



# Make Your Jira and Confluence Reporting Work



Platinum  
Marketplace Partner



# Analyzing Your Data



Back to the Future

A hidden benefit of using Jira or Confluence is the accumulation of historical data. But don't be mistaken – historical data is not about the past– it's all about the future! This natural by-product contains valuable information on project performance, bottlenecks, outliers, trends, anomalies, and more.

Use it to access valuable business intelligence at all levels of development and management:

- Have a birds-eye view of all projects and processes.
- Manage business operations and make well-informed, smart, data-supported decisions.
- Optimize and improve workflows, processes, and procedures.
- Reduce estimation errors or ineffective resource allocation.
- Improve planning, execution, and forecasting.
- Test smarter, identify bottlenecks and main underlying causes.
- Prevent major mistakes from happening and/or repeating.
- Identify trends, threats, and opportunities.
- Keep teams informed, productive, accountable, and responsible.
- Keep systems at peak performance and reduce downtime.
- Deliver better software faster, more effectively, and more reliably.



*"67% of surveyed companies are gaining a competitive advantage by using analytics. Companies in this category report both strong competitive advantage and improved innovation from using analytics."*

*MIT Sloan Management Review, Analytics as a Source of Business Innovation*

*You can't improve what you can't manage, you can't manage what you can't control, and you can't control what you don't measure.*

*Tom DeMarko*

Accurate, reliable, up-to-date, and immediate information is the key to rapid, data-driven decision-making. Being able to make informed and smart decisions faster than competitors is a serious competitive advantage.

Different groups and audiences need to see a different levels of detail in the reports. While the top management might be more interested in the general trends and overview, project managers, product owners, and others might need a much more detailed picture.

*relevant /'rɛləv(ə)nt/  
closely connected or appropriate to what is being done or considered.*



# Relevancy

Relevant information is data that can be applied to solve a problem. The goal is to provide the right information at the right time for the right audience.

# Actionability

If the information is outside of report viewer's circle of influence, it is most likely irrelevant and not actionable. Actionable information should give an overview and a sufficient level of detail to provide valuable insights and support decisions for planing the next actions.

# Meaningful Data

For the report to be meaningful and relevant, it has to capture a business need for a relevant audience:

- The data we capture has to be in high quality, timely, comprehensive, and relevant.
- The information has to be properly presented, to provide valuable insights.
- The reports need to support decisions and actions.





# From Data to Reports

In order to improve, organizations need a way to look at the data in an aggregated form.

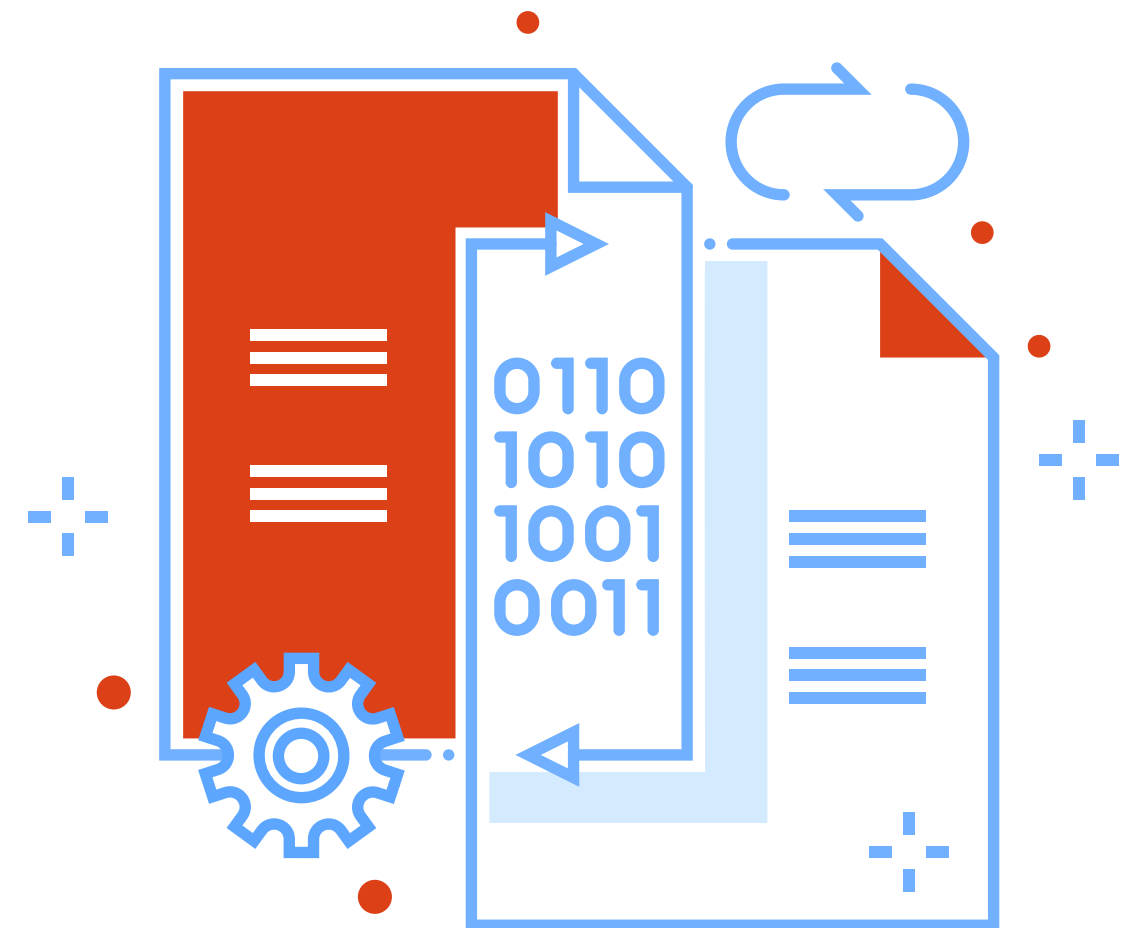
The objective is to maintain a simple access to up-to-date consistent and reliable information at all levels of detail for everyone.

*"47% of business professionals agree that dealing with slow or untimely access to information impedes their ability to make decisions."*  
Boston University

When it comes to Jira reporting, there are four primary choices:

1. Built-in Jira reports.
2. Data export as CSV or XLSX file and data analysis in spreadsheets.
3. Jira REST API or direct connection to Jira database for exporting Jira data into an external reporting tool.
4. Integrated 3rd party Jira reporting tools available on Atlassian Marketplace.

For Confluence the list is even shorter, you can use built in Confluence reports if you are a Premium user or leverage the 3rd party reporting apps.



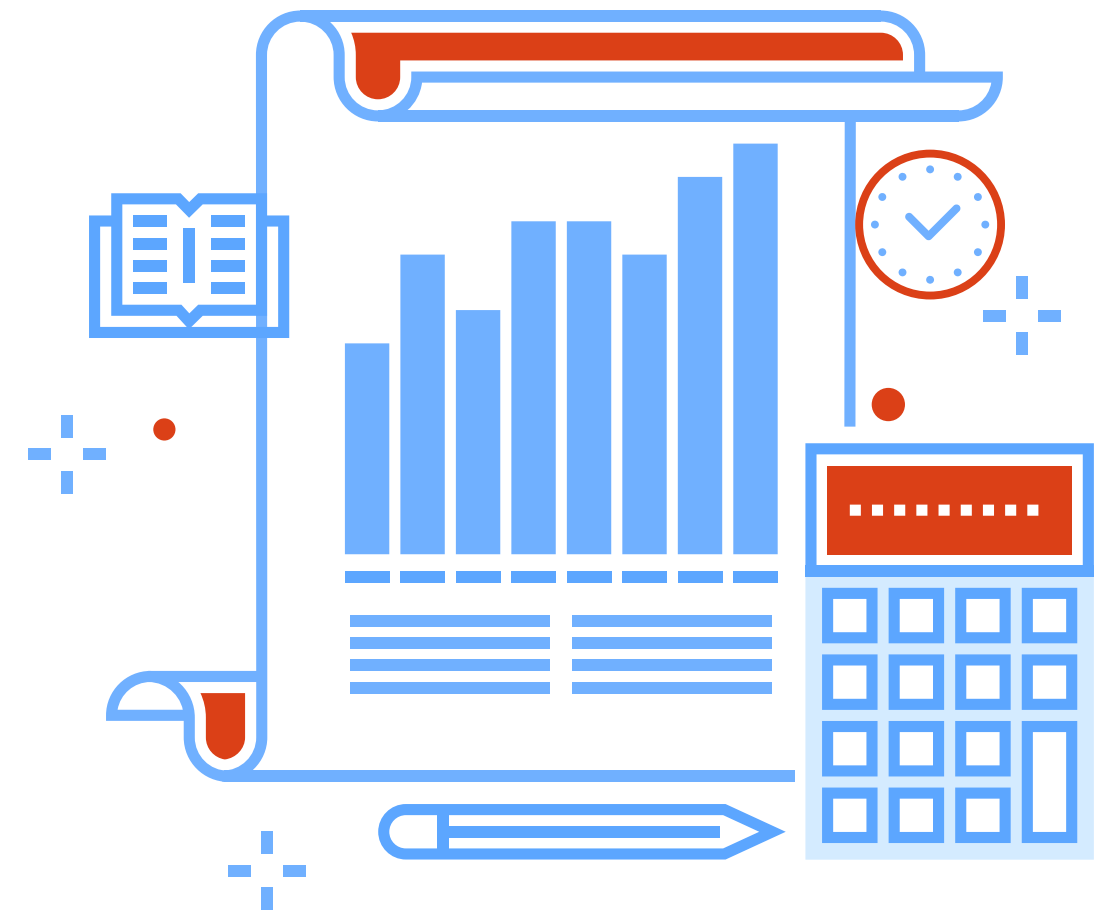
# 1. Built-in Reports

The first place to look for answers is the built-in reports. In Jira reports and charts provide a basic configuration, enabling you to display one project or filter over a period of time (day, week, month, quarter, or a year). Those reports might be sufficient for a general daily overview and trends within one project. But more detailed questions remain unanswered. In Confluence, the built-in reports are very limited.

# 2. Data Analysis in a Spreadsheet

Spreadsheet is a great tool for quick and simple data visualizations. Unfortunately, they won't work well if you have lots of data, if you need to update data frequently, or if you want to share your data effectively.

Manually collecting, consolidating, normalizing, filtering, updating, and sharing reports in spreadsheets is a time consuming work that leads to errors and data inconsistency. The process can take hours or even days, and inconsistent and unreliable data can lead to confusion, misunderstanding, and wrong decisions.





### 3. Using an External Tool For Data Analysis

Jira provides users with REST API interface which allows exporting data from Jira into an external data analysis and visualization tool. Data export, filtering, and normalization can be automated, resulting in fewer errors and improved consistency. Created reports and charts have to be prepared only once.

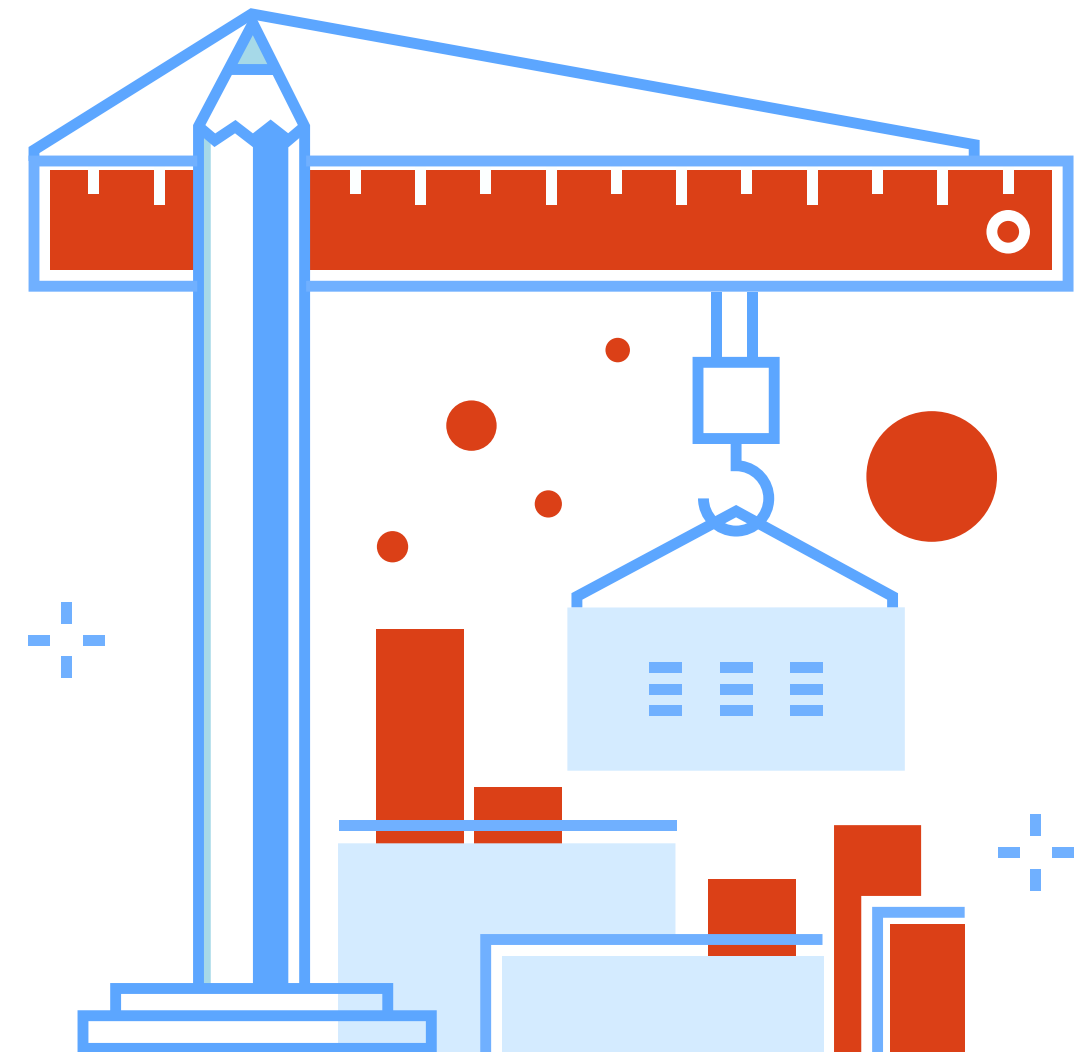
However, the REST API solution has some limitations – not all custom fields are available. Building and maintaining Jira data import schemes is a very complex and time-consuming task, full data reimports can take hours and impact Jira performance. External reports are not available as gadgets in Jira Dashboards or Confluence pages.



## 4. Integrated Reporting Apps

Reporting apps available on Atlassian Marketplace are tightly integrated into Jira and Confluence infrastructure and provide many benefits:

- Most of the measures and dimensions are supported natively.
- Up-to-date, consistent, and relevant information.
- Many common report examples and templates available out-of-box.
- Ability to create advanced reports and create custom reports.
- Reduced impact on Jira or Confluence performance.
- Ability to publish reports on Jira dashboards and/or Confluence pages.
- Compatibility with latest Jira or Confluence versions and updates.





# easyBI at a Glance



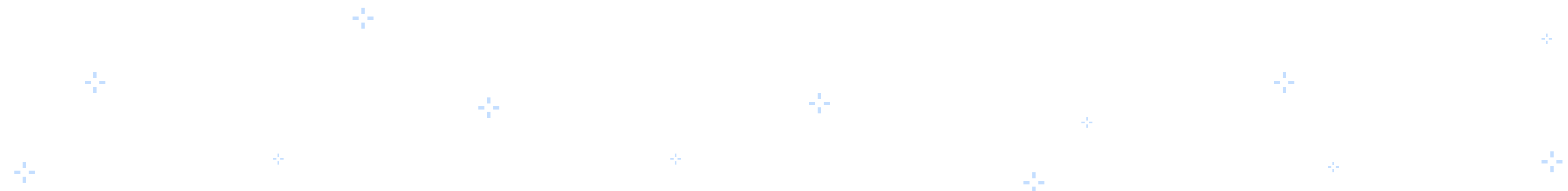
Easy Business Intelligence for Project Teams

While reports would show you a historical snapshot of what has happened and what the status is, a Business Intelligence (BI) will show you why. BI lets you explore your data and discover data relationships you never knew existed, as well as reveal new, untapped business opportunities.

eazyBI is built as a general purpose data visualization and analysis tool. Because of that, it is extremely flexible and customizable. You can create a set of cross-project reports and dashboards with actionable KPIs and project status reports showing exactly who is working on what, when, where, and why.

Available for Jira and Confluence Cloud, Server, and Data Center eazyBI is a powerful and full-featured Business Intelligence, visualization and analysis app for Jira and Confluence:

- Complete analytical data model;
- Custom reports, charts, and dashboards;
- Drag-and-drop report builder;
- Interactive Data Analysis and Visualization;
- Powerful custom calculations for advanced users;
- Combine Jira or Confluence data with external data sources;
- Analyze data from popular time management, test management, asset management, and project management apps in Jira;
- Share your reports in Jira dashboards, Confluence pages, or external web pages and apps.



# Complete Data Model

Let's look at Jira data model as an example.

Jira stores data in a highly complex database, consisting of more than 200 related and unrelated tables. Getting the data out of this complex structure, requires a deep understanding of the complete Jira data model, inner dependencies, and context.

eazyBI provides a complete Jira data model out-of-box. Start your Jira data analysis and visualization in just a few clicks. Despite a very complex Jira structure with many workflows, projects, epics, stories, subtasks, and custom fields, the eazyBI's Jira data model enables instant access to all your Jira data and more.

eazyBI is built for speed and performance, providing quick and effective data updates, reduced impact on Jira performance, and real-time data exploration with an instant feedback.

- A dedicated child process – separating eazyBI process from Jira core process reduces impact on Jira performance and enables more granular resource control and management.
- Using built-in Java API – compared to the REST API built for external data access, the built-in JAVA API is much faster, more reliable, and provides access to more data, including advanced custom fields.
- Optimized API access – efficient and optimized API calls with incremental-data export enable frequent and effective data updates, retrieving only the recently created, updated, modified data in the shortest time possible.
- Separate database – eazyBI exports and re-organizes Jira data into an OLAP (On-Line Analytical Procession) data cube, built for real-time data exploration and analytics. In addition it reduces impact on Jira database and increases stability, portability, speed, performance, and platform or database engine independence.

# Custom Reports, Charts, and Dashboards

Create custom reports, charts, and dashboards with an easy-to-use drag-and-drop report builder. Quickly discover new insights and opportunities with all your data at your fingertips.

eazyBI uses building blocks like measures and dimensions to help you create unlimited custom reports. Drag-and-drop measures and dimensions into rows, columns, or page filters, to build your reports instantly.

Pages

> Project

> Issue Type

Rows

Nonempty

> Time

Columns

> Measures

> Priority

TableBarLinePieScatterTimelineMapGanttGauge

Hide empty

Total

Freeze header

Vertical header

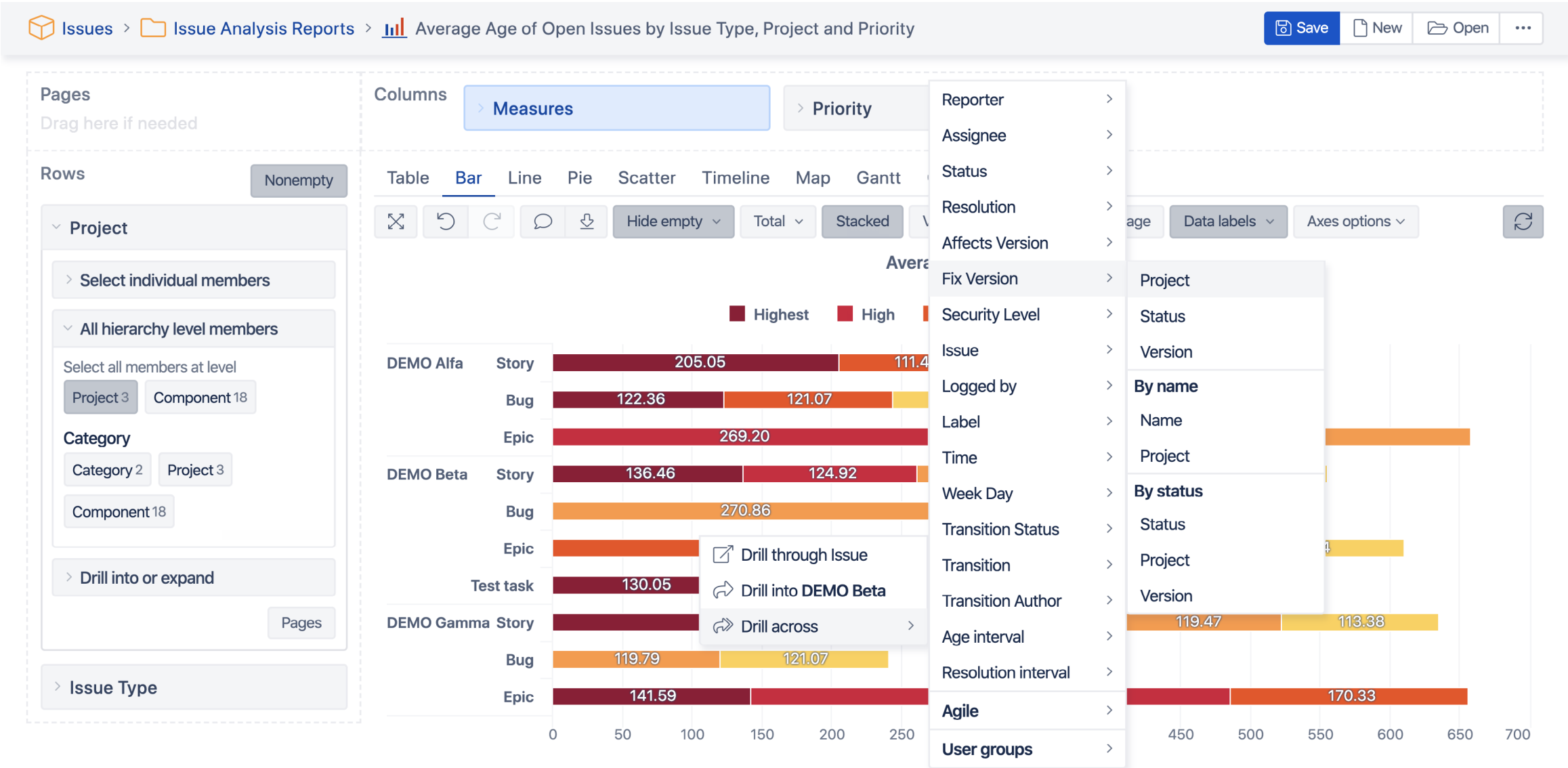
All Projects

All Issue Types

Time	Issues created					Issues resolved					Issues closed				
	Highest	High	Medium	Low	Lowest	Highest	High	Medium	Low	Lowest	Highest	High	Medium	Low	Lowest
– Q1 2019	30	19	37	39	28	20	12	22	20	22	20	12	22	20	22
+ Jan 2019	11	4	13	16	11	7	1	3	8	3	7	1	3	8	3
+ Feb 2019	10	7	10	7	11	5	4	10	9	11	5	4	10	9	11
+ Mar 2019	9	8	14	16	6	8	7	9	3	8	8	7	9	3	8
+ Q2 2019	27	31	36	33	23	20	22	35	31	14	20	22	35	31	14
+ Q3 2019	31	34	33	31	33	33	29	33	30	29	32	29	33	30	29

# Interactive Data Analysis and Visualization

Explore and analyze your report data. Start with an overview and dig into details to examine your business data with multi-dimensional analysis. Drill in or across the dimensions right from the report or chart with an instant feedback. Find actionable insights, trends, and opportunities to make smart and data-driven decisions.



# Powerful Calculations for Advanced Users

Go way beyond basic Jira reports. Create custom measures and powerful calculations. Start with many Use predefined calculations and functions or create your own. With MDX you can do almost any calculation imaginable! Take the advantage of the built in auto-complete feature to quickly create your own custom calculations from existing Jira data – from simple arithmetical calculations to complex calculation formulas – it’s all up to you.

Define calculated member formula

[Measures].[ Story Points resolved% ] =

1 CASE WHEN

2 [Measures].[Story Points created] > 0

3 THEN

4 CoalesceEmpty([Measures].[Story Points resolved],0)/

5 [Measures].[St]

6 END

Story Points created

Story Points due

Story Points resolved

Story Points closed

Story Points with due date

Story Points change

Story Points remaining

Story Points history

Start Date (by In progress)

Standard deviation cycle days

Started

Status as number

Status last updated less than 8 days ago

Status last update 8-14 days ago

Formatting ##.##%

Read calculated mem

members, operators a

member formula.

Operators

+ - \* / ( ) and

or not < <= = >=

> <>

Member functions

.CurrentMember .PrevMember

ParallelPeriod

Set functions

.Members .Children Descendants

Filter

Aggregators

Count Sum Avg Median

Update Delete cancel



# Many Data Sources

In Jira, analyze data from standard or custom fields from Jira Software, Jira Service Desk, and many Jira apps - Tempo Timesheets, Tempo Planner, Zephyr, Xray, TM4J, Profields, Insight, Scriptrunner, Elements Connect.

 Jira Software    Bamboo    Bitbucket    Jira Service Desk

 Tempo    XRAY    ELEMENTS CONNECT    PROFIELDS DEISER    Advanced Roadmaps (formerly Portfolio)

 Test Management for Jira    SMARTBEAR Zephyr    insight    Jira Misc Custom Fields    Adaptavist ScriptRunner for JIRA

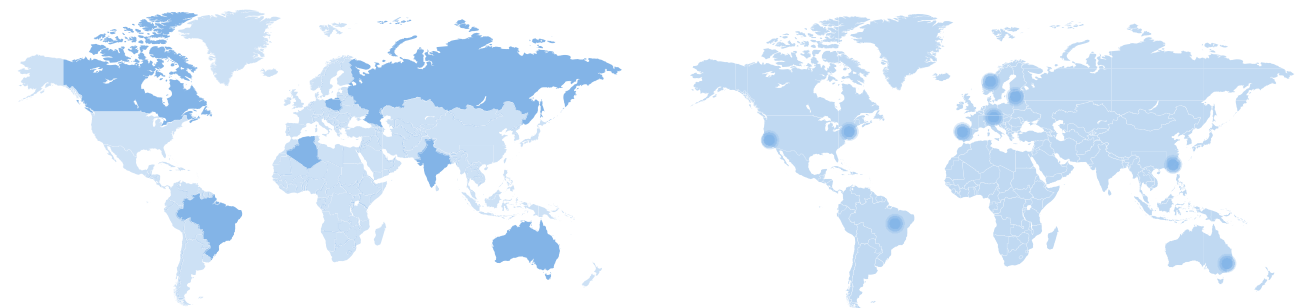
Import additional data from external data sources like SQL databases, REST API, Google Sheets, CSV or Excel spreadsheets and include this data in your Jira and Confluence reports. eazyBI also supports easy data import from popular web applications like Highrise, Harvest, Zendesk, Git, Freshbooks and other.

 Google Sheets    Excel    CSV   {REST:API}

 MySQL    Microsoft SQL Server    PostgreSQL   ORACLE

# Many Interactive Chart Types

Create pivot table reports and visualize your data using many chart types. Switch between table, column, bar, line, area, pie, scatter, bubble, timeline, map, Gantt, gauge, or mixed charts with an instant feedback. Explore your data using different perspectives and visualizations to select the right chart type that highlights your insights.



# Sharing is Caring

*"Organizations that share data internally get more value from their analytics. In addition, the companies that are the most innovative with analytics are more likely to share data externally."*

*Sloan Review - Analytics as a Source of Business Innovation*

Make your reports and charts available anywhere, any time for all Jira users and beyond. Publish eazyBI reports as gadgets on Jira dashboards, Confluence pages, or embed your reports using iframes.

## **Always up-to-date**

eazyBI reports will always be up-to-date, showing the latest data every time you open the report. No more need to regularly update screenshots or image snapshots.

## **Interactive Charts and Dashboards**

Whether you look at the report in Jira dashboard, or in Confluence page, you can drill into details or across other dimensions right from the chart with an instant feedback. Explore your data freely and identify your top and bottom performers, trends, patterns, opportunities, challenges, and risks.



# Start a Free 30-Day Trial

Learn More [eazybi.com](https://eazybi.com)



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