Working with the Category Analytics Dashboard

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The Category Analytics dashboard provides you with data on the category's usage in the platform. To learn more see the article on Category Analytics (https://knowledge.kaltura.com/help/category-analytics).

In this article, you can review:

- How to change the time frame for the dashboard
- How to compare between different time periods
- How to filter the data
- How to export reports to a CSV file
- How to filter the Category Page Views

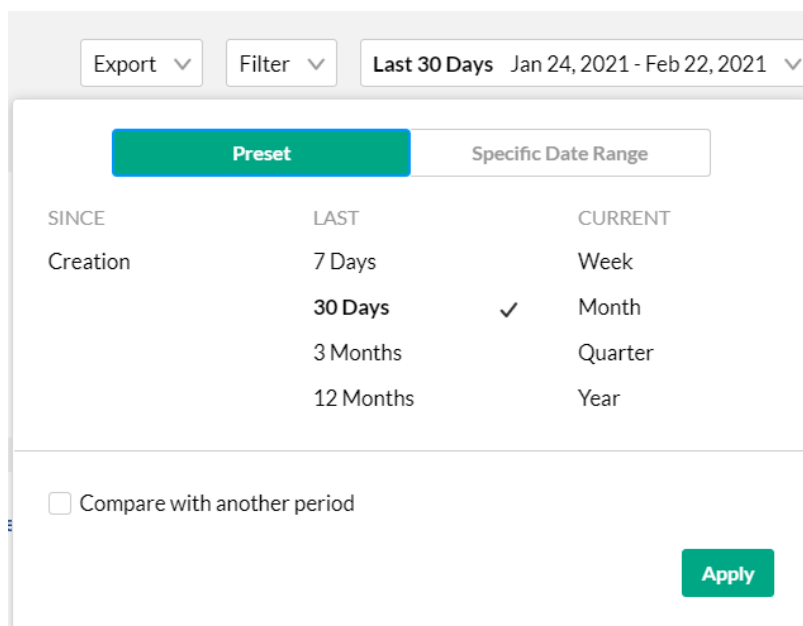The filters are automatically applied to all elements of the dashboard.

As a reference for analytics terms and definitions, please see the Advanced Analytics Terminology (https://knowledge.kaltura.com/help/advanced-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 preset time periods or choose specific dates.

Preset Time Periods

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

Selecting a Custom Timeframe

≣ To select a custom timeframe

1. Click on the date picker and choose the Specific Date Range tab.
2. Navigate to the first date of the timeframe and click on the date in the calendar.
3. Navigate to the last date of the timeframe and click on the date in the calendar. The timeframe will appear marked on the calendar.
4. Select the hours filter to fine tune your filtering to specific hours. Note: if you want to select until midnight, please enter 23:59 as the hour.
5. Click Apply to view the dashboard data for the selected custom time period.

Compare Time Periods

You can compare different time periods to better understand your data considering seasonality and changes in usage following adoption of new tools and capabilities. You can choose to compare between the same period last year or pick a specific date and compare the timeframe starting from this date. You can also use the hours filter to fine tune your analytics for specific hours.

≣ To compare time periods

1. Click on the date picker and choose the Specific Date Range tab.
2. Select the first time period you would like to explore.
3. Check the box to Compare with Another Period.
4. Choose the second time period you would like to compare with:

- Choose **Same Period as Last Year** to compare the exact same time period the year before. For example, if the first selected time period is March 15, 2021 to March 21, 2021, the comparison will be performed to the time period of March 15, 2020 to March 21, 2020.
- Choose **Same Period Starting At** to compare with a specific time period of the same duration. You may also select to filter the analytics for the hours for a specific time range. For example, if you would like to compare analytics for March to February, select the first selected time period as March 15, 2021 to March 21, 2021. Enter the hours specific hours you want to produce the analytics for. In the following screen, analytics for 9 AM to 12PM have been chosen for rendering. Then select the Same Period Starting At and mark the starting date as February 15, 2021. The comparison will be performed for the time period of February 15, 2021 to February 21, 2021.

- Click **Apply** to view the dashboard data and compare the information from both periods.

To return to viewing a single time period

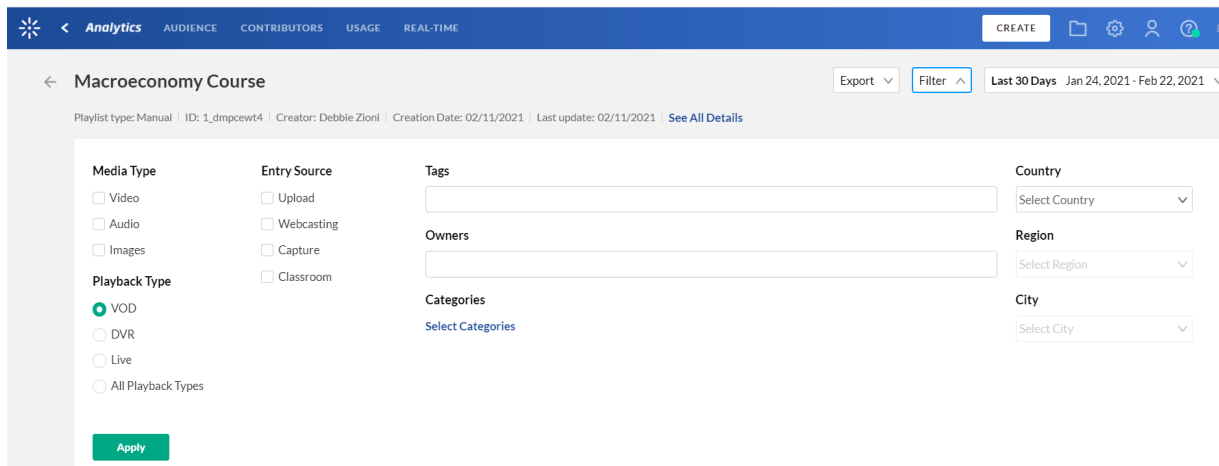- Click on the **Exit Compare Mode** link next to the Date Picker.

Filter the Data

You can filter the data in the dashboard based on additional dimensions such as the location, tags, categories and more.

To filter the dashboard data based on a specific parameter

1. Click on the Filter option to open the Filters pane.
2. Fill in the relevant filters you would like to use.

3. Click Apply to show the filtered data in the dashboard.

The filtering options are:

- Media Type(s) - video, Audio, and/or Images
- Playback Type
- Entry Source - the source of the content ingested to the system. Content can be uploaded, created via Kaltura's Capture Suite, live streamed, or created in many other ways.
- Tags - the tags on the content
- Owners
- Categories - click Select Categories to select from the list of categories.
- Country, Region City

Export to CSV

All analytics tabs have the option to Export to a CSV.

Click Export to open the drop down list and select the data you would like to export. One or more options may be selected.

A notification is sent about the export request status. If the data in the report was filtered, the report is based on the filter applied. You will be notified that your export request is being processed and will be emailed to you when completed. Note that export is limited by 60,000 records and time to execute. If you receive an error, break down your report to smaller time frames or use filters to reduce the size of the report.

> **NOTE:** The files expire in 7 days.

Category Page Views Filter

The Category Page Views filter shows the usability of content that may have been shared in other channels or courses. You can compare and filter the data for the category within and without the play context. Through the Category Page Views section you can see the content within the category that is viewed and then shared the most.

After you add an entry in KMC or KMS analytics are collected from that point on. You can see the analytics

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for the entry through the analytics dashboard. However, only after the entry is added to a category. analytics for the entry are counted in the category analytics.

In KMS every play in your category is counted. If your entry is in a few categories, that play is counted multiple times. The Category Page Views filter provides a concise snap of the analytics for a selected category.

Users can watch an entry from a category, however, the media may appear somewhere else as an embed code. The media is still in the category (within context) but the playback is not played within the context of the channel.

For example, the following analytics shows that about half of the plays are within the context of the category, and the rest of the plays are out of context, perhaps viewed from links or embed code that was shared. This analytic is relevant to applications only.
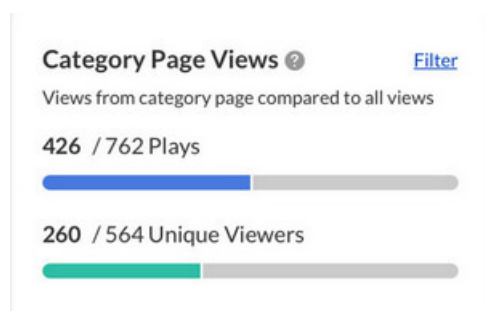
The Category Page Views display plays a strong role in the LMS integrations where in most cases embeds are not allowed and the values should be for plays and viewers in context only,

If you do not have any applications, the numbers should be zero, since there are no plays within an application.
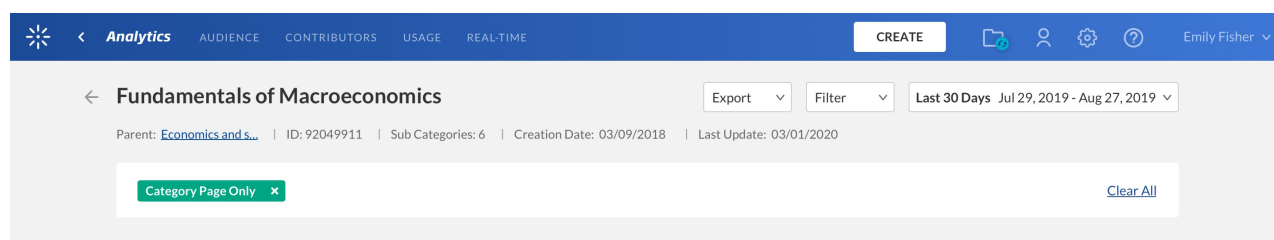
Using the Category Performance Over Time graph you can display the main category playback as compared to context playback.

To filter the Category Page Views click Filter. The analytics for the selected category is displayed.

The Highlights Section displays the following as related to the category you selected to view:

- Number of player impressions
- Number of plays - shown for the category as compared to the total amount of plays for this shared content in other categories
- Number of Unique Viewers
- Number of Minutes Viewed

You can also click on the Parent category to go up one level in the category hierarchy. The analytics display will then show the analytics for all the categories underneath the parent category.

Highlights

- 👁 **5,893** Player Impressions
- 👤 **1,024** Unique Viewers
- 👤 **24** Publishers
- ▶ **2,930** Plays **1,560** Played Entries
- 🕐 **10,893** Minutes Viewed
- ⬆ **68** Published Entries to Category

Top Videos ⓘ   See Details

1	Economic indicators	8.9/10
2	The business cycle	7.7/10
3	National income	6.8/10

Top Viewers ⓘ   See Details

1	Louis Madison	144 Plays
2	Thomas Fulloway	102 Plays
3	Nadia Solomon	87 Plays

Insights   See Details

🖥 **Desktop**
Most Popular Device

● Desktop ● Other Devices

👁 **VIEWER**   ⬆ CONTRIBUTOR

Category Performance Over Time

Player Impressions | Plays | Unique Viewers ⓘ | Minutes Viewed | Avg. Completion Rate ⓘ | Avg. Drop Off Rate ⓘ

[Monthly | **Daily**]

1,600
1,200
800
400

Aug 28   Sep 01   Sep 06   Sep 11   Sep 16   Sep 21   Sep 26
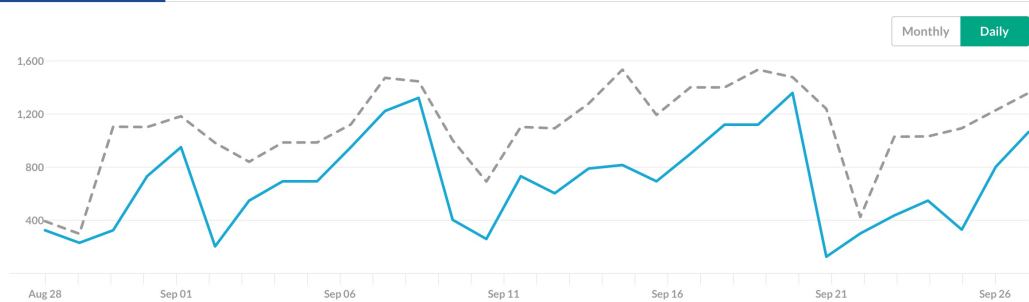
● Category Page Player Impressions   -- All Category Player Impressions

👤 Users ⌄   Filter Users

564 Users

Name	Player Impressions ⌄	Plays	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate
Louis Madison	561/742	344	1,516	75%	34%
Thomas Fulloway	781/1,099	344	1,776	78%	34%
Nadia Solomon	491/788	344	988	80%	34%
Mia Cooper	862/912	344	3,334	52%	34%
Celine Guerini	127/251	344	3,023	35%	34%
Annabelle Morris	790/893	344	4,334	76%	34%
Erica Lorimer	415/771	344	5,445	40%	34%
sam Donner	345/544	344	4,995	56%	34%
Evan Fisherman	612/888	344	4,122	80%	34%
Danny Koop	180/901	344	2,334	75%	34%

|< < 1 2 > >| Show Rows 25 ⌄
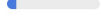
Top Videos ⓘ
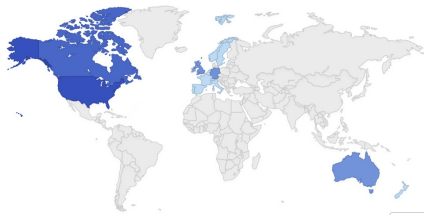
	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	**Economic Indicator** By Amy Lorimer	▶ 344	👤 300	✓ 88%	**8.9**/10
2	**The Business Cycle** By Ron Greenberg • Jan 9, 2018	▶ 198	👤 194	✓ 76%	**7.7**/10

3		National Income By Lily Grant • Jan 9, 2018	▶ 160	👤 100	✅ 75%	**7.4**/10
4		Finance Sector By John Sullivan • Jan 9, 2018	▶ 101	👤 77	✅ 70%	**7.2**/10
5		Introduction By Eric Melody • Jan 9, 2018	▶ 97	👤 51	✅ 68%	**7.1**/10

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Top Countries
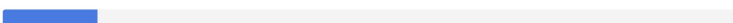
#	Name	Plays Count	Plays Distribution
1	🇺🇸 United States	1,322	35%
2	🇬🇧 United Kingdom	344	24%
3	🇳🇱 Netherland	104	20%
4	🇩🇪 Germany	78	12%
5	🇨🇦 Canada	67	9%

|◁ ◁ 1 2 3 4 5 ▷ ▷|
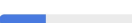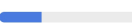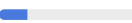
Devices Overview

🖥 Desktop	60 %	
📱 Mobile	46 %	
📱 Tablet	13 %	
📦 Media Receiver	4 %	
🎮 Game Console	1 %	

Top Domains ⃝?

5 Domains

#	Domain Name	Player Impression	Play Impr. Ratio	Plays ⌄	Plays Distribution	Min. Viewed	Avg. Completion Rate
1	corp.kaltura.com	3,223	34%	2,543	33%	4,883	42%
2	linkedin.com	12%	4,332	2,102	24%	1,722	20%
3	mediaspace.kaltura.com	20%	2,332	1,988	20%	988	29%
4	google.com	1,223	22%	1,238	12%	992	22%
5	kmc.kaltura.com	3,223	34%	1,010	11%	1,882	42%

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