Understanding the Digital Data Sidebar

When you build a chart in Alchemer Dashboard, the panel on the left is the **data sidebar**. It lists every piece of data in your dataset, organized into groups and color-coded by data type, so you can find and select what you want to visualize. This article explains how the sidebar is organized for Digital data, how fields are color-coded, and how they're named.

Where you'll see it

The data sidebar appears on the left when you open a dataset in the chart builder (Charts, or the search bar on the Overview page). At the top of the sidebar you can:

- Switch between the **Popular** and **All** tabs to narrow the list to commonly used fields or see everything.
- Use **Find columns** to search for a field by name.
- Select the checkbox next to any field to add it to your chart.
- Use **+ Add** to create your own formulas, sets, and parameters.
- Collapse or expand the panel using the toggle in the top-right of the sidebar.

How Digital data is grouped

Fields are organized into collapsible groups. **Groups are listed alphabetically by name, with Formulas, Sets, and Parameters always shown last.** The groups you see depend on the interaction type, but typically include:

- **[Interaction] Details:** setup and metadata for the interaction (title, ID, app, created/updated dates). The group is named for the interaction, such as *Rating Dialog Details*, *Love Dialog Details*, *Prompt Details*, or *Survey Details*.
- **The interaction's content or response value:** varies by type. Surveys have a **Survey Questions** group (one field per question and answer option); prompts have a **Response Actions** group (one field per configured button or link); and dialogs have their core response value (for example, *Love Response (Loved / Not Loved)*).
- **Response Details:** response-level fields (one column each): response ID, submission date, local timestamp, device manufacturer and carrier, OS name and version, browser type, conversation ID, and a set of *Is [action] action* flags describing what the customer did. Because these are captured per response, charting them returns one row per response.
- **Universal Formulas:** pre-built counts you can chart without building anything, such as *Count of seen* and counts of specific button clicks.

- **Formulas**, **Sets**, and **Parameters**: empty by default and always shown last. Use **+ Add** to build your own calculations, groupings, and filters.

Because the named groups sort alphabetically, the exact top-to-bottom order shifts with the interaction name. For a Rating Dialog dataset, for example, you'll see *Rating Dialog Details*, then *Response Details*, then *Universal Formulas*, followed by Formulas, Sets, and Parameters.

Example: Charting *Response ID* and *Response Date Submitted* together produces a table with one row per response:

Response ID	Response Date Submitted
1	July 1, 2026
2	July 1, 2026
3	July 1, 2026
4	July 2, 2026

Note: For the full list of fields available for each interaction, see What Digital Data You Can Visualize in Dashboard.

How fields are color-coded

Each field is shaded by its data type, so you can tell at a glance how it can be used in a chart:

- **Blue (attributes):** text values you group or filter by, such as *OS Name* or *Device Manufacturer*.
- **Green (measures):** numeric values you can aggregate, such as counts and scores. The yes/no *Is [action]* flags also appear green.
- **Purple (dates and timestamps):** time-based fields such as *Response Date Submitted* or *Created At*, useful for trends over time.

How fields are named

- **Metadata and response fields** use plain names like *OS Name*, *Response Date Submitted*, or *Rating Dialog Title*.
- **Survey question fields** are named with the question text followed by the answer option, such as *What is your favorite feature of the app? - App in Store*.
- **Action fields** use an *Is [action] action* pattern, such as *Is Rate action* or *Is Dismiss action*.
- **Pre-built counts** start with "Count of," such as *Count of seen* or *Count of 'Dismiss' button*

clicked.

Charting by data type

A field's color (its data type) also determines how it charts. When you select fields and run a search, Dashboard generates a default chart (often a column chart or table) that you can then change, for example grouping by an attribute, aggregating a measure, or trending a date over time. For step-by-step guidance, see Building Charts from Digital Survey and Prompt Data and Working with Love Dialog & Rating Dialog Data.

Related articles

- What Digital Data You Can Visualize in Dashboard — the full list of fields for each interaction type
- Building Charts from Digital Survey and Prompt Data — turn these fields into charts
- Managing Sources — create a dataset from a Survey or Prompt

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