

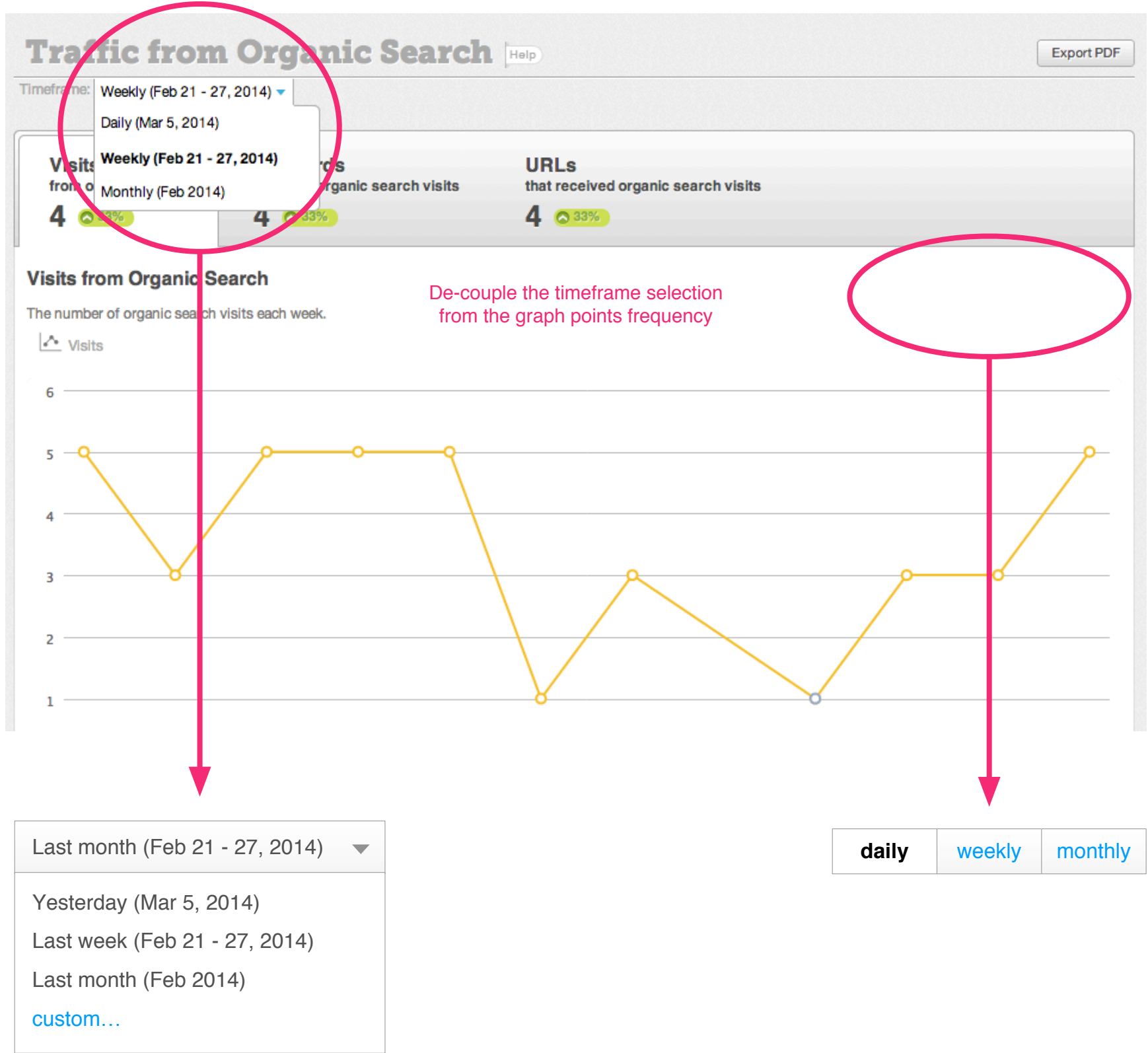
Time to update timeframes

The concepts in this doc propose the ability to view historic data, and provide more customization around our timeframe feature in Moz Analytics.

We tried to work within the current data storage limitations as best we could.

All 3 options propose we save at least 64 days of daily data, 28 weeks of weekly rollups, and 24 months of monthly metrics.

This new custom timeframe feature would be added with the following changes...



Custom Timeframe, Option 1

Select a date range by: to

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Let's pretend it's **February 15th, 2014**, And ranking for this campaign are collected on Friday. My normalized week for this campaign is Saturday - Friday.

Select a date range by: to

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Scenario 1:

Show my last **6 weeks** of data.

Select a date range by: to

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Select a date range by: to

December 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Scenario 2:

Show my last **10 weeks** of data.

When I navigate back in time, I see daily selections turn to weekly.

Select a date range by: to

December 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Select a date range by: to

January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Select a date range by: to

June 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

July 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Scenario 3:

Show my last **8 months** of data.

When I navigate back in time, I see daily selections turn to weekly.

Custom Timeframe, Option 2

Select a range by: Day

January 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

January 4 - February 14, 2014

Apply Custom Timeframe

Select a range by: Day

Daily data is stored for up to 64 days.

To see more historic data, select a less granular view, such as [week](#) or [month](#).

no range selected

Apply Custom Timeframe

Select a range by: Week

Weeks are based on a Friday rankings collection.

4 Jan through 17 Jan	11 Jan through 17 Jan	18 Jan through 24 Jan	25 Jan through 31 Jan
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January 4 - February 14, 2014

Apply Custom Timeframe

Select a range by: Week

Weekly data is stored for up to 28 days.

To see more historic data, select a date range by [month](#).

no range selected

Apply Custom Timeframe

Select a range by: Month

Jun 2013	July 2013	Aug 2013
Sep 2013	Oct 2013	Nov 2013
Dec 2013	Jan 2014	Feb 2014

December 2013 - January 2014

Apply Custom Timeframe

Select a range by: Month

Feb 2012	Mar 2012	Apr 2012
May 2012	Jun 2012	Jul 2012
Aug 2012	Sep 2012	Oct 2012

no range selected

Apply Custom Timeframe

Custom Timeframe, Option 3

Select a date range by...

DAY WEEK MONTH

December (2013) 13

TO

February (2014) 14

December 13, 2014 through February 14, 2014

Apply Custom Timeframe

December (2013) 13

December (2013)
January (2014)
February (2014)

December (2013) 135

There are only 31 days in December.

Select a date range by...

DAY WEEK MONTH

2013 December

TO

2014 January

December 2013 through January 2014

Apply Custom Timeframe

2013 December

2013
2014

January
February
March
April
May
June
July
August
September
October
November
December

Select a date range by...

DAY WEEK MONTH

Dec 28, 2013 - Jan 3, 2014

TO

Feb 8 - 14, 2014

December 28, 2013 through February 14, 2014

Apply Custom Timeframe

Dec 28, 2013 - Jan 3, 2014

Aug 3 - 9, 2013
Aug 10 - 16, 2013
Aug 17 - 23, 2013
Aug 24 - 30, 2013
Aug 31 - Sep 6, 2013
Sep 7 - 13, 2013
Sep 14 - 20, 2013
Sep 21 - 27, 2013
Sep 28 - Oct 4, 2013
Oct 5 - 11, 2013
Oct 12 - 18, 2013
Oct 19 - 25, 2013
Oct 26 - Nov 1, 2013
Nov 2 - 8, 2013
Nov 9 - 15, 2013
Nov 16 - 22, 2013
Nov 23 - 29, 2013
Nov 30 - 6, 2013
Dec 7 - 13, 2013
Dec 14 - 20, 2013
Dec 21 - 27, 2013
Dec 28, 2013 - Jan 3, 2014
Jan 4 - 10, 2014
Jan 11 - 17, 2014
Jan 18 - 24, 2014
Jan 25 - 31, 2014
Feb 1 - 7, 2014
Feb 8 - 14, 2014

Pretty...

Option 1, A vs B

I select a point in time that is not available daily (over 64 days back)...

A: I can still select a specific day up to 64 days back

Select a date range by: to

December 2013							January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31	1	2	3	4	26	27	28	29	30	31	1

Data over 64 days is stored weekly.

B: I can only select full weeks as the most granular level of data

Select a date range by: to

December 2013							January 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	29	30	31	1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31	1	2	3	4	26	27	28	29	30	31	1

Data over 64 days is stored weekly.

Select a date range by: to

January 2014							February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	1

Select a date range by: to

January 2014							February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	1

Birds-eye view of Option 1

Let's pretend it's **February 15th, 2014**,
and my normalized week for this campaign is *Saturday - Sunday*.



Daily, weekly monthly graph views could be available on the graphs as appropriate to the selected timeframe.

bunch of stuff.

Select a date range by: DAY WEEK MONTH

30	1	2	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Compare to previous [#] days

Apply Custom Timeframe Cancel

Select a date range by: DAY WEEK MONTH

For more historic data, select a less granular view, such as week or month.

Compare to previous [#] days

Apply Custom Timeframe Cancel

Select a date range

December 2008

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Select Today

Depart Mar 7

Return Mar 9

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Su	M	Tu	W	Th	F	Sa
	1	2	3			
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Compare to: last period

For more historic data, select a less granular view, such as week or month.

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

30	1	2	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	3

31	1	2	3	4	5	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Feb 2, 2014 - Mar 4, 2014

Date Range: Custom

Feb 2, 2014 - Mar 4, 2014

Compare to: Custom

Jan 2, 2014 - Feb 1, 2014

Apply Cancel

Hourly Day Week Month

Select a date range by: DAY WEEK MONTH

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Up to 64 days of daily history available for this campaign. For more historic data, select a timeframe by week or month.

Apply Custom Timeframe

Select a date range by: to

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Graph data: daily Compare to last period

Apply Custom Timeframe

Select a range by: Week

- Feb 1 - 7, 2014
- Jan 25 - 31, 2014
- Jan 18 - 24, 2014
- Jan 11 - 17, 2014
- Jan 4 - 10, 2014
- Dec 28 2013 - Jan 3, 2014

January 11 - February 7, 2014

Apply Custom Timeframe

Select a date range by: Jan 7-13, 2014 to Feb 8-14, 2014

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Data over 64 days is stored weekly.

Apply Timeframe Cancel

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	

20

I want to see the last six weeks of data...

daily

daily

weekly

monthly

I want to see the last 2 years of data...

monthly

daily

weekly

monthly

Select a date range by: DAY WEEK MONTH

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

30	1	2	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Up to 64 days of daily history available for this campaign. For more historic data, select a timeframe by week or month.

Apply Custom Timeframe

Select a date range by: DAY WEEK MONTH

Dec 7 - 13, 2013
Dec 14 - 20, 2013
Dec 21 - 27, 2013
Dec 28 2013 - Jan 3, 2014

Jan 4 - 10, 2014
Jan 11 - 17, 2014
Jan 18 - 24, 2014
Jan 25 - 31, 2014

Feb 1 - 7, 2014
Feb 8 - 14, 2014
Feb 15 - 21, 2014
Feb 22 - 28, 2014

Up to 26 weeks of weekly history available for this campaign. For more historic data, select a timeframe by month.

Apply Custom Timeframe

Select a date range by: Jan 7-13, 2014 to Feb 8-14, 2014

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Data over 64 days is stored weekly.

Apply Timeframe Cancel