Full Keyword Reference

Alchemer Dashboard is currently waitlist only. Visit this page **to learn more about Dashboard or join the waitlist!**

Use keywords when asking a question to help define your search. This reference lists the various keywords.

Keywords in other languages

Currently, we offer the following keyword translations.

- Dansk
- Deutsch
- English (US) keyword reference
- Español (España)
- Español (Latinoamérica)
- Français (Canada)
- Français (France)
- Italiano
- Nederland
- Norsk
- Português (Portugal)
- Português (Brasil)
- русский (ограниченный выпуск)
- Suomi
- Svenska
- □□ (□□)
- □□ (□□)
- □□□
- □□□

These translated keyword references are available upon request.

To control language, date, and number formats on the Alchemer Dashboard UI, set locale preferences in your user profile.

You can only use one set of keywords at a time. For example, if you set your locale to Deutsch, you can only use Deutsch keywords. You can't also use English keywords.

General

When using the **top** or **bottom** keywords without specifying a number (*n*), the number

defaults to 10.

- best
- bottom n
- by <measure>
- sort by
- top n
- top n ... ranked by
- worst

best

Generates the best **n** items from a sorted result.

Examples

```
best 25 customer by revenue for each sales rep
```

bottom *n*

Generates the bottom **n** items from a sorted result.

Examples

```
bottom 25 customer by revenue for each sales rep

bottom revenue average

bottom revenue by state

customer by revenue for each sales rep bottom
```

by *measure*

Treats the measure as an attribute and groups the result set by it.

Examples

```
cost by revenue

product by quantity purchased
```

sort by

Sorts the result set by an attribute or measure.

Examples

```
revenue by state sort by average revenue descending

revenue by customer sort by region sort by state
```

top *n*

Generates the top **n** items from a sorted result. If your search has more than 1 measure, Alchemer Dashboard generates the top **n** items from the first measure in the search.

If you enter multiple measures in your search, Alchemer Dashboard sorts by the first measure. For example, if you search for `top 3 sales by product quantity purchased`, Alchemer Dashboard sorts by sales. If you change the search to sort by a different column, such as `top 3 sales by product sort by quantity purchased`, Alchemer Dashboard sorts by quantity purchased but preserves the top three ranked by sales.

If you search for "top *n* by <column>", Alchemer Dashboard sorts by the column, then takes the top *n* results. If you specify an attribute column, Alchemer Dashboard selects the results by reverse alphabetical order. We recommend using measure columns with the "top *n* by" keyword.

Examples

```
top 10 sales rep revenue

top sales rep by count sales for average revenue > 10000

sales rep average revenue for each region top
```

top *n* ... ranked by

Ranks the top **n** items by a specified measure. The `ranked by` keyword only works in conjunction with the `top` keyword. If your search has more than 1 measure, Alchemer Dashboard generates the top **n** items from the first measure in the search.

Examples

```
top 10 sales rep revenue sales ranked by sales

top customer revenue generated # of ads clicked ranked by # of ads clicked
```

worst

Generates the worst **n** items from a sorted result.

Examples

```
worst revenue average
```

Date

- after
- April
- August
- before
- between ... and ...
- calendar
- daily

- daily year-over-year
- day
- day of month
- day of quarter
- day of week
- day of week
- day of year
- December
- February
- Friday
- growth of … by …
- growth of … by … daily
- growth of … by … monthly
- growth of … by … quarterly
- growth of … by … weekly
- growth of … by … yearly
- January
- July
- June
- last day
- last day by
- last day for each month
- last day for each quarter
- last day for each week
- last day for each year
- last hour for each day
- last month
- last month by
- last month for each quarter
- last month for each year
- last n days
- last n days for each month
- last n days for each quarter
- last n days for each week
- last n days for each year
- last n hours for each day
- last n months
- last n months for each quarter
- last n months for each year
- last n quarters
- last n quarters for each year
- last n weeks
- last n weeks for each month
- last n weeks for each quarter

- last n weeks for each year
- last n years
- last quarter
- last quarter for each year
- last week
- last week for each month
- last week for each quarter
- last week for each year
- last year
- March
- May
- Monday
- month
- month
- month to date
- month to date for each month
- month to date for each quarter
- month to date for each year
- month year
- monthly
- monthly year-over-year
- n days ago
- n months
- n months ago
- n quarters ago
- n weeks ago
- n years
- n years ago
- next day
- next month
- next n days
- next n days for each month
- next n days for each quarter
- next n days for each week
- next n days for each year
- next n months
- next n months for each quarter
- next n months for each year
- next n quarters
- next n quarters for each year
- next n weeks
- next n weeks for each month
- next n weeks for each quarter
- next n weeks for each year

- next n years
- next quarter
- next week
- next year
- November
- October
- on or after
- on or before
- quarter to date
- quarter to date for each quarter
- quarter to date for each year
- quarterly
- quarterly year-over-year
- Saturday
- September
- Sunday
- this day
- this month
- this quarter
- this week
- this year
- Thursday
- today
- Tuesday
- Wednesday
- week
- week to date
- week to date for each month
- week to date for each quarter
- week to date for each week
- week to date for each year
- weekly
- weekly year-over-year
- year
- year to date
- year to date for each year
- yearly
- yesterday

The `last` keyword returns the last *n* full periods and does not include the current period. For example, `last 6 hours` returns the last 6 full hours and does not include the current hour. To include the current period, add `this <period>`. For example, `last 6 hours this hour`.

after

Example

```
order date after 10/31/2014
```

April

Example

```
sales April
```

August

Example

```
sales August
```

before

Example

```
order date before 03/01/2014
```

between ... and ...

Example

```
order date between 01/30/2012 and 01/30/2014
```

calendar

Example

```
sales transaction date calendar
```

Specifies use of the standard Gregorian calendar, rather than a custom calendar that may be specified for the date attribute used.

daily

Example

```
shipments by region daily
```

daily year-over-year

Example

```
growth of revenue by order date daily year-over-year
```

day

Example

```
revenue by day
```

day of month

Example

```
sales day of month by month
```

day of quarter

Example

```
deals day of quarter by year
```

day of week

Example

```
revenue by day of week last 6 months
```

day of week

Example

```
count shipments Monday
```

day of year

Example

```
ad clicks day of year by year
```

December

Example

```
sales December
```

February

Example

```
sales February
```

Friday

Example

```
sales Friday
```

growth of ... by ...

Example

```
growth of sales by order date
```

growth of ... by ... daily

Example

```
growth of sales by order date daily
```

growth of ... by ... monthly

Example

```
growth of sales by date shipped monthly sales > 24000
```

growth of ... by ... quarterly

Example

```
growth of sales by date shipped quarterly
```

growth of ... by ... weekly

Example

```
growth of sales by receipt date weekly for pro-ski2000
```

growth of ... by ... yearly

Example

```
growth of sales by date closed yearly
```

hourly

Example

```
visitors by page name hourly
```

January

Example

```
sales January
```

July

Example

```
sales July
```

June

Example

```
sales June
```

last day by

Example

```
customers last day by referrer
```

last month

Example

```
customers last month by store
```

last month by

Example

```
customers last month by day
```

last n days

Example

```
visitors last 7 days
```

last n days for each month

Example

```
sales last 2 days for each month
```

last n days for each quarter

Example

```
revenue last 15 days for each quarter
```

last n days for each week

Example

```
total sold last 2 days for each week
```

last n days for each year

Example

```
revenue last 300 days for each year
```

last n hours for each day

Example

```
sales last 2 hours for each day
```

last n months

Example

```
visitors last 10 months by day
```

last n months for each quarter

Example

```
cost last 2 months for each quarter
```

last n months for each year

Example

```
last 8 months for each year
```

last n quarters

Example

```
visitors last 2 quarters by month by campaign
```

last n quarters for each year

Example

```
last 2 quarters for each year
```

last n weeks

Example

```
visitors last 10 weeks by day
```

last n weeks for each month

Example

```
sales last 3 weeks for each month
```

last n weeks for each quarter

Example

```
last 2 weeks for each quarter
```

last n weeks for each year

Example

```
last 3 weeks for each year
```

last n years

Example

```
visitors last 5 years by revenue for sum revenue > 5000
```

last quarter

Example

```
customers last quarter sale > 300
```

last week

Example

```
customers last week by store
```

last year

Example

```
top 10 customers last year by sale by store for region west
```

March

Example

```
sales March
```

May

Example

```
sales May
```

Monday

Example

```
sales Monday
```

month

Example

```
revenue by month last year
```

month

Example

```
commission January
```

month to date

Example

```
sales by product month to date sales > 2400
```

month year

Example

```
commission by sales rep February 2014
```

monthly

Example

```
commission monthly
```

monthly year-over-year

Example

```
growth of revenue
  by receipt date
  monthly year-over-year
```

n days ago

Example

```
sales 2 days ago
```

n months

Example

```
visitors last 6 months for homepage visits > 30 by month
```

n months ago

Example

```
sales 2 months ago by region
```

n quarters ago

Example

```
sales 4 quarters ago by product name contains deluxe
```

n weeks ago

Example

```
sales 4 weeks ago by store
```

n years

Example

```
opportunities next 5 years by revenue
```

n years ago

Example

```
sales 5 years ago by store for region west
```

next day

Example

```
shipments next day by order
```

next month

Example

```
appointments next month by day
```

next n days

Example

```
shipments next 7 days
```

next n days for each month

Example

```
opportunities next n days for each month
```

next n days for each quarter

Example

```
opportunities next 15 days for each quarter
```

next n days for each week

Example

```
opportunities next 2 days for each week
```

next n days for each year

Example

```
opportunities next 300 days for each year
```

next n months

Example

```
openings next 6 months location
```

next n months for each quarter

Example

```
projected cost next 2 months for each quarter
```

next n months for each year

Example

```
projected cost next 8 months for each year
```

next n quarters

Example

```
opportunities next 2 quarters by campaign
```

next n quarters for each year

Example

```
projected sales next 2 quarters for each year
```

next n weeks

Example

```
shipments next 10 weeks by day
```

next n weeks for each month

Example

```
meetings next 3 weeks for each month
```

next n weeks for each quarter

Example

```
meetings next 2 weeks for each quarter
```

next n weeks for each year

Example

```
meetings next 3 weeks for each year
```

next n years

Example

```
projected deals next 5 years
```

next quarter

Example

```
opportunities next quarter amount > 30000
```

next week

Example

```
shipments next week by store
```

next year

Example

```
opportunities next year by sales rep
```

November

Example

```
sales November
```

October

Example

```
sales October
```

on or after

Example

```
order date on or after 10/31/2014
```

on or before

Example

```
order date on or before 03/01/2014
```

quarter to date

Example

```
sales by product quarter to date
 for top 10 products by sales
```

quarterly

Example

```
sales quarterly for each product
```

quarterly year-over-year

Example

```
growth of revenue by date shipped
quarterly year-over-year
```

Saturday

Example

```
sales Saturday
```

September

Example

```
sales September
```

Sunday

Example

```
sales Sunday
```

this day

Example

```
shipments this day by order
```

this month

Example

```
appointments this month by day
```

this quarter

Example

```
opportunities this quarter amount > 30000
```

this week

Example

```
shipments this week by store
```

this year

Example

```
opportunities this year by sales rep
```

Thursday

Example

```
sales Thursday
```

today

Example

```
sales today by store
```

Tuesday

Example

```
sales Tuesday
```

Wednesday

Example

```
sales Wednesday
```

week

Example

```
revenue by week last quarter
```

week to date

Example

```
sales by order date week to date for pro-ski200
```

weekly

Example

```
revenue weekly
```

weekly year-over-year

Example

```
growth of revenue by date shipped
  weekly year-over-year
```

year

Example

```
revenue by product 2014 product name contains snowboard
```

year to date

Example

```
sales by product year to date
```

yearly

Example

```
shipments by product yearly
```

yesterday

Example

```
sales yesterday for pro-ski200 by store
```

Time

- detailed
- hourly
- hour of day
- last hour
- last minute
- last n hours
- last n minutes
- last n seconds
- last second
- n hours
- n hours ago
- n minutes
- n minutes ago
- n seconds
- n seconds ago
- next hour
- next minute
- next n hours

- next n minutes
- next n seconds
- next second
- this hour
- this minute
- this second

> The `last` keyword returns the last *n* full periods and does not include the current period. For example, `last 6 hours` returns the last 6 full hours and does not include the current hour. To include the current period, add `this <period>`. For example, `last 6 hours this hour`.

detailed

Example

```
ship time detailed
```

hourly

Example

```
visitors by page name hourly
```

last hour

Example

```
count unique visits last hour
```

last minute

Example

```
count homepage views last minute
```

n hours

Example

```
count visitors [ last | next ] 12 hours
```

n hours ago

Example

```
sum inventory by product by store 2 hours ago
```

n minutes

Example

```
count visitors [ last | next ] 30 minutes
```

n minutes ago

Example

```
sum inventory by product 10 minutes ago
```

next hour

Example

```
count projected visitors next hour
```

next minute

Example

```
count projected visitors next minute
```

this hour

Example

```
count visitors this hour
```

this minute

Example

```
count visitors this minute
```

Text

- begins with
- contains
- ends with
- similar to
- not begins with
- not contains
- not ends with
- not similar to

begins with

Examples

```
product name begins with 'pro'
```

The preceding phrase returns all products that start with 'pro'. For example, this phrase might

return `pro sport set`, but it wouldn't return `beginner sport set`.

```
product name begins with 'pro' or 'sport'
OR
product name begins with 'pro' product name begins with 'sport'
```

The preceding phrases both return all products that start with 'pro' or 'sport'. For example, either of these phrases might return `pro sport set` or `sport set`, but they wouldn't return `beginner sport set`.

```
product name begins with 'pro'
color begins with 'bl'
```

The preceding phrase returns all products that start with 'pro', if the product color also starts with 'bl'. For example, this phrase might return a blue `pro sport set`.

`begins with` phrases ***can't*** be combined with `and`.

contains

Examples

```
country name contains 'a' or 'b'
OR
country name contains 'a' country name contains 'b'
```

The preceding phrases both return country names that contain the letter a and country names that contain the letter b. For example, either of these phrases might return `North America`.

```
country name contains 'a' and 'b'
```

The preceding phrase returns only country names that contain both the letter a and the letter b. For example, this phrase might return `Azerbaijan`, but it wouldn't return `North America`.

ends with

Examples

```
product name ends with 'deluxe'
```

The preceding phrase returns product names that end with 'deluxe'. For example, this phrase might return `bath towels deluxe`, but it wouldn't return `deluxe bath towels`.

```
product name ends with 'deluxe' or 'luxury'
OR
product name ends with 'deluxe' product name ends with 'luxury'
```

The preceding phrases both return product names that end with 'deluxe' or 'luxury'. For example, either of these phrases might return `bath towels deluxe` or `bath towels luxury`, but they wouldn't

return `deluxe bath towels`.

`ends with` phrases *can't* be combined with `and`.

similar to

Examples

```
product name similar to 'jacket'
```

The preceding phrase returns all products that contain text similar to 'jacket'. For example, this phrase might return `jean jacket men's`, but it wouldn't return `t-shirt`.

```
product name similar to 'jacket' or 't-shirt'
OR
product name similar to 'jacket' product name similar to 't-shirt'
```

The preceding phrases both return all products that contain text similar to 'jacket' or 't-shirt'. For example, either of these phrases might return `jean jacket men's` or `white t-shirt`, but they wouldn't return `green hat`.

`similar to` phrases *can't* be combined with `and`.

not begins with

Examples

```
product name not begins with 'pro'
```

The preceding phrase returns all products that do not start with 'pro'. For example, this phrase might return `beginner sport set`, but it wouldn't return `pro sport set`.

```
product name not begins with 'pro' or 'sport'
OR
product name not begins with 'pro' product name not begins with 'sport'
```

The preceding phrases both return all products that do not start with 'pro' and do not start with 'sport'. For example, either of these phrases might return `beginner sport set`, but they wouldn't return `pro sport set` or `sport set`.

not contains

Examples

```
country name not contains 'a' country name not contains 'b'
OR
country name not contains 'a' or 'b'
```

The preceding phrases both return country names that do not contain the letter a or the letter b. For example, either of these phrases might return `Yemen`, but they wouldn't return `North America` or `Azerbaijan`.

```
country name not contains 'a' and 'b'
```

The preceding phrase returns country names that contain neither the letter a nor the letter b. For example, this phrase would return `North America`, but not `Azerbaijan`.

not ends with

Examples

```
product name not ends with 'luxury'
```

The preceding phrase returns all products that do not end with 'luxury'. For example, this phrase might return `bath towels basic`, but it wouldn't return `bath towels luxury`.

```
product name not ends with 'luxury' or 'deluxe'
OR
product name not ends with 'luxury' product name not ends with 'deluxe'
```

The preceding phrases both return all products that do not end with 'luxury' and do not end with 'deluxe'. For example, either of these phrases might return `bath towels basic`, but they wouldn't return `bath towels luxury` or `bath towels deluxe`.

not similar to

Example

```
product name not similar to 'jacket'
```

The preceding phrase returns all products that do not contain text that is similar to 'jacket'. For example, this phrase might return `t-shirt`, but it wouldn't return `jean jacket men's`.

```
product name not similar to 'jacket' or 't-shirt'
OR
product name not similar to 'jacket' product name not similar to 't-shirt'
```

The preceding phrases both return all products that do not contain text similar to 'jacket' and do not contain text similar to 't-shirt'. For example, either of these phrases might return `green hat`, but they wouldn't return `jean jacket men's` or `t-shirt`.

Number

- average
- count
- for
- max
- min
- standard deviation
- sum
- total count

- unique count
- variance

average

Example

```
average revenue by store
```

count

Example

```
count visitors by site
```

max

Example

```
max sales by visitor by site
```

min

Example

```
min revenue by store by campaign for cost > 5000
```

standard deviation

Example

```
standard deviation revenue by product by month for date after
10/31/2010
```

sum

Example

```
sum revenue
```

total count

Example

```
total count visitor by product page last week
```

unique count

Example

```
unique count visitor by product page last week
```

variance

Example

```
variance sale amount by visitor by product for last year
```

Comparative

- all
- between... and...
- = (equal)
- everything
- >= (greater than or equal)
- > (greater than)
- <= (less than or equal)
- < (less than)
- != (not equal)
- of
- percentage of
- vs, versus

all

Example

```
revenue asia vs all
```

> The `all` keyword can only be used as part of a versus phrase.

between... and...

Example

```
revenue between 0 and 1000
```

= (equal)

Example

```
unique count visitor by store purchased products = 3 for last 5
days
```

You can use special constants for null and empty values with the `=` and `!=` keywords: `{null}` and `{empty}`. For example: `customer name = {empty}` or `department != {null}`. NULL values are missing or invalid (for example, dividing by 0) values. Alchemer Dashboard also shows NULL if you have `n/a` in your data. Empty values are empty strings of text or strings containing only whitespace (spaces, tabs).

everything

Example

```
revenue asia vs everything
```

The `everything` keyword can only be used as part of a versus phrase.

`>` (greater than)

Example

```
sum sale amount by visitor by product for last year sale amount > 2000
```

`>=` (greater than or equal)

Example

```
count calls by employee lastname >= 'm'
```

`<` (less than)

Example

```
unique count visitor by product by store for sale amount < 20
```

`<=` (less than or equal)

Example

```
count shipments by city latitude <= 0
```

`!=` (not equal)

Example

```
sum sale amount region != canada date != last 5 days
```

You can use special constants for null and empty values with the `=` and `!=` keywords: `{null}` and `{empty}`. For example: `customer name = {empty}` or `department != {null}`. NULL values are missing or invalid (for example, dividing by 0) values. Alchemer Dashboard also shows NULL if you have `n/a` in your data. Empty values are empty strings of text or strings containing only whitespace (spaces, tabs).

of

Level of detail keyword. Returns the specified measure at the level of detail specified in the query.

Syntax

```
revenue of region
```

percentage of

Used to specify mix, contribution, share of, percentage, and total ratios.

Syntax

```
state revenue percentage of region
```

vs , **versus**

Example

```
revenue east vs west
state name begins_with 'a' state name begins_with 'c' vs state name begins_with 'd'
```

> Alchemer Dashboard doesn't support the use of group_* formula measures with the `vs` keyword. Alchemer Dashboard doesn't support the use of the `vs` keyword within an `in` or `not in` subquery.

Location

- farther than n miles|km|meters from ...
- near
- near ... within n miles|km|meters

farther than n miles|km|meters from ...

Example

```
average hours worked branch farther than 80 km from scarborough
```

near

Example

```
revenue store name county near san francisco
```

near ... within n miles|km|meters

Example

```
revenue store name county near alameda within 50 miles
```

Period

- day
- day of month
- day of quarter
- day of week
- day of year
- hour

- month of quarter
- quarter
- quarter of year
- to date
- week of month
- week of quarter
- week of year

day

Example

```
orders by day
```

day of month

Example

```
sales day of month by month
```

day of quarter

Example

```
deals day of quarter by year
```

day of week

Example

```
customers by week day of week
```

day of year

Example

```
ad clicks day of year by year
```

hour

Example

```
visitors by hour weekly
```

month of quarter

Example

```
purchases month of quarter by year
```

quarter

Example

```
purchases by quarter
```

quarter of year

Example

```
opportunities quarter of year last 4 years yearly
```

to date

Period to date keywords

week of month

Example

```
product shipments week of month yearly
```

week of quarter

Example

```
revenue week of quarter
```

week of year

Example

```
new products week of year last 3 years yearly
```

In / Not in

- in
- not in

in

Query in query search (intersection of two sets). Must match last attribute before keyword with first attribute inside subsearch. Doesn't support use of the `vs` keyword.

Syntax

```
attribute in (attribute subsearch)
```

Examples

```
store name in (top 10 store name by sales footwear)

product name 2014 product name in (product name 2013) sales
```

not in

Relative complement of two sets. Must match last attribute before keyword with first attribute inside subsearch. Doesn't support use of the `vs` keyword.

Syntax

```
attribute not in (attribute subsearch)
```

Example

```
product name 2014 product name not in (product name 2013) sales
```

Find sales for all products ordered in 2014 that were not ordered in 2013

Related Articles