Working with the Category analytics dashboard

Content updated: 03/17/2020

This article is designated for administrators.

About

The category analytics dashboard provides you with data on the usage of a category in the platform. This article explains how to change the timeframe, compare time periods, filter the data, export reports, and use the Category Page Views filter.

The dashboard works the same way whether you open it for a category in the Rich Media CMS or for a gallery in Content Hubs.

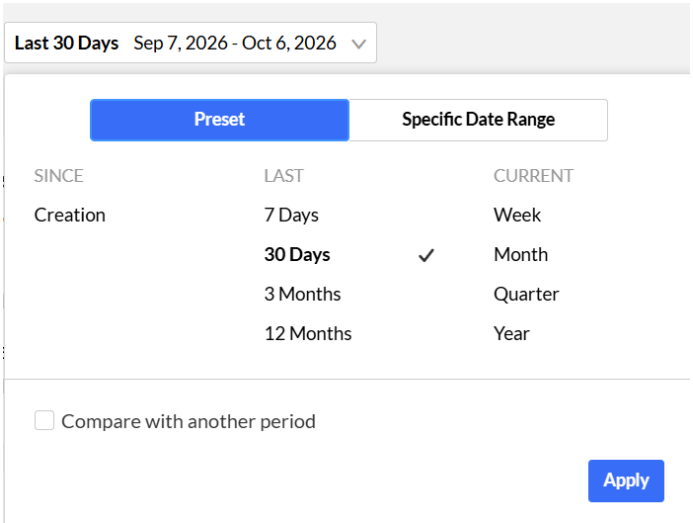
- To learn how to access the dashboard and what each panel shows, see Category analytics in Rich Media CMS or Gallery analytics in Content Hubs.
- For analytics terms and definitions, see the Analytics Terminology article.

Change dashboard timeframe

Use the date picker at the top of the dashboard to change the timeframe and view data across different periods. You can select a preset time period or choose specific dates.

Preset time periods

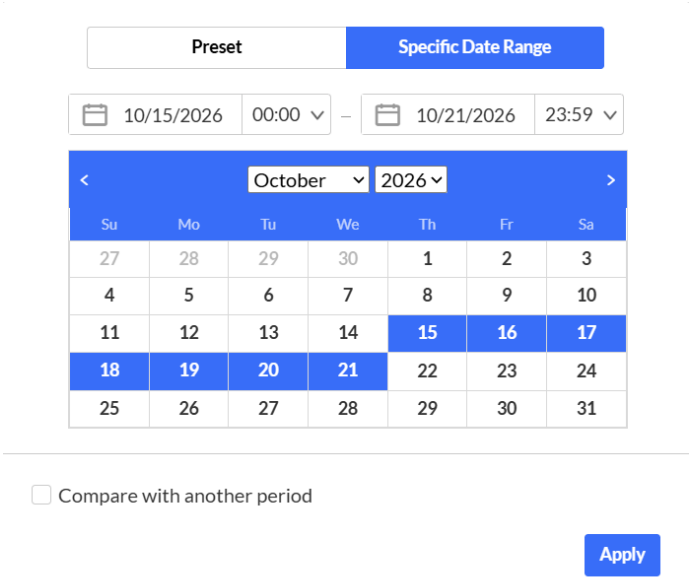
Preset time periods are a quick way to look at recent data, such as the last week or the last month. You can also select longer periods, such as the current quarter or year.



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Select a custom timeframe

1. Click the date picker and select the **Specific Date Range** tab.
2. In the calendar, click the first date of the timeframe.
3. Click the last date of the timeframe. The timeframe is marked on the calendar.
4. To narrow the timeframe to specific hours, use the hours filter. To select until midnight, enter 23:59.
5. Click **Apply**.



The dashboard displays the data for the selected timeframe.

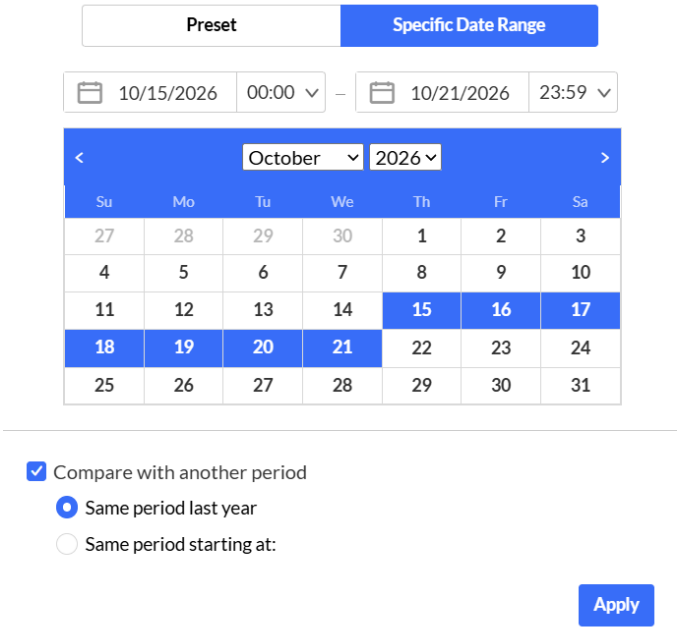
Compare time periods

Compare time periods to understand your data in context, for example to account for seasonality or for changes in usage after you adopt new tools and capabilities.

You can compare with the same period last year, or with a period of the same length that starts on a date you choose. You can also use the hours filter to focus on specific hours.

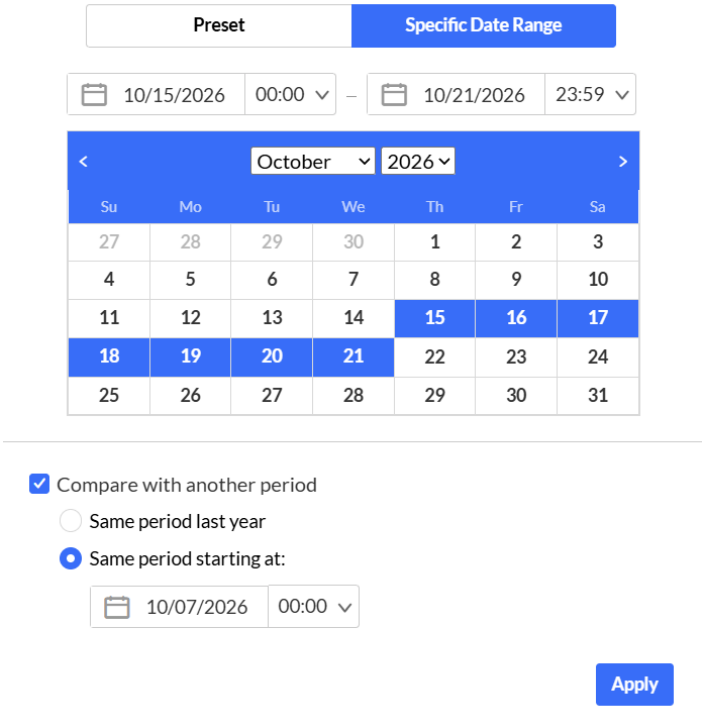
1. Click the date picker and select the **Specific Date Range** tab.
2. Select the first time period you want to explore.
3. Select the **Compare with Another Period** checkbox.
4. Choose the period to compare with:

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- **Same Period as Last Year** - Compares with the same dates one year earlier. For example, if the first period is March 15, 2026 to March 21, 2026, it's compared with March 15, 2025 to March 21, 2025.
- **Same Period Starting At** - Compares with a period of the same length that starts on the date you select. For example, to compare a week in March with a week in February, select March 15, 2026 to March 21, 2026 as the first period, then set the starting date to February 15, 2026. The first period is compared with February 15, 2026 to February 21, 2026.

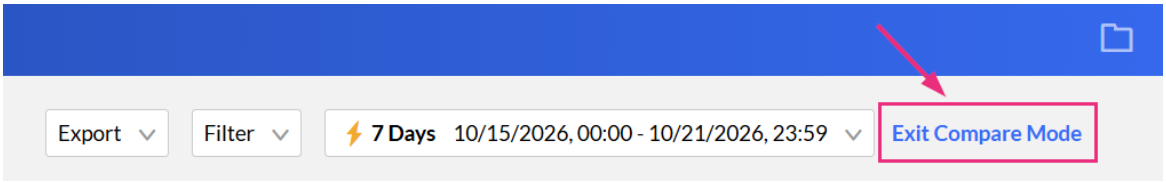
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- Click **Apply**.

The dashboard displays the data for both periods.

To return to viewing a single time period, click **Exit Compare Mode** next to the date picker.

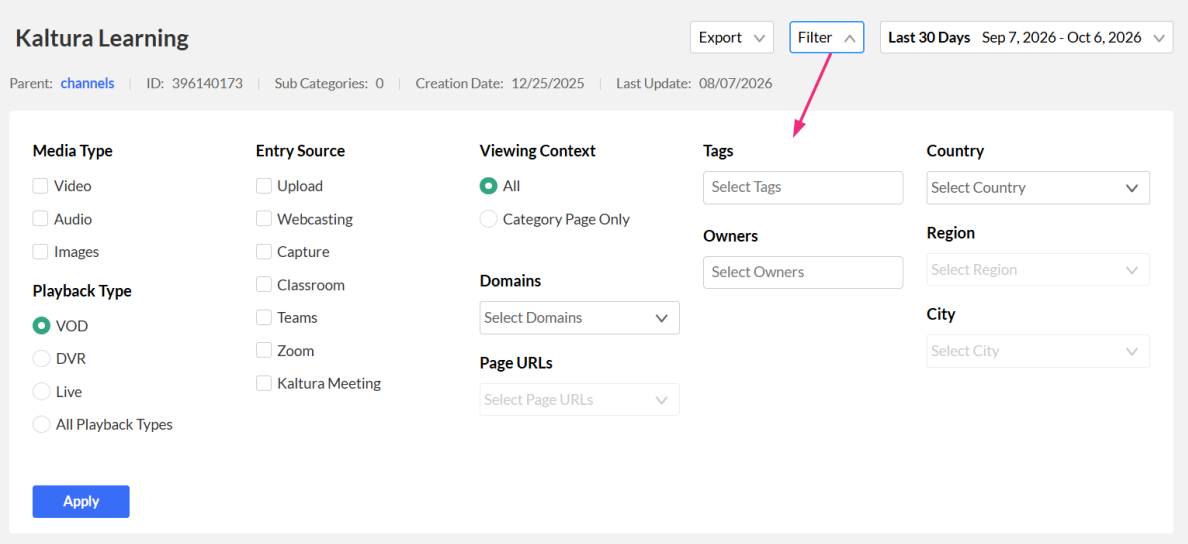


Filter the data

You can filter the data in the dashboard by additional dimensions, such as location, tags, and media type. The filters apply to all the panels of the dashboard.

1. Click **Filter** to open the filters pane.

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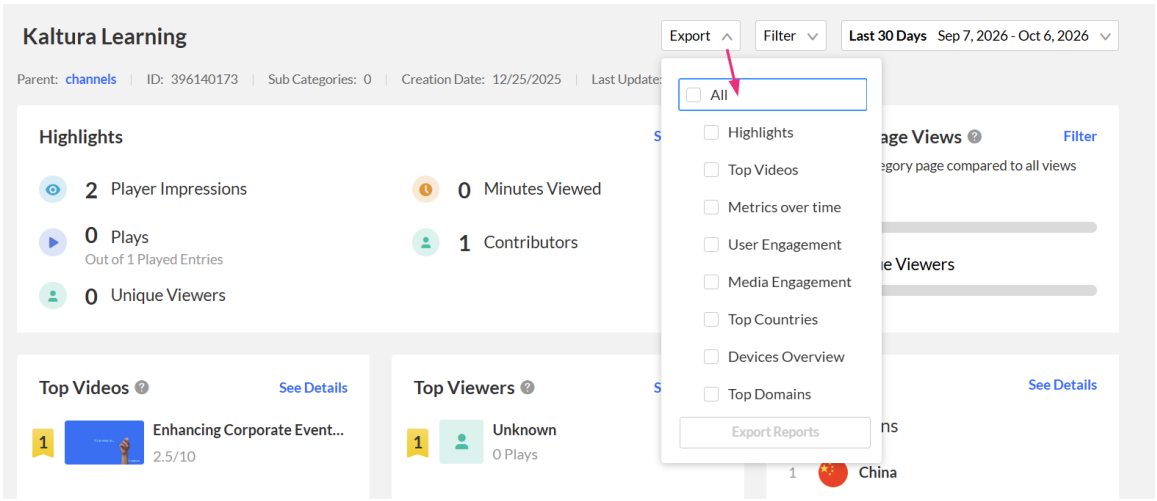
2. Select the filters you want to use. The filtering options are:
   - **Media Type** - Video, Audio, Images
   - **Playback Type** - VOD, DVR, Live, All Playback Types
   - **Entry Source** - The source of the content ingested to the system: Upload, Webcasting, Capture, Classroom, Teams, Zoom, Kaltura Meeting
   - **Viewing Context** - All views, or views from the category page only. See Category Page Views filter.
   - **Sub Categories** - Specific sub-categories of the category
   - **Domains** - Domains where the media was viewed
   - **Page URLs** - Pages where the media was viewed
   - **Tags** - Tags on the content
   - **Owners** - Owners of the content (Rich Media CMS only)
   - **Country**, **Region**, **City** - Where the media was viewed
3. Click **Apply**.

Export to CSV

You can export the analytics reports to CSV files, which are sent to you by email.

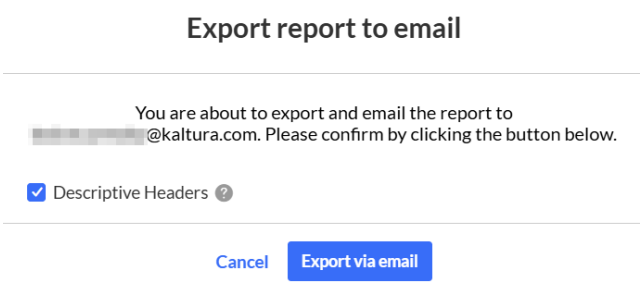
1. Click **Export**. A drop-down list displays.

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2. Select the reports you want to export. You can select **All**, or one or more of the following:
    - Highlights
    - Top Videos
    - Metrics over time
    - User Engagement
    - Media Engagement
    - Top Countries
    - Devices Overview
    - Top Domains
3. Click **Export Reports**.

    The **Export report to email** window displays, showing the email address the reports will be sent to.



    Descriptive Headers is selected by default, which gives the reports descriptive ("friendly") header titles. Clear the checkbox if you prefer the system header titles.

4. Click **Export via email**.

    You receive an email with a link to download the files. The files emailed to you expire in **7 days**.

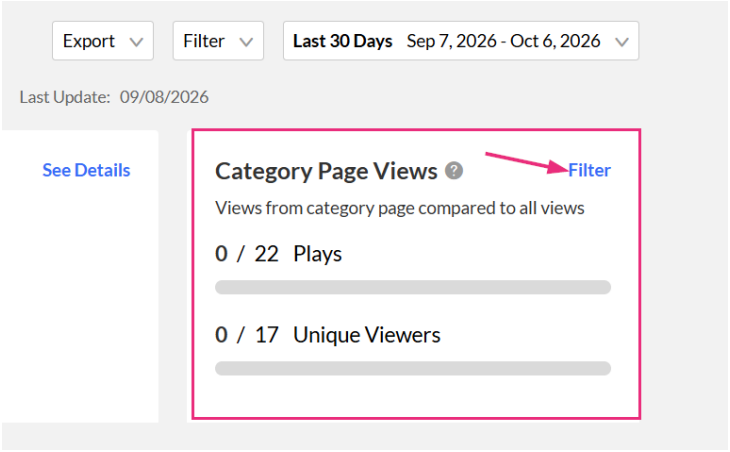
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- If the data in the dashboard was filtered, the reports are based on the filter applied. Export is limited to 60,000 records and by time to execute. If you receive an error, break the report down into smaller timeframes or use filters to reduce its size.
- For definitions of each metric and how it's calculated, see User engagement, Top videos, and Media engagement reports.

Category Page Views filter

The same entry can appear in several places: in more than one category, embedded on other sites, or shared by link. By default, the dashboard counts every play of the category's media, wherever it happened.

The **Category Page Views** filter limits the data to plays on the category page itself, within an application such as Content Hubs or an LMS course.



The **Category Page Views** panel shows how many of the category's plays and unique viewers came from the category page. This is especially useful for LMS integrations, where you usually want to count only views within the course.

- An entry's plays are counted in the category analytics only from the time it was added to the category.
- If an entry is in several categories, each play is counted in all of them, unless you filter by category page views.
- If you don't use an application, the category page numbers are zero.

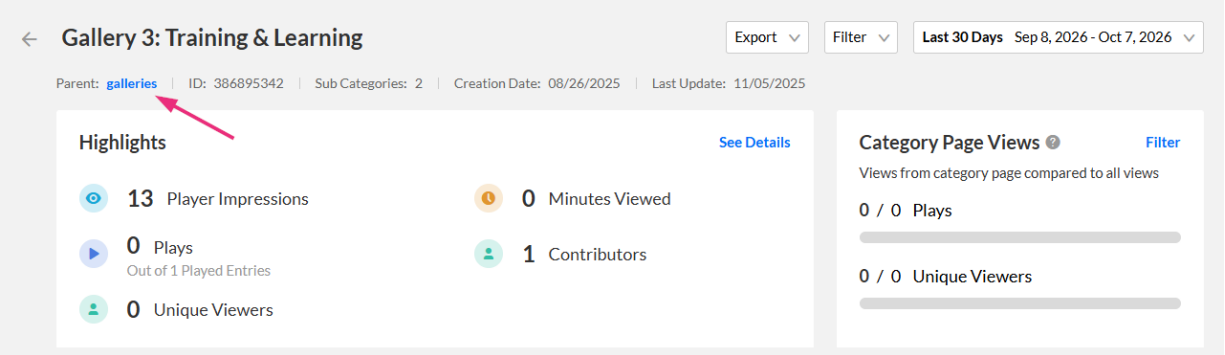
To filter the dashboard by category page views, click **Filter** in the Category Page Views panel. A **Category Page Only** tag displays above the dashboard panels, and the **Highlights** section displays the following for views from the category page:

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- **Player Impressions**
- **Plays**, and the number of entries that were played
- **Unique Viewers**
- **Minutes Viewed**
- **Contributors**

To remove the filter, click the **x** on the tag or click **Clear All**.

In the Rich Media CMS, you can also click the parent category to go up one level in the category hierarchy.



The dashboard then shows the analytics for all the categories under the parent category.

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