

Category analytics

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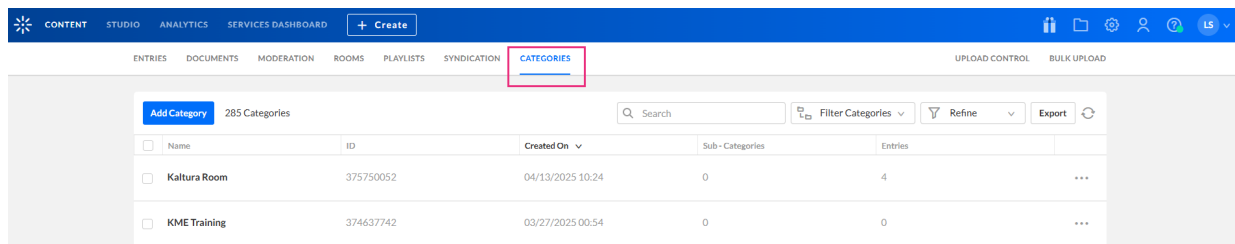
 This article is designated for administrators.

About

The Category analytics dashboard in the KMC lets you track engagement and performance for a specific category. View top videos, viewers, devices, domains, and more - filtered by time period or other parameters. It's a powerful way to compare trends and see what's working. For details, see [Working with the Category analytics dashboard](#).

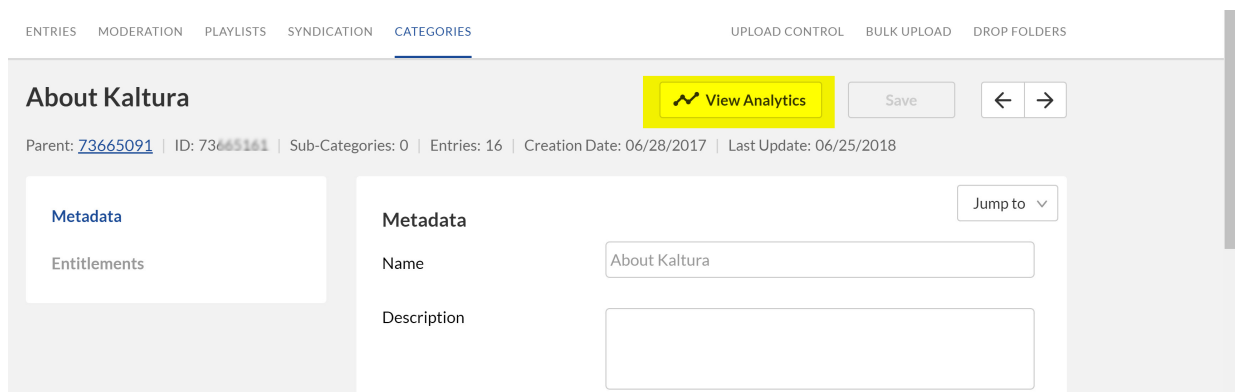
Access the dashboard

1. Login to the KMC and select the **Categories** tab from the Content menu.



2. In the Categories table, you have two options:

- Option 1: Click on a Category name and then select **View Analytics**.



- Option 2: Select a category and then click the **three dots** to the right and select **View Analytics** from the drop-down menu.

CONTENT

STUDIO

USAGE DASHBOARD

ANALYTICS

SERVICES DASHBOARD

CREATE

115 Categories • 1 Selected

Bulk Actions

Cancel

<input type="checkbox"/>	Name	ID	Created On	Sub - Categories	Entries	
<input type="checkbox"/>	Education	73897641	07/02/2017 17:19	0	6	...
<input type="checkbox"/>	Fun with the Kids	73897451	07/02/2017 17:14	0	1	...
<input type="checkbox"/>	Kaltura Info	73897441	07/02/2017 17:13	0	3	...
<input checked="" type="checkbox"/>	About Kaltura	73665161	06/28/2017 18:03	0	16	...
<input type="checkbox"/>	unlisted	73665131	06/28/2017 18:02	0	6	...
<input type="checkbox"/>	playlists	73665121	06/28/2017 18:02	0	10	...
<input type="checkbox"/>	nestedFilters	73665111	06/28/2017 18:02	0	0	...
<input type="checkbox"/>	channels	73665101	06/28/2017 18:02	8	7	...

Edit

View Entries

Move Category

Add Service Rule

View Analytics

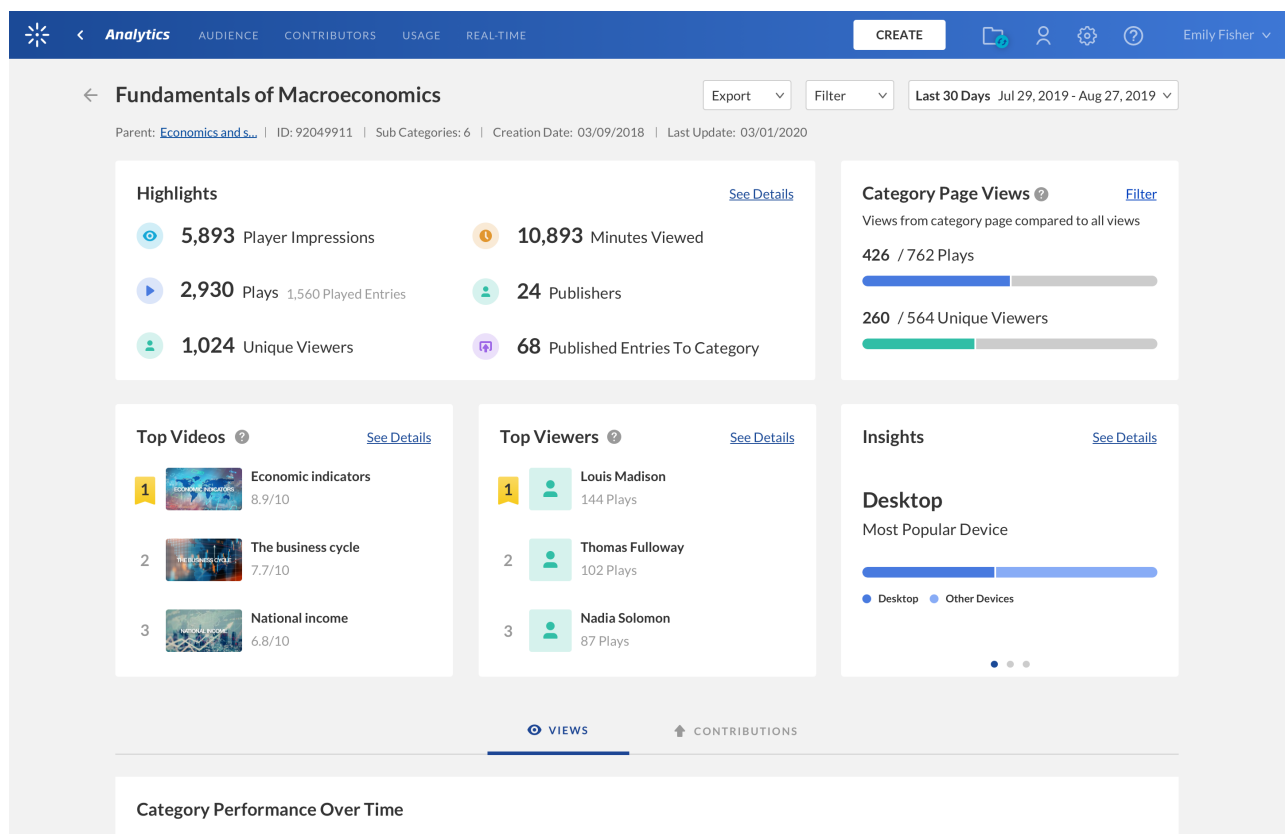
Delete

- Edit
- View Entries
- Move Category
- Add Service Rule
- View Analytics
- Delete

Category analytics dashboard

The Category Analytics dashboard (shown in KMC below) enables you to discover all the activities pertaining to a specific category. The dashboard can be used to explore category usage in different time periods and even compare between different periods. You can also filter based on a variety of parameters, including tags and media type. To learn more see [Working with the Category Analytics Dashboard](#).

As a reference for analytics terms and definitions, please see the [Kaltura analytics terminology](#) article.



Player Impressions

Plays


Unique Viewers

Minutes Viewed

Avg. Completion Rate

Monthly

Daily



Users

564 Users

Name	Player Impressions	Plays	Minutes Viewed	Avg. Completion Rate
Louis Madison	561/742	344	1,516	34%
Thomas Fulloway	781/1,099	344	1,776	34%
Nadia Solomon	491/788	344	988	34%
Mia Cooper	862/912	344	3,334	34%
Celine Guerini	127/251	344	3,023	34%
Annabelle Morris	790/893	344	4,334	34%
Erica Lorimer	415/771	344	5,445	34%
sam Donner	345/544	344	4,995	34%
Evan Fisherman	612/888	344	4,122	34%
Danny Koop	180/901	344	2,334	34%






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Show Rows

25

Top Videos









	Name	Plays	Unique Viewers	Avg. Completion Rate	Score
1	 Economic indicators	344	300	56%	8.9/10
2	 The business cycle	198	194	56%	7.7/10
3	 National income	160	100	56%	6.8/10
4	 Financial Sector	101	77	56%	6.2/10
5	 Introduction	97	51	56%	5.4/10

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Subcategories


4 Subcategories

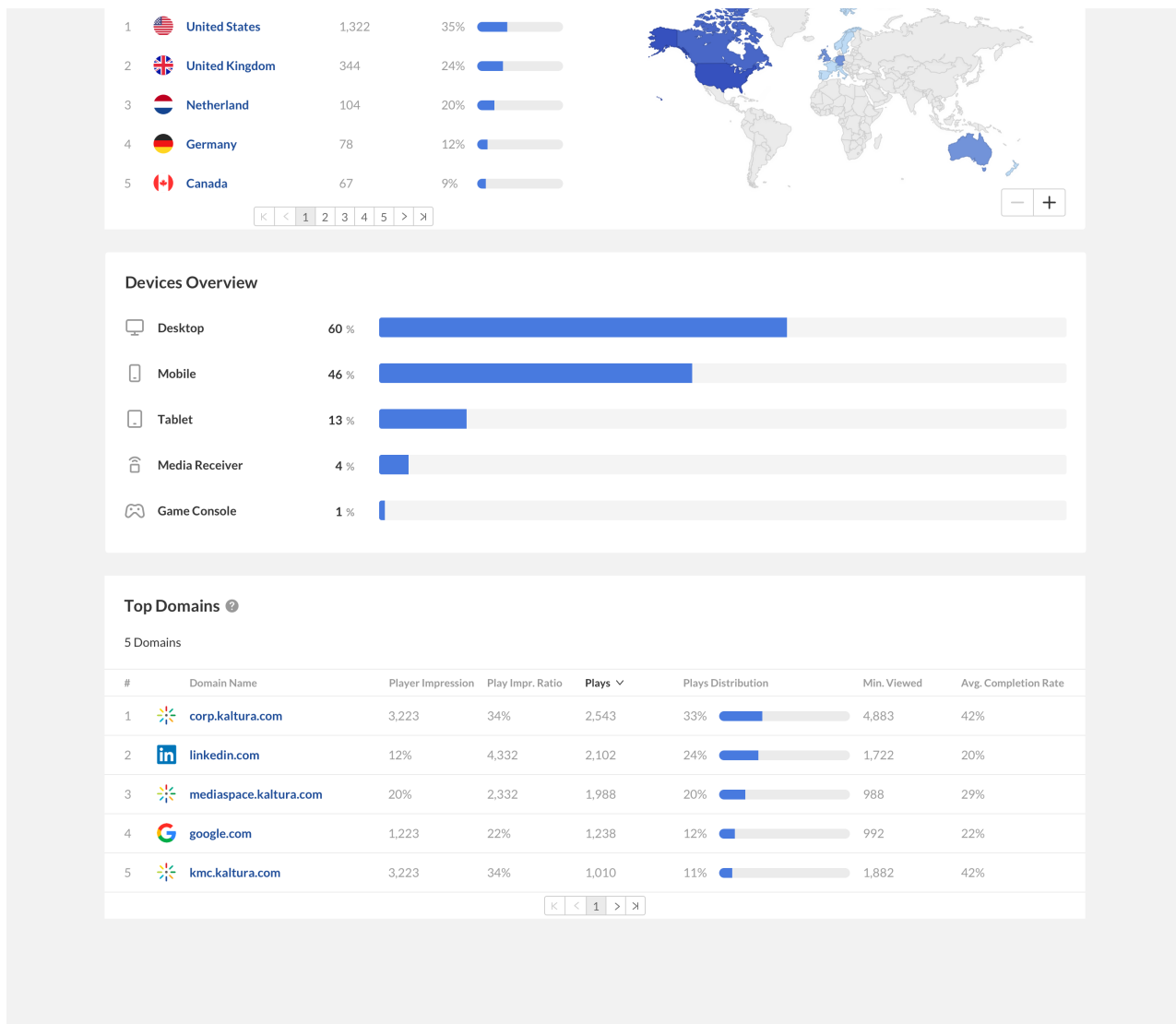
Name	Plays	Plays Distribution	Unique Viewers	Minutes Viewed
 Assignments	454	76% 	128	231
 Introduction to Finance	311	55% 	128	231
 Live Sessions	122	76% 	128	231
 Discussion	90	76% 	88	231

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Top Countries

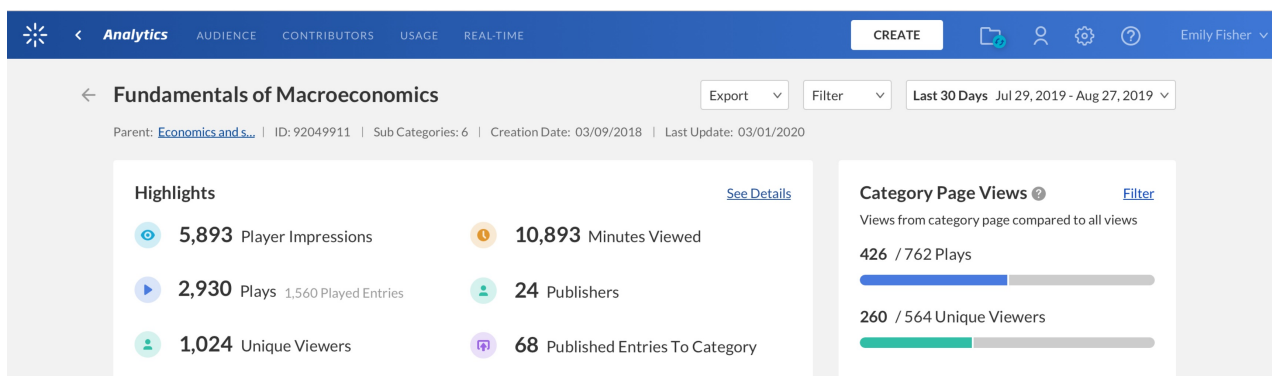
#	Name	Plays Count	Plays Distribution
			



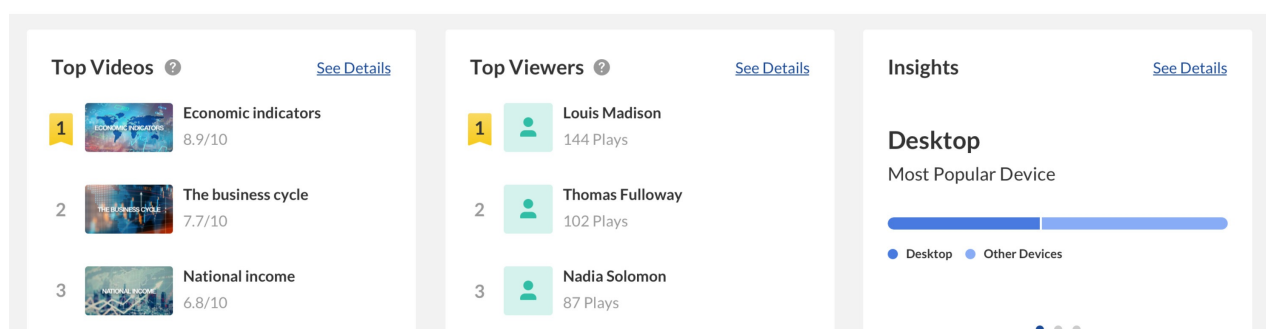
Top panel

The top panel of the Category Analytics dashboard provides an overview with highlights and insights about the categories in your account.

- Details - Parent Category, Category ID, Number of Sub-Categories, Creation Date and Last Update.
- Highlights - Displays a snapshot of the important metrics for the selected time frame
- Category Page Views - Displays the views from the Category Page compared to all views. See Category Page Views



Category metrics over time

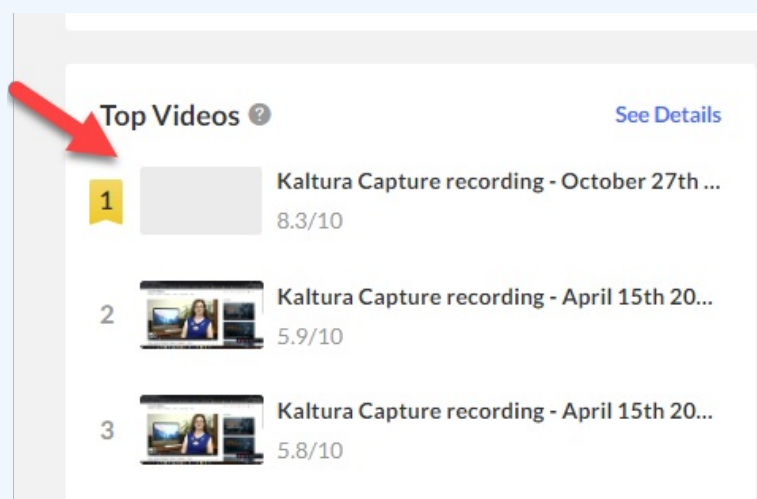


Top Videos

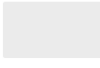


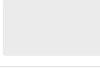
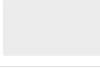
The top videos are selected based on a unique algorithm that takes into consideration parameters such as the amount of plays, unique viewers, and average view period and scores them in comparison to other videos in the account. In addition to the categories score, you can also see the number of plays, unique viewers and average view period for each video. You can see how successful these videos have been through the video score or based on specific metrics. Click “See Details” to display the “Top Videos” graph.



Note that deleted videos will still show up in the analytics but without thumbnails. Here is an example of the Top Videos dashboard showing only a blank thumbnail



Clicking on **See Details** will jump to the Top Videos List where you can see that this is a Deleted entry.

Top Videos					
	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	 Kaltura Capture recording - October 27th 2020, 11:37:17 am By Darwin Mitra	▶ 16	2	81.3%	Deleted Entry 8.3/10
2	 Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra	▶ 11	1	72.7%	5.9/10
3	 Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra	▶ 14	1	33.2%	5.8/10
4	 Rec- May 5, 2021 11:24 AM - Breakout Room of room 106939 zcm078.mp4 By Darwin Mitra	▶ 4	2	0%	Deleted Entry 3.8/10
5	 Rec- Jan 28, 2021 2:56 PM - CC NA Troubleshooting.mp4 By Darwin Mitra	▶ 3	1	33.3%	Deleted Entry 3/10

Top Viewers

Top viewers displays the users sorted by plays count. Click See Details to open the Top Viewers metrics. You can change the metrics to display top viewers by the following parameters:

- users (default) - displays impressions, plays, min viewed, avg. drop down, avg completion rate
- entries - displays impressions, plays, min viewed, unique viewers, avg. drop down, avg completion rate
- dates - displays impressions, plays, min viewed, unique viewers, avg. drop down, avg completion rate,

Insights

Under Insights, you can find information about the user's habits, such as what days the user is most active on, on what websites they usually watch videos, and their favorite tools for creation.

Category performance over time

To explore the category's trends over time, use the graph to review key metrics:

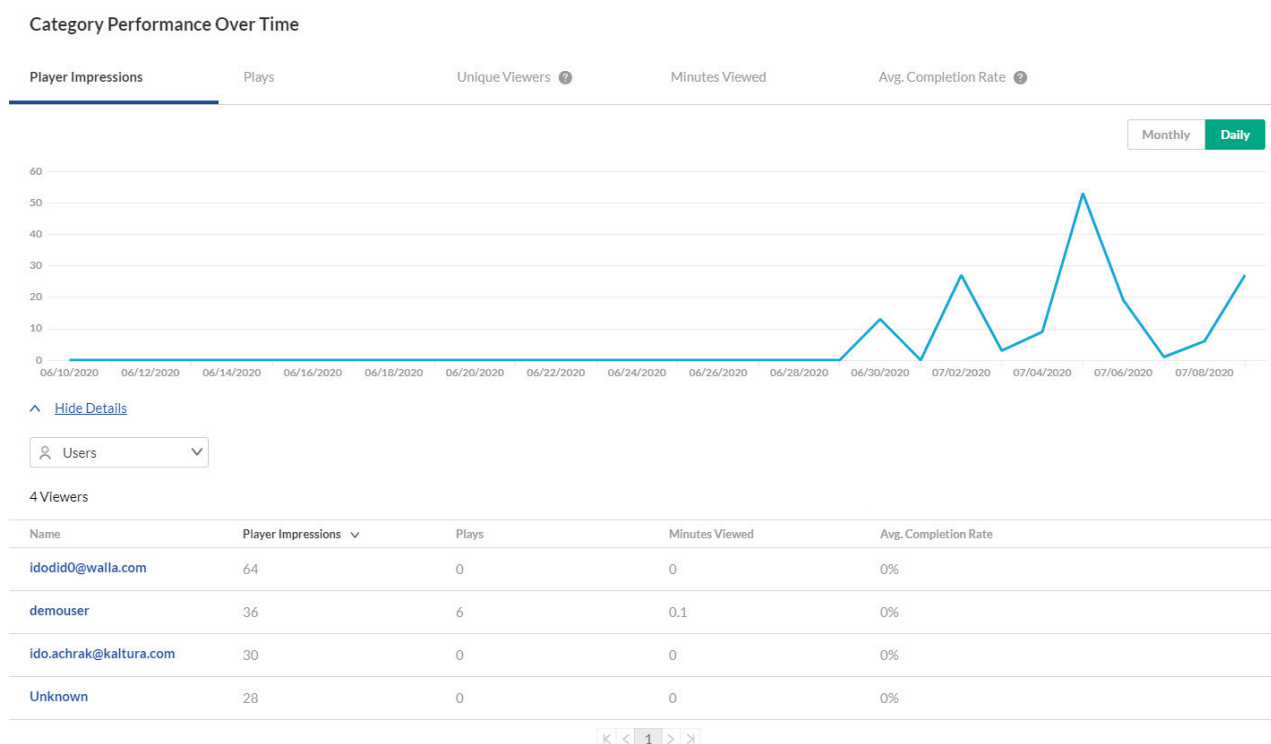
- Number of player impressions
- Number of plays
- Number of Unique Viewers

- Number of Minutes Viewed
- Average completion rate - how much of the video was watched

You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

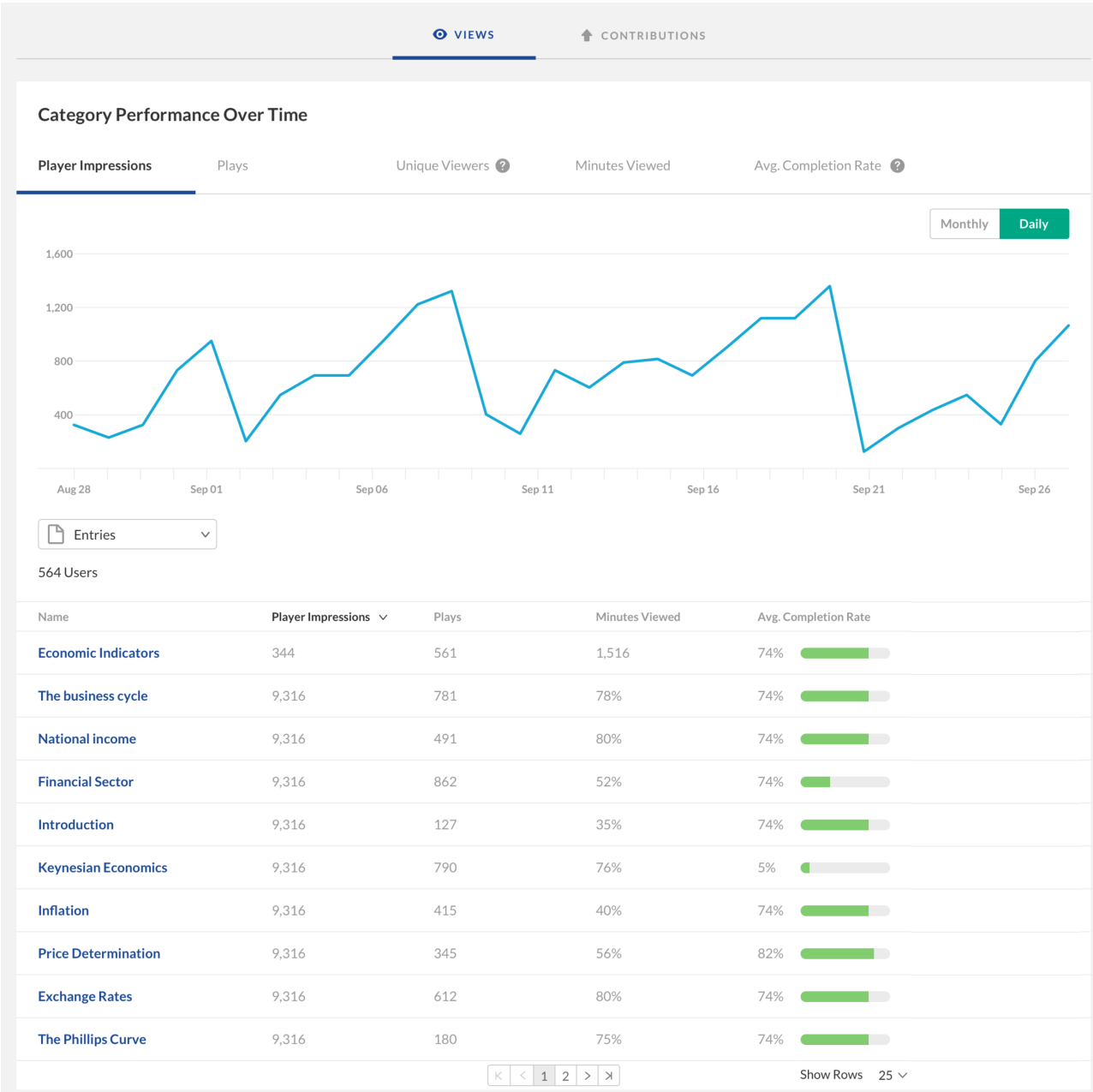
To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods. For more information, see [Working with the Category Analytics Dashboard](#).

Users View



When accessing the Category Analytics dashboard through KMC, you can filter the Users View in the Category Performance Over Time section.

Entries View



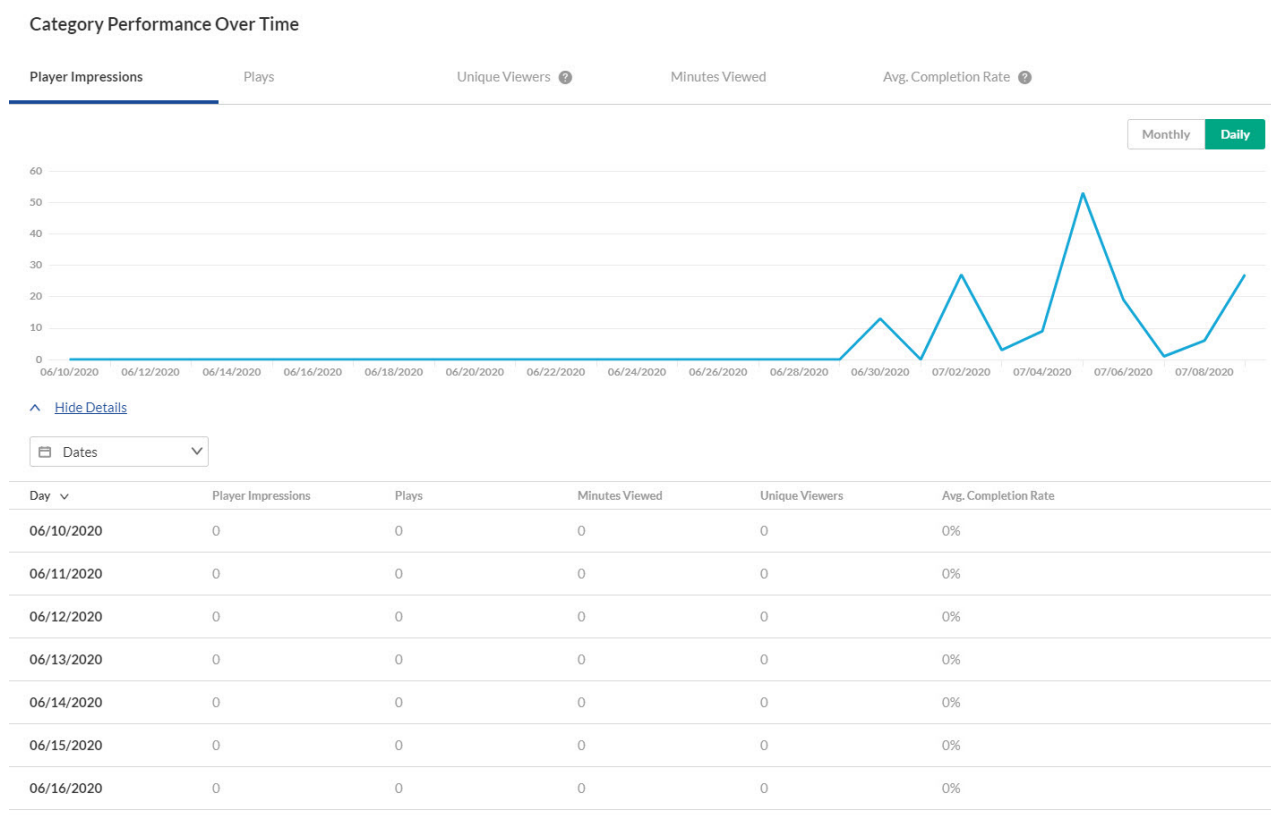
When accessing the Category Analytics dashboard through KMC, you can filter the Entries View in the Category Performance Over Time section.

Dates View

You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods. For more

information, see [Working with Category Analytics Dashboard](#).








Top Videos

The Top Videos data is filtered on content from the category and their sub categories.

By clicking on "See Details" in the Top Videos section you can see an in-depth analysis of all the content that was viewed this category.









The following information is displayed for each category:

- Category Name
- Plays
- Unique Viewers
- Average Completion rate
- Score

Top Videos ?					
	Name	Plays	Unique Viewers	Avg. Completion Rate	Score
1	 Economic indicators	344	300	56%	8.9/10
2	 The business cycle	198	194	56%	7.7/10
3	 National income	160	100	56%	6.8/10
4	 Financial Sector	101	77	56%	6.2/10
5	 Introduction	97	51	56%	5.4/10

Subcategories

The Subcategories section is only displayed for categories that include sub-categories.

Subcategories					
4 Subcategories					
	Name	Plays ▾	Plays Distribution	Unique Viewers	Minutes Viewed
	Assignments	454	76% 	128	231
	Introduction to Finance	311	55% 	128	231
	Live Sessions	122	76% 	128	231
	Discussion	90	76% 	88	231

You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

The following information is displayed for each subcategory:

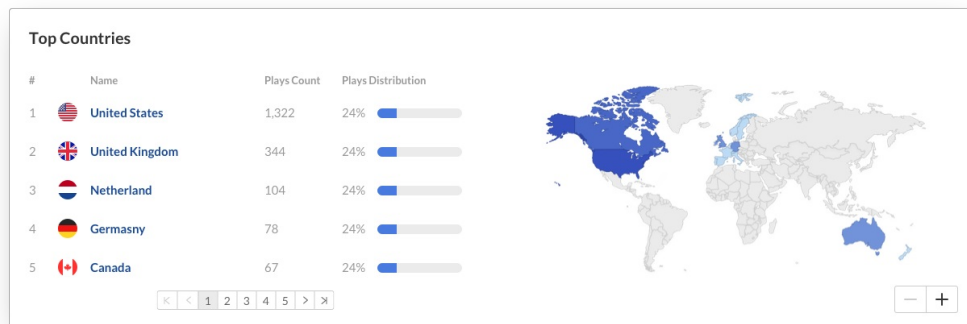
- Category Name
- Plays
- Plays Distribution
- Unique Viewers
- Minutes Viewed

Top Countries

The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table ranks the countries by plays and also shows plays distribution compared to total number

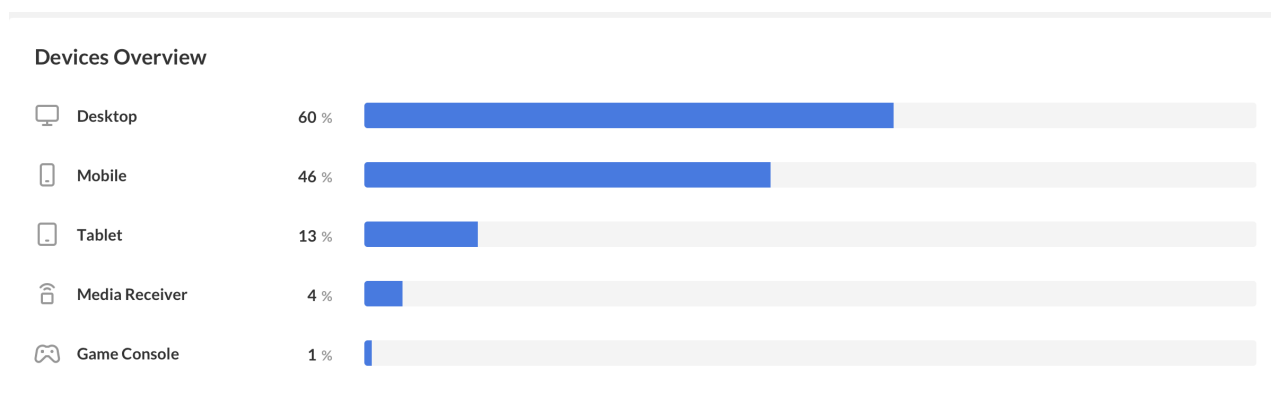
of plays.

You can drill down to region by selecting a country on the map or from the table. Select a region to drill down to cities.



Devices Overview

The Devices Overview graph displays the distribution of devices usage by plays. You can see on which device viewers watched the entry.








Top Domains

The top domains are ordered by domains that had the most number of plays in the selected time frame. For each domain the following metrics are available:

- Plays
- Player impressions
- Player impression ratio - number of plays divided by number of impressions
- Minutes Viewed
- Average completion rate - measured by viewer reaching playback quartiles

Top Domains

5 Domains

#	Domain Name	Plays	Plays Distribution	Player Impression	Play Impr. Ratio	Min. Viewed	Avg. Completion Rate
1	 corp.kaltura.com	2,543	24% <div><div></div></div>	3,223	34%	4,883	42%
2	 linkedin.com	2,102	22% <div><div></div></div>	12%	4,332	1,722	20%
3	 mediaspace.kaltura.com	1,988	22% <div><div></div></div>	20%	2,332	988	29%
4	 google.com	1,238	20% <div><div></div></div>	1,223	22%	992	22%
5	 kmc.kaltura.com	1,010	20% <div><div></div></div>	3,223	34%	1,882	42%

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You can also drill down to a specific domain to see all the URLs under that domain and the same metrics in a more granular view. You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. Click on the title of the metric in the table to sort the table based on this metric.

Top Domains / corp.kaltura.com

Plays

Player Impressions

Play Impression Ratio

Minutes Viewed

Avg. Completion Rate


2,523

3,223







34%

4,883 Min

42%



6 Pages

#	Page URL	Plays	Player Impressions	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
1	 https://corp.kaltura.com/	1,543	1,417	34%	1,882	42%
2	 https://corp.kalt...ions/cloud-tv/	1,102	1,417	34%	1,882	42%
3	 https://corp.kalt...ions/education/	1,088	1,417	34%	1,882	42%
4	 https://corp.kalt...ideo-platform/	987	1,417	34%	1,882	42%
5	 https://corp.kaltura.com/resources/	556	1,417	34%	1,882	42%
6	 https://corp.kaltura.../customers/	320	1,417	34%	1,882	42%

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