# Kaltura Content Hubs analytics training agenda

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## About

This session is intended for admins and content creators. It will cover the Kaltura data analytics life cycle, including collection, storage, processing, and visualization in both Content Hubs and Rich Media CMS.

## Key takeaways

- Explore engagement trends over time across key metrics.
- Review engagement heatmaps for more detailed insights.
- View entry highlights, export data, apply filters, and select a time range to track entry performance.
- Understand quiz and interactive video analytics.
- Use actionable insights to improve your content over time.

## Agenda

| Topic | What you'll learn |
|---|---|
| Content Hubs analytics | • Access video analytics and understand how viewers engage with your content.<br>• Review channel, playlist, quiz, and VOD analytics dashboards. |
| Rich Media CMS analytics | • Use account-level analytics to understand video performance.<br>• Refine analytics data using filters.<br>• Identify trends using data highlights, daily insights, and Kaltura scoring. |
| Category analytics | • Use category analytics to improve content placement. |
| Playlist analytics | • View analytics data for a video playlist. |
| Real-time analytics | • Review quality metrics for current and past live events. |

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| Topic | What you'll learn |
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| Webcast entry-level analytics | • Understand how viewers engage with a specific webcast entry.<br>• Review viewer location and device data to track and improve live events. |
| Help and questions | Review available support resources and ask questions. |

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