

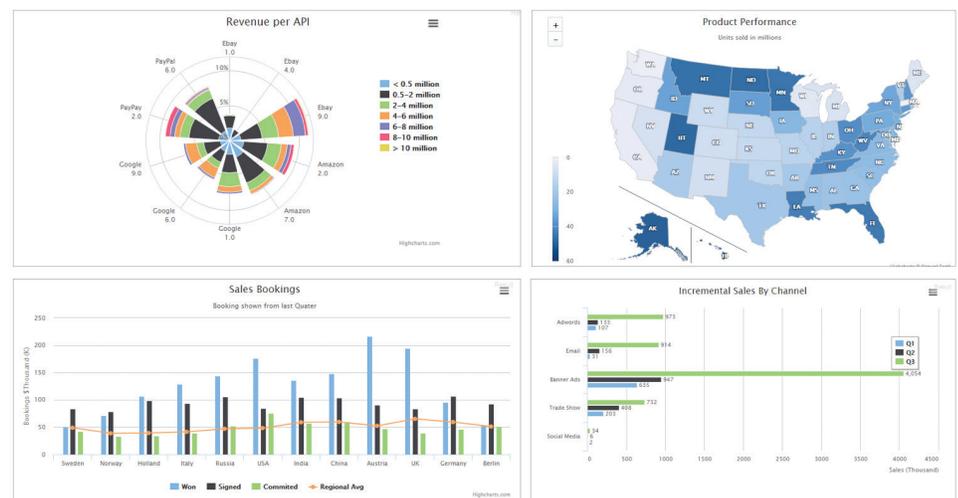
## AKANA API ANALYTICS

### Extract meaningful insights from API data

#### Advanced API Analytics

- Policy-based data collection
- Out of the box reports and dashboards
- Configure (no-code) to create custom visualizations
- Embed charts in dash board
- Import data from any external source
- Export easily into any other analytics infrastructure

Akana API Analytics provides businesses with advanced analytics and insights into how their APIs are performing, how they are being used, and how they are driving business value. Integrating business and operational analytics with extensive out-of-the-box functionality, API Analytics empowers digital businesses to extract meaningful insights from their API data and the surrounding context of how and where that data is being leveraged. Extensible and configurable, the platform can be utilized to perform complex custom analytics or integrate with an existing analytics platform to reduce infrastructure redundancy.



### Collect and aggregate

Akana API Analytics collects and intercepts data, events and context surrounding your API programs and persists them in a noSQL data store or data lakes so that you can analyze, identify and extract meaningful and actionable insights from them. External datasets can be easily imported to enrich your data analysis.

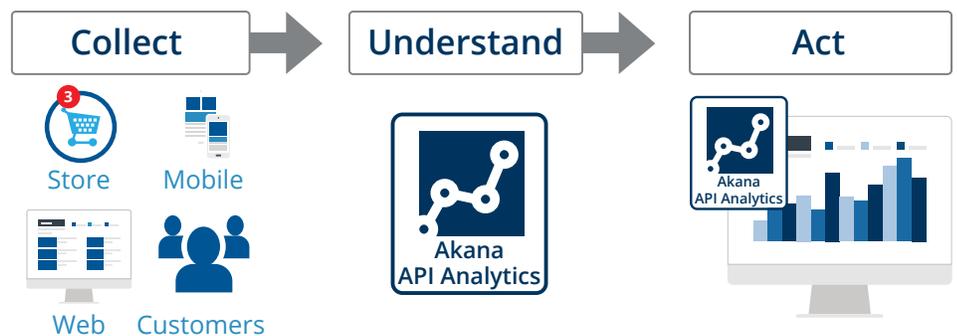
### Analyze and process

Discover trends that are buried inside your data. Leverage built-in advanced statistical algorithms, models and analysis tools to gain valuable and actionable insights. Enable advanced and custom analysis by plugging in models using tools like R. Slice and dice your data and extract insights on how your business and APIs are performing and predict and optimize future actions.

## Interactive visualization

Out-of-the-box reports and analytics to quickly understand and visualize how APIs are impacting your business and operations. Contextual and interactive drill-down analysis allow you to zoom into specific insights and actions. Create custom analytics dashboards with unique parameters, dimensions and metrics that are right for you and your team.

## Akana API Analytics: See the big picture



## Business analytics

Slice and dice your data to analyze every aspect of your business and digital strategy. Maximize revenue by gaining actionable insights into your customers and partners. Collect customer usage patterns, the apps they use, the data that they request or send, the internal applications they access, and analyze this data to segment your customers and understand what factors drive these segments.

## API analytics

Analyze which aspects of your APIs are being adopted, which devices or apps are being built against your APIs, study reasons for developer defections and incorporate insights from this analysis to improve your APIs and create best practices for developers to avoid common pitfalls with your APIs. Identify top APIs by usage, monetization, app type etc. Analyze API Licensing, monetization and fine-tune developer onboarding

## Operational analytics

Ensure operation excellence of your API infrastructure and manage an exceptional level of uptime. Monitor system and operational performance, including how your backend applications and network respond to load. Analyze how your infrastructure responds to requests from different devices, locations and request types. Equip IT with the tools they need to keep your business and API operating efficiently throughout its entire life cycle.