Entry level analytics in Moodle (legacy)

Content updated: 01/30/2022

This article is designated for administrators.

About

The Entry level analytics dashboard enables you to discover how your users engage with a specific entry, where they watched it from and with what devices so you can track and optimize your content. The dashboard can be used to explore engagement in different time periods and even compare between different periods. You can also filter based on a variety of parameters, including location and category. To learn more see Working with the Entry Level Analytics Dashboard.

You may lose some functionality if your display screen is under a certain width or when in mobile view.

To learn more about Kaltura analytics terms and definitions, please refer to Kaltura analytics terminology.

Access entry level analytics

legacy Video Portal (KMS)

There are two ways to access Entry Level analytics in KMS.

Option 1:

1. Choose My Media from the user drop-down menu.
2. Click the **View Analytics** button next to the desired entry.



Option 2:

1. Choose My Media from the user drop-down menu.
2. Click on desired media entry.
3. Choose **Analytics** from the ACTIONS drop-down menu.

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

LMS integration (KAF)

1. Choose My Media from the list of external tools.
2. Click on desired media entry.
3. Choose Analytics from the ACTIONS drop down menu.

Rich Media Content Management System (Rich Media CMS)

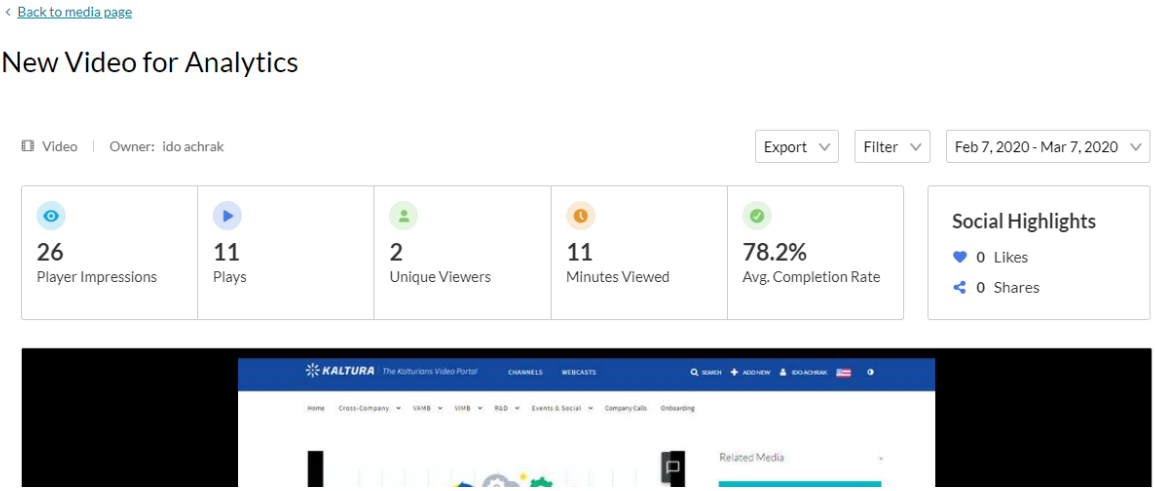
1. Under Content > Entries, click on desired media entry.
2. Click the **View Analytics** button.

>
> Analytics are also available for image files.

Overview

The top panel of the entry level dashboard provides an overview with highlights and details on the specific entry.

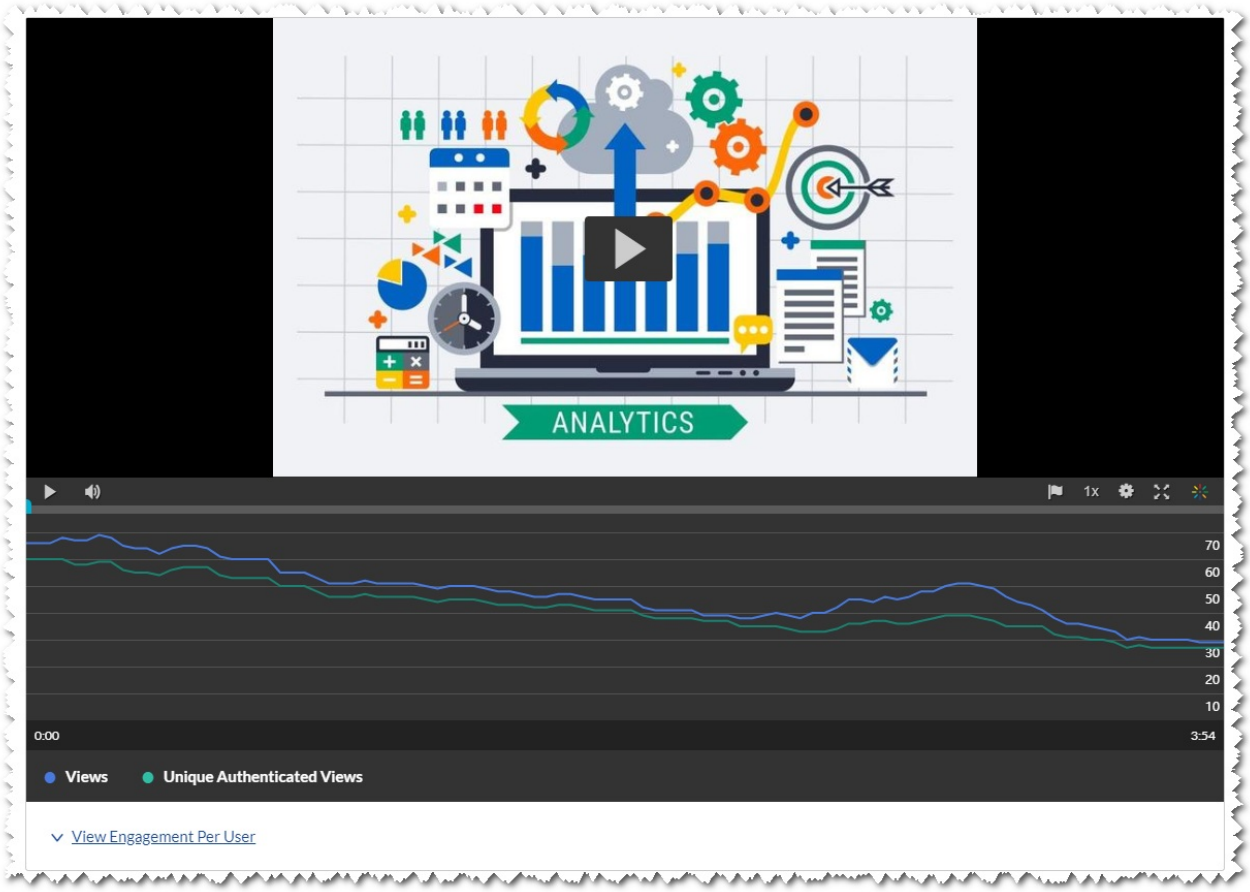
- **Details** - Entry owner
  - (Rich Media CMS) link to the Entry Details page
  - (KMS) link back to the Media page
- **Highlights** - Displays a snapshot of the important metrics for the selected time-frame



Views on playback

In this section you can see number of views over the duration of the entry. Understand which sections of the video generated interest and when you lost your audience.

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



User engagement

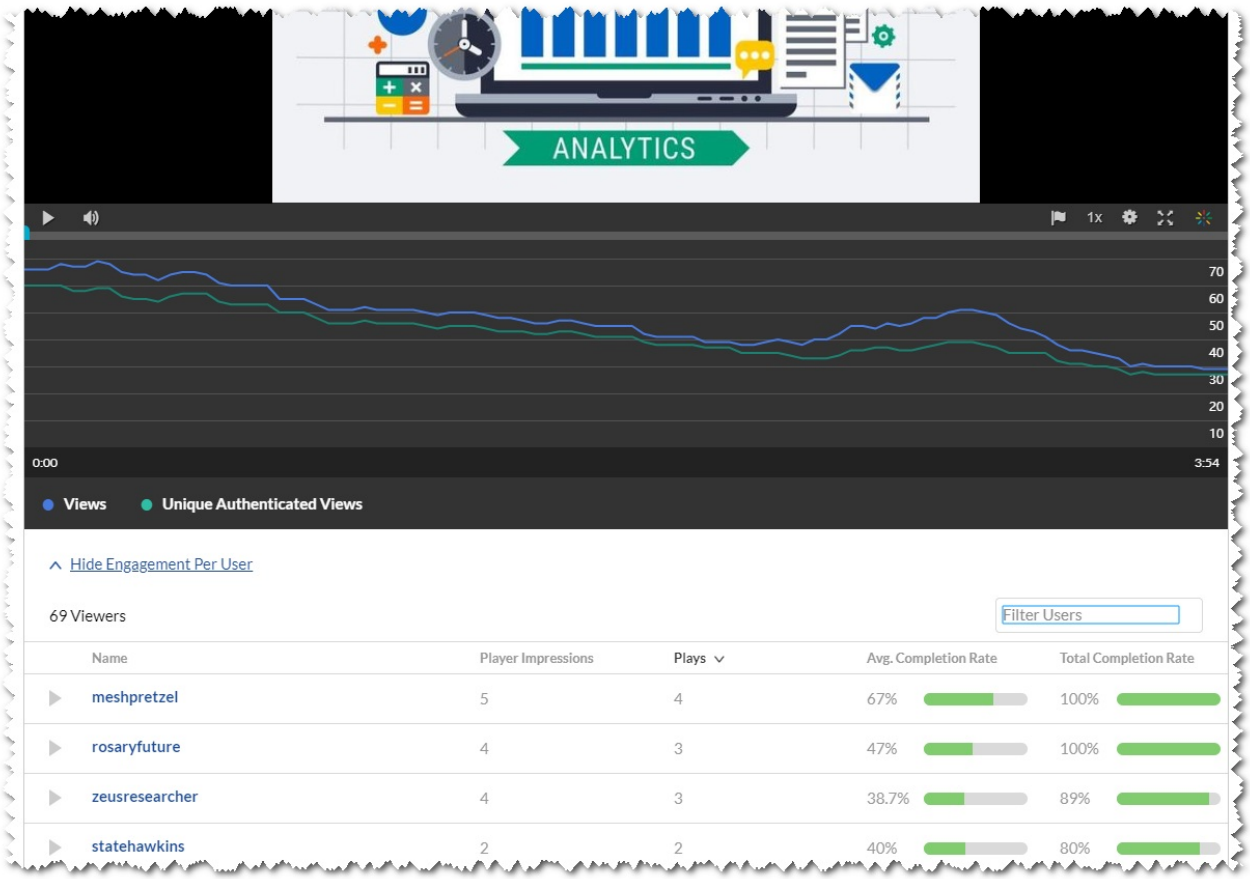
By clicking on "View Engagement Per User" under the player graph you can see an in-depth analysis of all users that viewed this entry.

For each user you will see:

- **Player impressions**
- **Plays**
- **Average completion rate**
- **Total Completion Rate**

You can also filter by specific users, using the Filter Users field on the top right.

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



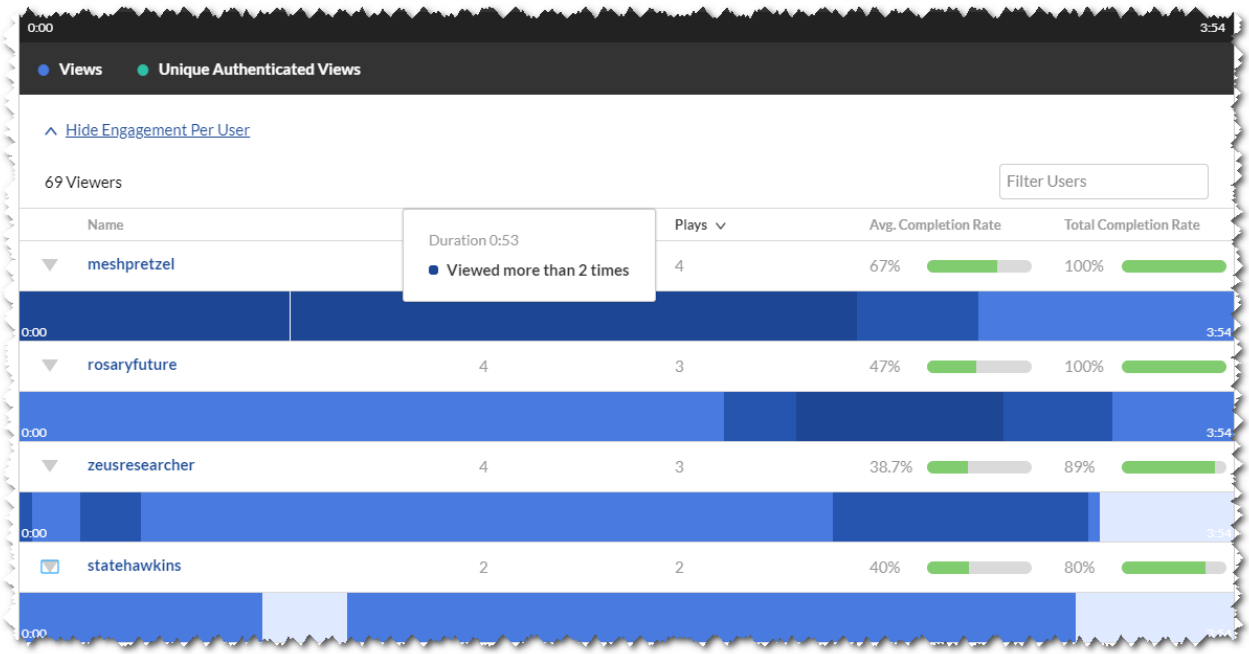
User engagement heatmap

For each user, by clicking the arrow next to their name, you can view a heatmap indicating which part of the video they watched.

For each user, four tiers are available to analyze their engagement on the duration of the entry:

- **Not viewed** - this section wasn't viewed by the user
- **Viewed once** - this section was viewed once by the user
- **Viewed twice** - this section was viewed twice by the user
- **Viewed more than two times** - this section was viewed more than two times by the user

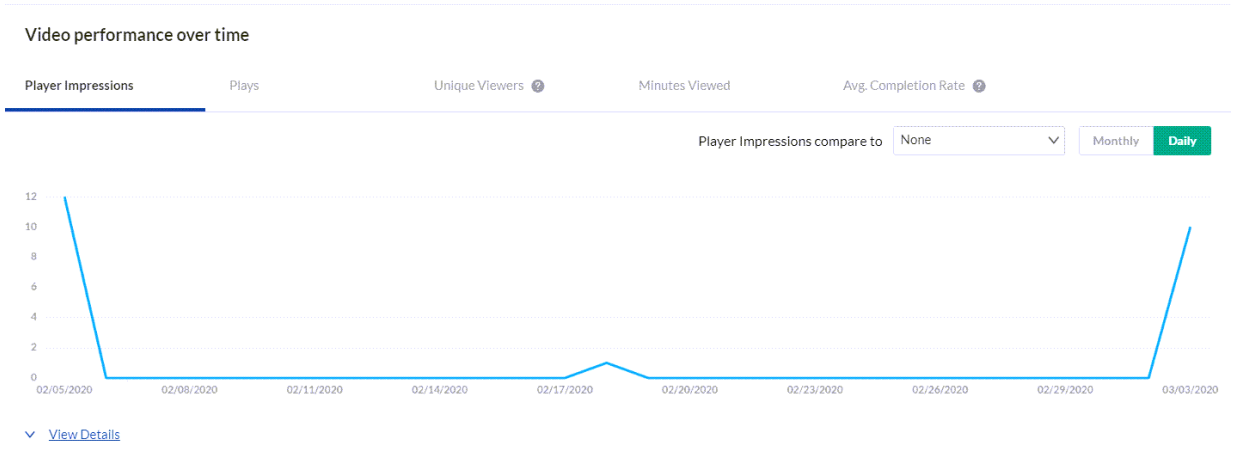
Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



Metrics over time

To explore engagement trends over time, use the graph to review key metrics:

- **Number of player impressions**
- **Number of plays**
- **Number of unique viewers** - Number of authenticated viewers, all anonymous viewers will be counted as a single viewer. This metric is estimated and may differ slightly (by about 2%) from the count shown in downloaded reports. This is expected and due to differences in how totals are calculated.
- **Number of minutes viewed**
- **Average completion rate** - How much of the video was watched



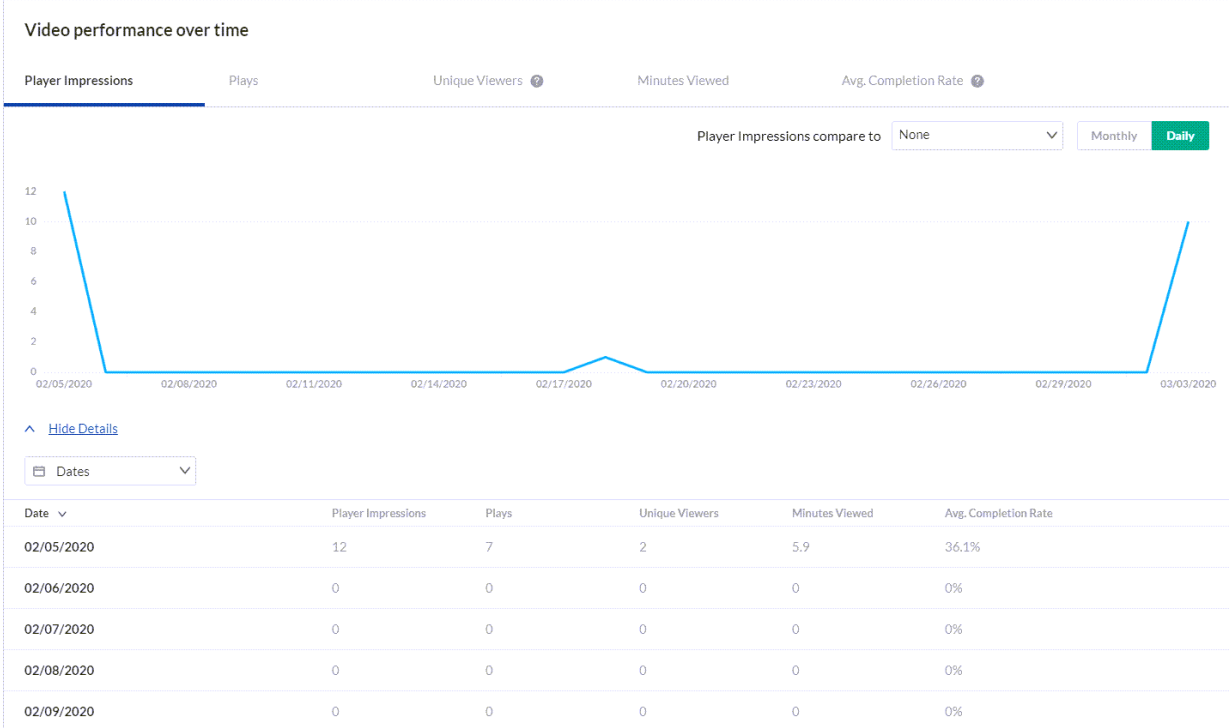
You can view the data for each metric in daily or monthly granularity. Hover over

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

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 Entry Level Analytics Dashboard.

You can click on **View Details** to see a table of all the metrics for the time frame.

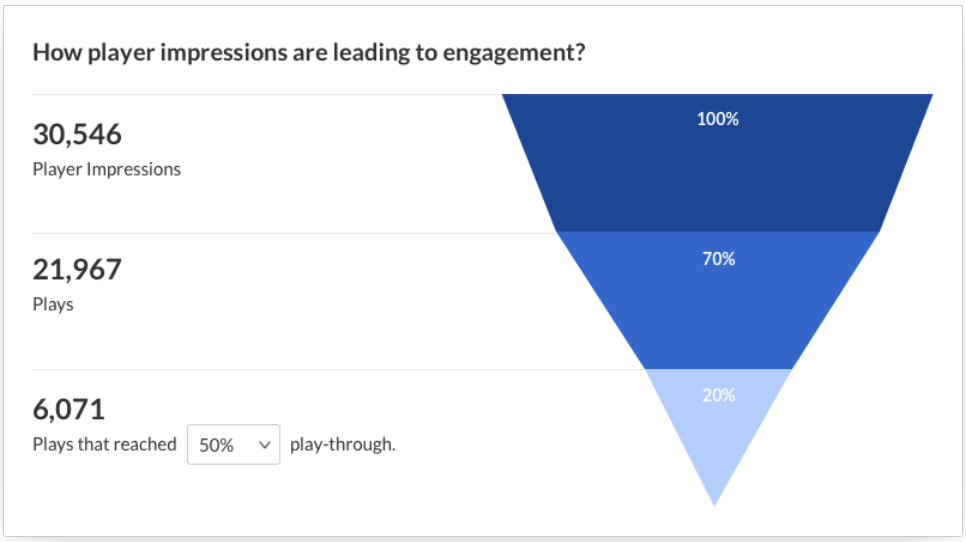


Engagement Funnel

The engagement funnel shows the viewer journey, from discovery to viewing the entire video. The following metrics are shown in the funnel:

- **Player impressions**
- **Plays**
- **Plays that reach <x%> percent play through** - this can be selected by the user.

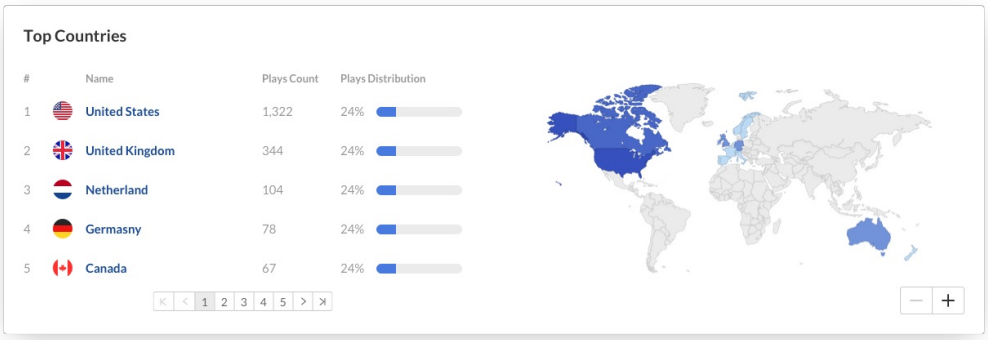
Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



Top Countries

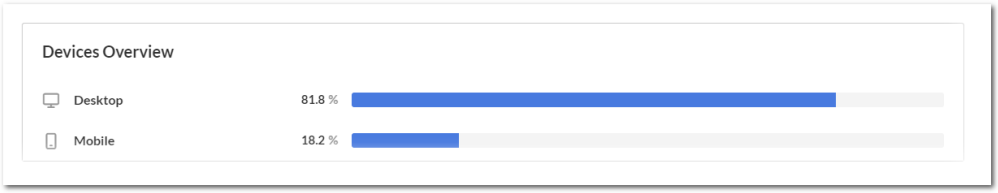
The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table ranks the countries by plays and also shows plays distribution compared to total number of plays.

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.

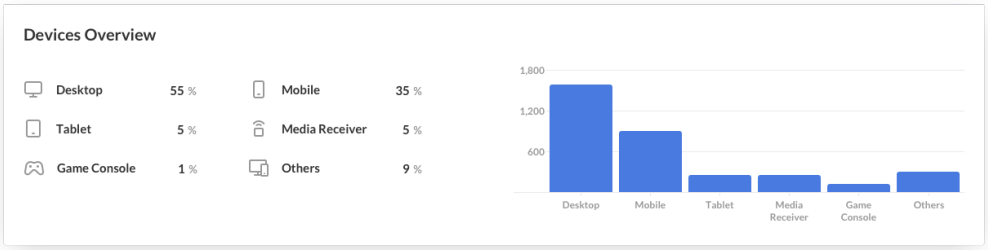


Devices Overview

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



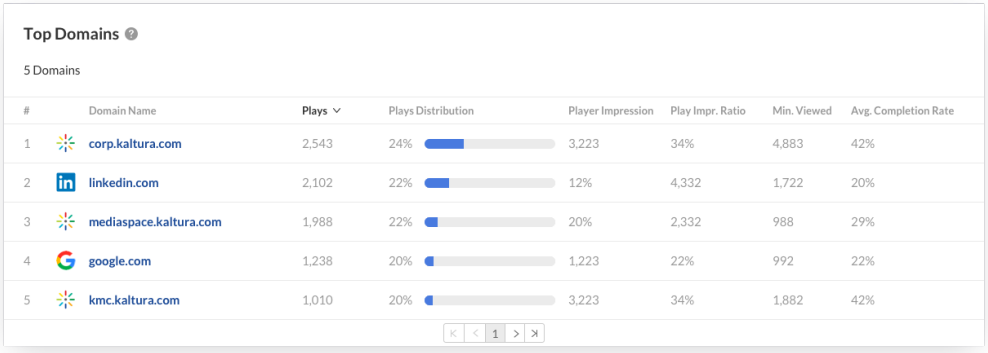
Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



Top Domains

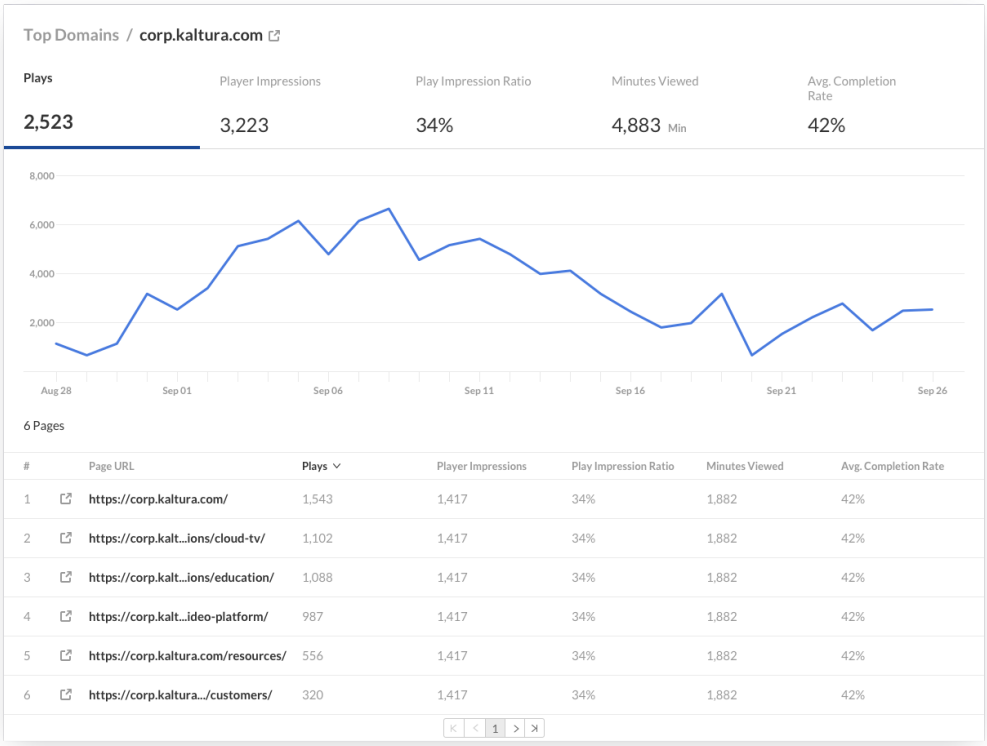
The top domains are ordered by domains that had the most number of plays in the selected time frame. For each domain the following metrics are available:

- Plays
- Plays distribution - number of plays divided by the total number of plays in the selected timeframe
- Player impressions
- Player impression ratio - number of plays divided by number of impressions
- Minutes viewed
- Average completion rate - how much of the video was watched



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.

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



The information in this article pertains to the video analytics part of the media. If you are looking for details about Video Quiz analytics, Live analytics, or Event Registration reports, please see the following links:
Quiz Reporting and Analytics
Event Registration Report

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.