Journey Analytics Terminology

The following definitions are used in Journey Analytics:

- **Sankey Diagram**: A visualization depicting the complete set of customer flows from one page to another.
- **Path**: A entire journey flow from a starting point to an ending point.
- **Node**: A representation of a page type in the journey.
- **Selected Node**: The node that is currently selected.
- **In-Path Node**: A node that is a part of the journey that you selected to expand. Each other node in this path is highlighted in purple and has an expanded card view.
- **Branch**: The connection between two nodes.
- **Pairing**: Two nodes that are directly connected by a branch.
- **Interaction**: A representation of each step in a customer's journey on the site. Interactions occur when a customer journeys to a new page on your site, with each new page representing a single interaction. For example, if a customer starts on a product listing page a journeys through four different pages of products, all four of these count as an interaction.
- **Starting Point**: The node in the first interaction of the journey. This is where a customer began their journey on the site.
- **End Point**: The final node in a journey. This is the last page a customer is on when completing their journey. The end point can be located after any number of interactions.