

# Virtual Event Analytics Training Agenda

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## OVERVIEW

This training is intended for System administrators and is covering all analytics dashboards available in the KMC platform.

In this training, we will learn how to get granular data and actionable insights while addressing the bigger picture of your Virtual Event.

## Objectives

- Dive deep into the audience engagement levels, technology, and geo-locations.
- Learn about entry-level analytics.
- Learn about channel analytics.
- Learn about playlist analytics.
- Learn about the event real-time analytics.

## Agenda

Topic	Instruction:
Greeting/ Introduction	
Learning Materials	<ul style="list-style-type: none"> <li>• Training Recording</li> <li>• Presentation</li> <li>• Lexicon</li> </ul>
Access the KMC dashboards :  4 steps in each dashboard	<ul style="list-style-type: none"> <li>• Access the KMC</li> <li>• Choose the relevant dashboard</li> <li>• Filter</li> <li>• Set time frame</li> </ul>
Engagement Analytics	Learn about: <ul style="list-style-type: none"> <li>• Highlights</li> <li>• Top videos</li> <li>• Performance over time (Avg. Completion Rate vs. Avg Drop Off Rate)</li> <li>• Engagement Funnel</li> <li>• Explore additional info: Technology and Geolocation</li> </ul>
Real-Time Analytics	Learn about: <ul style="list-style-type: none"> <li>• Quality of service</li> </ul>

	<ul style="list-style-type: none"> <li>• Active users vs. Engaged users</li> <li>• Avg. Buffer rate vs. Avg. Bitrate</li> <li>• Explore: Geo Location, User devices</li> <li>• Explore Graphs</li> </ul>
Session “Webcast” Analytics (Live + VOD)	<p>Learn about:</p> <ul style="list-style-type: none"> <li>• VOD associated</li> <li>• Engagement</li> <li>• Quality of service</li> <li>• Tools</li> <li>• Views on Playback</li> <li>• User Engagement</li> <li>• Top countries, devices, and domains</li> </ul>
VOD Analytics	<p>Learn about:</p> <ul style="list-style-type: none"> <li>• Highlights</li> <li>• Performance over time and total completion rate</li> <li>• Engagement Funnel</li> <li>• Explore top countries, devices, and domains</li> <li>• Likes and Shares</li> </ul>
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Category	<p>Learn about:</p> <ul style="list-style-type: none"> <li>• Highlights</li> </ul>

(Channel/Sponsor) Analytics	<ul style="list-style-type: none"> <li>• Top videos</li> <li>• Top viewers</li> <li>• Performance over time</li> <li>• Top countries, devices, and domains</li> </ul>
Channel Playlist Analytics	Learn about: <ul style="list-style-type: none"> <li>• Highlights</li> <li>• Top videos</li> <li>• Top viewers</li> <li>• Performance over time</li> </ul>
User Analytics	Learn about: <ul style="list-style-type: none"> <li>• Highlights</li> <li>• Likes and Shares</li> <li>• Insights</li> <li>• Viewed entries over time</li> <li>• Engagement funnel</li> </ul>
Getting Help / Questions	