations of the publication(s) describing the service.
- **#Citation DOIs:** Search for specific DOIs
- **#Downloads (databases):** number of downloaded datasets.
- **#Downloads (tools, libraries/APIs):** number of software downloads.
- **#Downloads_distinct_IPs:** number of software downloads from year-wise distinct IPs.
- **#Executions:** number of executions of the software.
- **#Grant applications:** number of grant applications related to the service.
- **#Hits:** number of hits without robots.
- **#Pageviews:** number of times a page has been viewed.
- **#Projects:** number of projects related to the service.
- **#Publications (databases):** number of publications as first and co-author in peer reviewed journals describing the database.
- **#Publications (Support/consulting):** number of publications with explicit mention of de.NBI-staff/de.NBI-service in the acknowledgements section or where de.NBI staff is included in author list and de.NBI is mentioned explicitly.
- **#Recurring users (databases):** number of unique users without robots.
- **#Storage usage (workflows/pipelines):** service-specific
- **#Visits duration:** average duration of the visits (session time)

How to collect KPIs

- **#Actions:** Matomo, Google Analytics
- **#Actions per visit:** Matomo, Google Analytics
- **#Citations (Support/consulting):** Google Scholar
- **#Citations:** Google Scholar.
- **#Citation DOIs:** Google Scholar
- **#Downloads (databases):** Matomo, Google Analytics
- **#Downloads (tools, libraries/APIs):** Bioconductor, GitHub, Google Analytics, Matomo.
- **#Downloads_distinct_IPs:** Bioconductor, GitHub, Google Analytics, Matomo.
- **#Executions:** Matomo, Google Analytics
- **#Grant applications:** collecting grant numbers
- **#Hits:** Matomo, Google Analytics
- **#Pageviews:** Matomo, Google Analytics
- **#Projects (workflows/pipelines):** service-specific
- **#Publications (databases):** Google Scholar
- **#Publications (Support/consulting):** count number of PubMed publications matching the KPI definition.
- **#Recurring users:** Matomo, Google analytics
- **#Support tickets:** Count the number of user requests manually or automatically via a ticket system (e.g., RT).
- **#Unique users:** Matomo, Google Analytics
- **#Visitors:** Matomo, Google Analytics
- **#Visits (databases):** Matomo, Google Analytics
- **#Visits duration:** Matomo, Google Analytics

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