Interoperable Catalogue System (ICS)

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| **Measuring** **System Design Document (SDD)Earth Observation Data Usage****Best Practices** |

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| ***CEOS******Data Stewardship Interest Group*** |  | **Doc. Ref.:** CEOS/WGISS/PTT/SDDCEOS/WGISS/DSIG/MEODU **Date:** March 1997December 2018**Issue**: Version 1.2Version 1.0 |

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#  INTRODUCTION

## Background

Metrics and indicators have been historically collected by data owners/providers to gather relevant information on data usage, to generate statistics, stimulate user engagement, and to monitor processes and services. In the past, data providers were performing this independently, without coordination. Today, the evolving landscape in Earth Observation (EO) data usage, with the arrival of new technologies and the Big Data paradigm (e.g. bringing users to the data as a complementary approach to data download) allows for more powerful statistics and analysis.

As highlighted in the FDA Interim Report at CEOS Plenary 31 (October 2017), at the moment, one of the main needs of the CEOS agencies is to have a better understanding of their data usage and to have a coordinated/harmonized approach among them, regarding these aspects..

While data volumes, variety and velocity are clearly a major technical challenge, probably the greatest challenge for maximising EO data value is represented by changing users’ expectations. Several CEOS community related issues also need to be considered:

* Data hosted in different platforms and cloud providers.

Need to have ability to measure the return of investment, achieved through data use and value generation, as a way to justify maintaining the investment in EO activities.

Need to consider more third parties (to be coordinated) that are developing applications and business, along with massive automation and usage of open data.

Increased difficulty to collect meaningful metrics necessary for reporting, solely using elements such as user logins or agency portal access.

Need to consider using alternate methods to gather information while respecting privacy aspects and remaining true to the principle of open data.

Open data increasing the difficulty to collect metrics, necessary for reporting, using only features such as user logins or agency portal access.

High risk of EO data becoming an anonymous contributor to major application outcomes, as increased usage could see it become taken for granted.

All CEOS agencies are experiencing a shift in the number and nature of users seeking to benefit from their EO data, while using their information systems to do this. These users are increasingly coming from a diverse range of sectors of society, sometimes non-technical, and with expectations of ease of access, use, and integration of space agency data with other information. Each CEOS agency has its own strategy for managing this change in user base. However, a number of agencies have identified the necessity of accruing and exchanging information among themselves based on the reality of the evolution of the user base and on how the FDA implementations are impacting them.

## Purpose of the document

With a more complex EO ecosystem where data is not simply downloaded by users but can be accessed and used on online platforms, there is a collective interest among free and open public data providers to find new ways to obtain feedback on how the data they generate is accessed and used.

This document provides recommended parameters/metrics/indicators to be used, together with relevant information to be collected by data providers, in order to achieve the objectives and needs expressed at the CEOS plenary, and in the FDA strategy.

Parameters, Metrics and Indicators defined in this document are recommended for implementation within the CEOS agencies. In order to better introduce and describe these measurements several categories have been identified. These are detailed in Chapter 3.

## Document Overview

This document is divided into:

* Chapter 1: Introduction
* Chapter 2: Data Usage metrics concept overview
* Chapter 3: Data Usage metrics definition
* Chapter 4: Data Usage metrics from Third Parties
* Annex A: List of software for statistics and Data Usage Metrics generation

## Acronyms

|  |  |
| --- | --- |
| **Acronym** | **Description** |
| CEOS | Committee on Earth Observation Satellites |
| FDA | Future Data Architecture |
| OTF | On-The-Fly |
| PI | Principal Investigator |
| RAM | Reliability, Availability and Maintainability |
| ROI | Return of Investment |
| VRE | Virtual Research Environment |

## Definitions

* **Parameter** A numerical or other measurable factor forming one of a set that defines a system. That is, a parameter is an element of a system that is useful, or critical, when identifying the system, or when evaluating its performance, status, condition, etc.
* **Metric**: based on the parameters, the metric consists of the measurement through which the efficiency, performance, progress, or quality, of a plan, process, product, or system, can be assessed.
* **Statistic**: A fact or piece of data that shows and describes a phenomenon. It uses the correlation between metrics and parameters.
* **Indicator**: a means to provide specific information regarding the state, level, or condition of a phenomenon, with respect to a defined goal.
* **Active user**: Registered users who have made at least one search, full or partial (when managed) download, processing activity or paper submission in the reporting period.
* **Download:** one download refers to an uninterrupted download of a complete data product or document (partial downloads for failed transfers are not accounted for).

## References

### Applicable Documents

|  |  |
| --- | --- |
| **Applicable Document ID** | **Resource** |
| AD-1 | CEOS Future Data Access & Analysis Architectures Study – Interim Report - http://ceos.org/document\_management/Meetings/Plenary/30/Documents/5.2\_Future-Data-Architectures-Interim-Report\_v.1.pdf |
| AD-2 | CEOS FDA 2018-2020 Work Plan - http://ceos.org/document\_management/Publications/CEOS\_Work-Plans/CEOS\_2018-2020-Work-Plan-v.1\_Mar2018.pdf |

### Reference Documents

|  |  |
| --- | --- |
| **Reference Document ID** | **Resource** |
| RD-1 | WGISS Work Plan 2018-2020  |
| RD-2 | Heritage Missions Statistics and Reporting Requirements document, ESA-EOPG-LTDPPL--3 |
| RD-3 | EOSDIS FY2017 Annual Metric Report - https://earthdata.nasa.gov/about/system-performance/eosdis-annual-metrics-reports |
| RD-4 | Sentinels Data Access Annual Reports, SPA-COPE-ENG-RP-066 - https://scihub.copernicus.eu/twiki/pub/SciHubWebPortal/AnnualReport2017/COPE-SERCO-RP-17-0186\_-\_Sentinel\_Data\_Access\_Annual\_Report\_2017-Final\_v1.4.1.pdf |
| RD-5 | EUMETSAT - Central Operations Reports, EUM/OPS/REP/18/971306 - https://www.eumetsat.int/website/home/Data/ServiceStatus/CentralOperationsReports/index.html |
| RD-6 | Heritage Missions Statistics, ESA/PB-EO/DOSTAG/94/RoomDoc(2018)2-D |
| RD-7 | CNES – PEPS Reporting - https://peps.cnes.fr/rocket/plus/statistiques/PEPS\_Statistiques.pdf |

### Other References

|  |  |
| --- | --- |
| **Resources** | **Reference** |
| GEOSS Portal | http://www.geoportal.org/community/guest/statistics |
| Statista | https://www.statista.com/topics/846/amazon/ |
| TEP Hydrology Reporting” | https://hydrology-tep.eo.esa.int/#!analytics |

# DATA USAGE METRICS CONCEPT OVERVIEW

## Objectives and needs - Why

Measurements of EO data usage and impact are critical for free and public EO data providers in order to provide feedback to EO infrastructure funders on their investment. In the past, this has been a relatively straightforward process with, most often, a direct, one-to-one relationship between the data provider and the data user, which facilitated a detailed knowledge regarding the use of data. As the EO ecosystem evolves, the aforementioned one-to-one relationship is becoming less frequent and, with emerging data access paradigms to large and diverse cloud-based data sources, it is likely to become the exception rather than the norm in the coming years. In this changing environment, where the data providers can be separated from the data user by several intermediaries, some measurements or metrics of both how and how much data is being used become critical in providing the necessary feedback to data providers and to the infrastructure funders.

In addition to the need for quantitative information on data use, data usage metrics can also be considered as providing information on the uptake of the evolving data access environments, proposed by different intermediaries. Appropriate data usage metrics can therefore help track the uptake of different data access environments, provided the intermediaries are ready to make this information available.

As can be observed when dealing with many of today’s online platforms, measurements of user feedback represent a critical input in improving the service that is offered and in tailoring the offering to what the users desire. This is true both for the data itself (including whether it is fit for use) and for the environment through which the user accesses the data. The metrics described in this document should measure user feedback on both aspects.

As space agencies’ information systems start to respond to the new possibilities provided by advancements in computing, networking and storage, the CEOS FDA strategy is being defined.

The proposed Data Usage Metrics Initiative seeks to ensure planning and responsibilities are put in place for CEOS to leverage the experience being gained by individual agencies and to have an ongoing effort to collate available metrics. WGISS will perform a survey on existing data usage metrics in Earth Observation and other domains (e.g. social media) and develop a best practice for Data Usage Metrics, which will be recommended to the CEOS agencies.

In terms of data usage metrics, ambitions should be focused on the utilisation of increasingly sophisticated user management functionalities in the data access systems. Methods and tools applied in other data platforms and environments (e.g. social platforms) should be evaluated and adapted to better characterise user behaviour and identify the means to catalyse EO data usage.

To achieve these objectives, different data usage metrics viewpoints need to be considered: Earth Observation data offer, technologic and platform, user engagement, strategic and programmatic.

**Earth Observation Data Offer viewpoint:**

* To improve data quality
* To encourage generation of new knowledge
* To better understand how data are used by users
* To increase time series for existing and new scientific applications

**Technologic and Platform viewpoint:**

* To improve the access environment (e.g. simplify web pages, reduce latency, etc.)
* To monitor failures (search, download, access)
* To introduce new big data technologies
* To improve resource management
* To improve GUI and other interfaces
* To improve ranking for searching capabilities
* To monitor the usage of the platform (e.g. no downloads, only searches, missing needed information, etc.)

**User Engagement viewpoint:**

* To stimulate and attract new scientific interest
* To improve citizen outreach
* To simplify access processes
* To monitor user behaviour

**Strategic and Programmatic viewpoint:**

* To increase EO data usage
* To embrace non-traditional users and countries
* To improve and address funding

## Data Usage Metrics Categories - Which

The following categories of metrics and indicators are identified:

* Earth Observation Data Offer Metrics/Indicators
* Web and Platform Metrics/Indicators
* User Engagement and Satisfaction Metrics/Indicators

## Data Usage Metrics Collection – When and How

This paragraph is concerned with the moment and the modality (implicit or explicit) in which the metrics, and any relevant information, are captured as part of any user processes.

An open data policy increases the difficulty to collect metrics that are necessary for reporting, due to having to rely only on elements such as user logins or agency portal access. Due to this reason, the assumption is that a registration process shall be maintained for users in order to be able to gather the basic set of implicit metrics, which will represent the basis for the generation of statistics.

Several Usage Metrics Collection scenarios are identified below:

* **Implicit**:
* During the registration process:
* Self-registration
* Registration with approval
* Registration requiring evaluation
* As part of the user’s actions:
* Downloading activities
* Topics and Data search
* Documentation consultation
* **Explicit**:
* After the completion of a process:
* Survey/Questionnaire
* Feedback

# DATA USAGE METRICS DEFINITION

## Assumptions

This section presents some assumptions that are needed in order to clarify and define the context and recommendations.

It is assumed that:

* User Registration is foreseen
* Platforms and/or Systems implement flows for capturing metrics and parameters
* The frequency of the measurement has a minimum granularity of 1 month.

## Metrics Description

Indicators and metrics are described in detail in the following paragraphs. Each metric and indicator has the following attributes:

**Metric Name**: represents the metric ID

**Description**: brief explanation of the metric

**Parameters to be captured**: represents the needed information (e.g. user profile) used for deriving the relevant indicators and metrics.

**Difficulty Rating**: the metrics and indicators are classified based on their difficulty in the implementation (1 star means low and medium difficulty; two stars means high difficulty for implementing the metric).

**Rationale**: the objective to be reached by applying the relevant metrics (e.g. examples of the kind of statistics generated using the related metrics and indicators)

## Metrics Formatting

Each metric and indicator in this document is assigned a unique identifier.

The ID scheme follows the pattern:

MET\_<AREAS>\_xxx

where:

* **MET** is a constant value for all metrics.
* **<AREAS>**

| **AREAS** | **Type** |
| --- | --- |
| EODO | Earth Observation Data Offer |
| UES | User Engagement and Satisfaction |
| WP | Web and Platform |

* **xxx** Sequential Number

## Earth Observation Data Offer Metrics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric Code** | **Description** | **Parameters to be captured** | **Difficult Rating** | **Rationale** |
| MET\_EODO\_01 | Mission/Sensor/Product Level size of data downloaded  | Size of data downloaded per Mission/ Sensor/Product Level |  | * User needs analysis
* User community interest in the data offer
* Verification and validation of data if none is downloaded anymore
* New reprocessing campaigns for data with few downloads
* Top ten missions and sensors data requested
 |
| MET\_EODO\_02 | Mission/Sensor/Product Level number of files downloaded | Number of files Downloaded per Mission/ Sensor/Product Level |  | * User needs analysis
* User community interest in the data offer Verification and validation of data if none is downloaded anymore
* New reprocessing campaigns for data with few downloads
* Top ten missions and sensors data requested
 |
| MET\_EODO\_03 | Temporal distribution of missions and sensors data  | Number and/or size of mission/sensors data |  | * Top ten data
 |
| MET\_EODO\_04 | Temporal distribution of missions and sensors data downloaded | Number and /or size of products downloaded per mission/sensor |  | * EO data volume
* User behaviour related items
 |
| MET\_EODO\_05 | Temporal correlation between mission/sensors production and download | Number of data downloaded / Number of data produced per mission and sensor |  | * Indicates the interest of the user community in the data offer for specific missions/sensors.
* Verification and validation of data if none is downloaded anymore
* New reprocessing campaign for old, unused data
 |
| MET\_EODO\_06 | Geographic distribution of requested data  | Continent and country of data requested  |  | * Geographic areas of interest
* Implementation of specific applications and/or time series to support areas of high interest
* Top ten countries
 |
| MET\_EODO\_07 | Thematic domain distribution of data requests | Application domains |  | * Trend of data usage and thematic domains
* Top ten application domains
 |
| MET\_EODO\_08 | Elapsed time from data publication to final data download | Average (time spent since data publication to data download) |  | * Advertising scope
* Mission exploitation analysis
* Planning of new platform and processes
 |
| MET\_EODO\_09 | Distribution of the version of downloaded data (e.g. age of the dataset),  | Version of the downloaded data  |  | * Top ten preferred versions of a data set (it allows to understand why users request old version of dataset despite the new one)
* Analysis of versions of data sets of low interest
 |
| MET\_EODO\_10 | Number of missions/sensors products processed “on-the-fly” and their corresponding volume, even if they are not downloaded. | Number of data produced “on-the-fly” by volume/missions/ sensors |  | * Change OTF data management (e.g. to systematic processing)
* Cache rule optimization
 |
| MET\_EODO\_11 | Temporal correlation between missions/sensors production and download of “on-the-fly” products. | Number of data “OTF” downloaded / Number of data “OTF” produced per mission/sensors |  | * User needs analysis
* User community interest
 |
| MET\_EODO\_12 | Number of mission/sensor documents downloaded | Number of documents per mission/sensor |  | * User community interest
 |
| MET\_EODO\_13 | Persistent Identifier assignments | Number of data collections with PID / Total number of data collections |  | * Information regarding data citation
* Gaps in the assignment of PIDs
 |
| MET\_EODO\_14 | Number of mission/sensors on-request orders | On-Request Orders per mission/sensor |  | * User needs analysis
 |
| MET\_EODO\_15 | Distribution of data timespans requested by active users | Timespans per missions/sensors |  | * Indicates the interest of users regarding old or new data or specific months/years
 |
| MET\_EODO\_16 | Number of scientific projects | Scientific projects |  | * Interest of the scientific user community
 |
| MET\_EODO\_17 | Number of Principal Investigators | Principal Investigators |  | * Interest of the scientific user community
 |
| MET\_EODO\_18 | Correlation between missions/sensors and scientific projects and publications | Scientific projects and publications per mission/sensor |  | * Interest of the scientific user community
* Top ten missions/ sensors used for publications and projects
 |
| MET\_EODO\_19 | Correlation between missions/sensors and Principal Investigators | Principal Investigators per mission/sensor |  | * Interest of the scientific user community
* Top ten missions/ sensors used for publications and projects
 |
| MET\_EODO\_20 | Geographic distribution of scientific projects | Continent and country of topic of scientific user projects and publications |  | * Areas of interest for the scientific project and publication
* Top ten geographic areas
* Analysis regarding new time series or applications to be provided for the areas of highest interest
 |
| MET\_EODO\_21 | Thematic domain distribution of scientific projects | Application domains of scientific user projects and publications |  | * Top ten thematic domains
* Analysis regarding new time series or application to be provided for the thematic domains showing the highest interest
 |
| MET\_EODO\_22 | Charter (disaster) orders analysis | Charter orders |  | * Temporal trend of charter orders
 |
| MET\_EODO\_23 | Fresh data requests  | Time of when data are requested compared to the Time when data were produced or published |  | * Interest of fresh data
 |
| MET\_EODO\_24 | Scientific Papers  | Number of papers published per mission/sensors |  | * Top ten missions/sensors published papers
* Analysis on possible new projects
 |
| MET\_EODO\_25 | Scientific Preservation Outcomes | Number of Scientific Projects per Number of scientific published paper/outcomes  |  | * Collaborative user behaviour
 |

## Web and Platform Metrics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric Code** | **Description** | **Parameters to be captured** | **Proposed Relevance**  | **Rationale** |
| MET\_WP\_01 | Data download analysis  | Number and/or Size of file(s) downloaded |  | * Adequate availability of network bandwidth
 |
| MET\_WP\_02 | Trend of errors | Number of captured errors |  | * System/Platform analysis
 |
| MET\_WP\_03 | Distribution of the devices used for access (e.g. smartphone, tablet, PC, etc.) | User device typology |  | * Data access trend
* Top ten devices
 |
| MET\_WP\_04 | Time required for data search  | Data search duration |  | * System performances
 |
| MET\_WP\_05 | Time required for data download  | Data download duration |  | * System performances
 |
| MET\_WP\_06 | Temporal distribution of search failures  | Number of search failures |  | * System/Platform analysis
 |
| MET\_WP\_07 | Distribution of search failure reasons | Search failure reasons |  | * Top ten failure reasons
* Analysis of the causes for the unknown failures
 |
| MET\_WP\_08 | Correlation between active users of download platform  | Active users access for download in mission platform access |  | * Comparison of data usage based on download (and therefore offline processing) with usage based on a platform (the user uses the platform to process the data without downloading it).
* Planning of new platform and processes
 |
| MET\_WP\_09 | Correlation between time required for data exploitation based on download and platform (the user uses the platform to process the data without downloading it) | Time spent for data download + data elaboration / Time spent for data elaboration via platform. |  | * Planning of new platform and processes
 |
| MET\_WP\_10 | Parallel downloads | Number of parallel download |  | * Set-up of maximum bandwidth per user
 |
| MET\_WP\_11 | Distribution of download rate | Time to download/volume of the downloaded product  |  | * User effective network bandwidth
 |
| MET\_WP\_12 | API analysis | API for data access |  | * Top ten APIs for data access
 |
| MET\_WP\_13 | RAM analysis – Reliability average | Time between two or more subsequent service interruptions  |  | * Process improvement
* Infrastructure upgrade analysis
 |
| MET\_WP\_14 | RAM analysis – Availability | Ratio of the sum of total system availability and the duration of the reporting period |  | * Processes improvement
* Infrastructure upgrade analysis
 |
| MET\_WP\_15 | Downtime analysis  | Downtime of the service |  | * Processes improvement
* Infrastructure upgrade analysis
 |
| MET\_WP\_16 | Temporal distribution of anomalies (via ticketing system if applicable) | Number of anomalies highlighted |  | * Impact analysis
* Performance analysis
 |
| MET\_WP\_17 | Distribution of anomalies’ reasons (via ticketing system if applicable) | Reasons for anomalies |  | * Impact analysis
* Performance analysis
* Top ten of anomalies
 |
| MET\_WP\_18 | Average session duration | Duration of user sessions |  | * Performance analysis
 |
| MET\_WP\_19 | Average resolution time for issues that affect users directly | Duration of ticket resolution (from user request to the resolution of the problem) |  | Trend of platform technical issuesProcess review to prevent rapid user disaffection |
| MET\_WP\_20 | Average response time | Response time |  | System performance analysis |
| MET\_WP\_21 | Time spent on Platform | Duration of sessions relating to active users |  | Analysis on user behaviour |
| MET\_WP\_22 | Bounce rate | Number of people who left the website/platform immediately after looking at the page - without a real navigation |  | Analysis on user behaviour  |
| MET\_WP\_23 | User algorithms data processing | Number of active users performing processing with their own algorithms |  | Planning of new platform and processes |
| MET\_WP\_24 | User’s social behaviour | Number of tweets mentioning the System/Platform using hashtags |  | System/Platform analysis  |
| MET\_WP\_25 | Website analysis | Number of web page hits |  | Top ten web pagesAnalysis, and possible redesign of web sites, if deemed necessary  |

## User Engagement and Satisfaction Metrics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric Code** | **Description** | **Parameter to be captured** | **Proposed Relevance**  | **Rationale** |
| MET\_UES\_01 | Number of registered users | User Registration |  | * Trend of user registration
 |
| MET\_UES\_02 | Number of distinct active users | Distinct active users who perform some actions (e.g. data or document download, web navigation, etc.) during the reporting period |  | * Trend of active users
 |
| MET\_UES\_03 | Number of non-sporadic active users | Users requesting data more than once during the reporting period |  | * Interested active users
 |
| MET\_UES\_04 | Users to be engaged  | Number of registered users minus Number of active users |  | * Number of inactive users to be stimulated
 |
| MET\_UES\_05 | Geographic distribution of active users | Continental and country of active users |  | * Geographic distribution
* Planning of outreach activities to engage new users/agencies
 |
| MET\_UES\_06 | Institution distribution of active users | Institutions to which active users belong |  | * Institutions distribution
 |
| MET\_UES\_07 | Data usage declaration (e.g. research, commercial, education, etc.) | Data usage declaration |  | * Top ten categories distribution
 |
| MET\_UES\_08 | Distribution of the positive feedback from users | User feedback |  | * User satisfaction analysis
 |
| MET\_UES\_09 | Correlation between the positive feedback and the total feedback | User feedback |  | * User satisfaction analysis
* Negative feedback analysis
 |
| MET\_UES\_09 | Collaborative users – survey/feedback | Participation to electronic survey/feedback |  | * Collaborative users behaviour analysis
 |
| MET\_UES\_\_10 | Collaborative users – related items of interest | Users who have shown interest in other related items (e.g. derived from user behaviour analysis or data providers suggestions) |  | * User behaviour analysis
 |

# DATA USAGE METRICS FROM THIRD PARTIES

The analysis performed on data usage metrics, from external platforms, cloud providers and social networks (e.g. Amazon, GOOGLE Trend, Alibaba, Facebook, Twitter, GEOSS portal, etc.) that are providing access to EO data, but also simple large vendors, highlighted similar metrics related to the measurement of users' data interest and data trends.

These external data providers focus their efforts on surveys and subsequent questionnaires, to help improve their services.

In particular the following behaviours can be taken into account:

* + Opportunity for the final user to give feedback (“like”) to any performed processes or purchased product
	+ Focused questionnaire proposed during the user data access lifecycle
	+ Link sent to the final user with a survey regarding the last process performed (e.g. download and platform feedback, data suitability, etc.)
	+ Proposal to add other relevant products when the user is purchasing something
	+ Proposal of additional brands during the purchasing process

# ANNEX A - List of Software for Statistics and Data Usage Metrics generation

Open Source Software:

* Grafana Labs - <https://grafana.com/>
* Prometheus - <https://prometheus.io/>
* BIRT - <http://www.eclipse.org/birt/>
* Clicdata - <https://www.clicdata.com/pricing/personal/>
* ELK-Stack – <https://logz.io/learn/complete-guide-elk-stack/>
* Jasper Report Server - <https://community.jaspersoft.com/project/jasperreports-server>
* ReportServer - https://reportserver.net
* R graphics library
* OpenCPU

Closed Source software:

* Google analytics - https://analytics.google.com/analytics/web/provision/?authuser=0#provision/SignUp/
* Tableau - https://www.tableau.com/
* Kibana dashboard - https://www.elastic.co/guide/en/kibana/current/dashboard.html
* Metrics Generator - <https://metrics-generator.geckoboard.com/>