

Category analytics in Blackboard

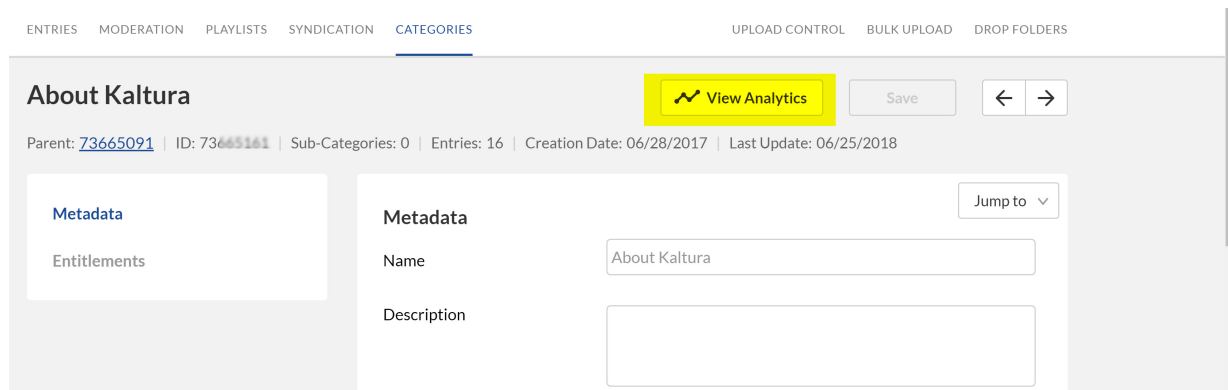
Last Modified on 01/25/2025 6:21 pm IST

 This article is designated for administrators.

Accessing the Category Analytics Dashboard

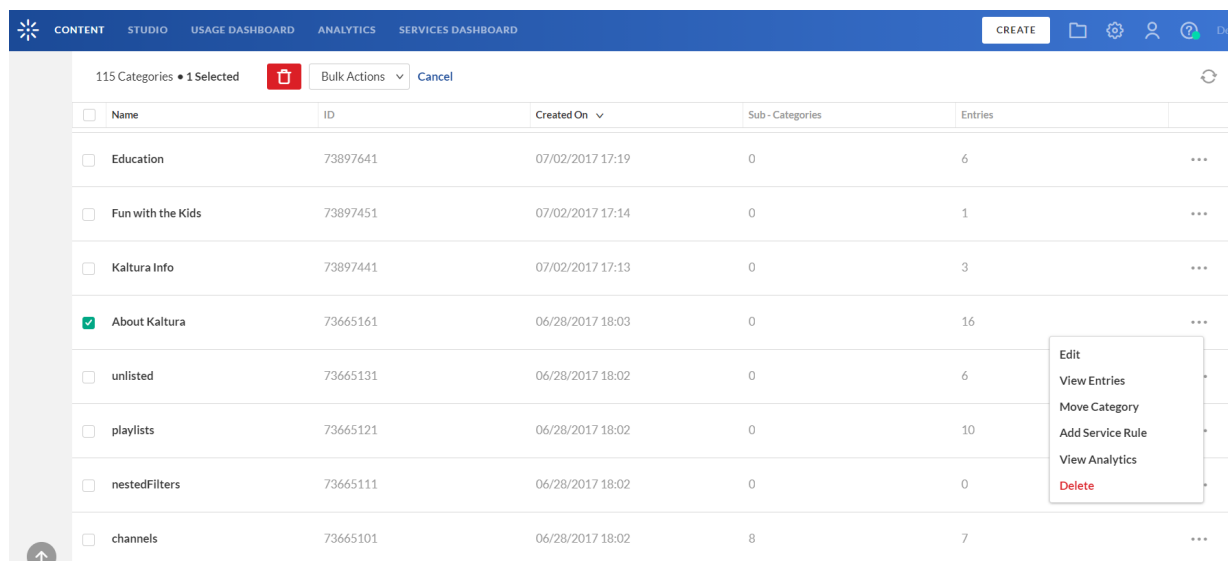
1. Login to the KMC and select the Categories Tab from the Content Menu.
2. In the Categories table, you have two options:

Option 1: Click on a Category Name and then select View Analytics.



The screenshot shows the 'About Kaltura' category page. At the top, there are navigation tabs: ENTRIES, MODERATION, PLAYLISTS, SYNDICATION, and CATEGORIES (which is selected). On the right, there are options for UPLOAD CONTROL, BULK UPLOAD, and DROP FOLDERS. The main content area has a title 'About Kaltura' and a 'View Analytics' button highlighted in yellow. Below the title, there are fields for Parent (73665091), ID (73665161), Sub-Categories (0), Entries (16), Creation Date (06/28/2017), and Last Update (06/25/2018). On the left, there is a 'Metadata' sidebar with 'Entitlements' listed. On the right, there is a 'Metadata' form with fields for Name (About Kaltura) and Description, and a 'Jump to' dropdown menu.

Option 2: Select a category and then select View Analytics from the Actions drop down menu.



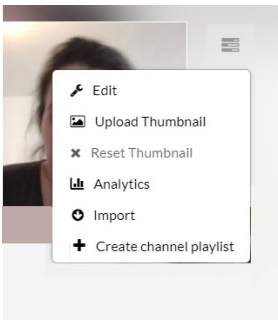
The screenshot shows the 'Categories' table in Blackboard. The table has columns for Name, ID, Created On, Sub - Categories, and Entries. The 'About Kaltura' category is selected. The actions dropdown menu for 'About Kaltura' is open, showing options: Edit, View Entries, Move Category, Add Service Rule, View Analytics, and Delete.

| Name | ID | Created On | Sub - Categories | Entries |
|---|----------|------------------|------------------|---------|
| Education | 73897641 | 07/02/2017 17:19 | 0 | 6 |
| Fun with the Kids | 73897451 | 07/02/2017 17:14 | 0 | 1 |
| Kaltura Info | 73897441 | 07/02/2017 17:13 | 0 | 3 |
| <input checked="" type="checkbox"/> About Kaltura | 73665161 | 06/28/2017 18:03 | 0 | 16 |
| <input type="checkbox"/> unlisted | 73665131 | 06/28/2017 18:02 | 0 | 6 |
| <input type="checkbox"/> playlists | 73665121 | 06/28/2017 18:02 | 0 | 10 |
| <input type="checkbox"/> nestedFilters | 73665111 | 06/28/2017 18:02 | 0 | 0 |
| <input type="checkbox"/> channels | 73665101 | 06/28/2017 18:02 | 8 | 7 |



To Access the Category Analytics dashboard through KMS and Kaltura Application Framework Applications

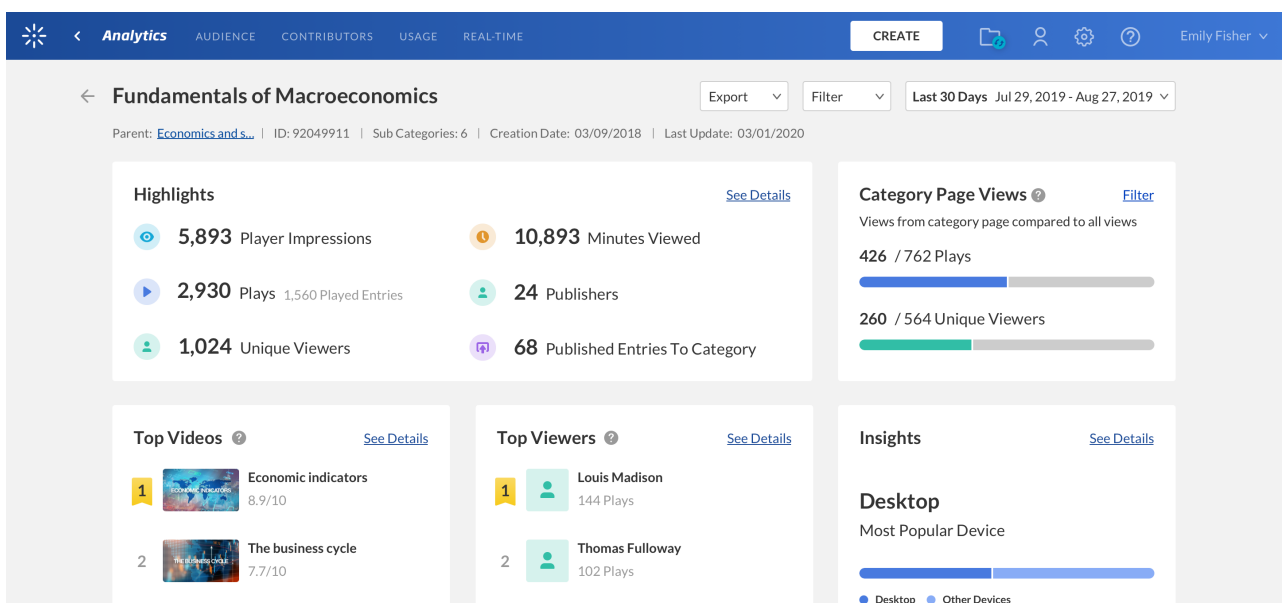
In the Channel/Media Gallery, select Analytics from the hamburger menu.





Category Analytics Dashboard

The Category Analytics dashboard (shown in KMC below) enables you to discover all the activities pertaining to a specific category. The dashboard can be used to explore category usage in different time periods and even compare between different periods. You can also filter based on a variety of parameters, including tags and media type. To learn more see [Working with the Category Analytics Dashboard](#).

As a reference for analytics terms and definitions, please see the [Kaltura analytics terminology](#) article.



3  **National income**
6.8/10

3  **Nadia Solomon**
87 Plays

VIEWS

↑ CONTRIBUTIONS

Category Performance Over Time

Player Impressions

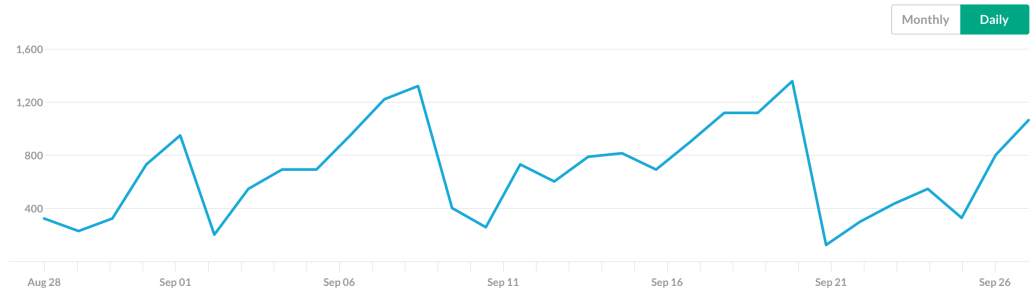
Plays

Unique Viewers [?]

Minutes Viewed

Avg. Completion Rate [?]

Avg. Drop Off Rate [?]



Monthly **Daily**

 Users

564 Users

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

⏪ < 1 2 > ⏩

Show Rows 25





Top Videos [?]

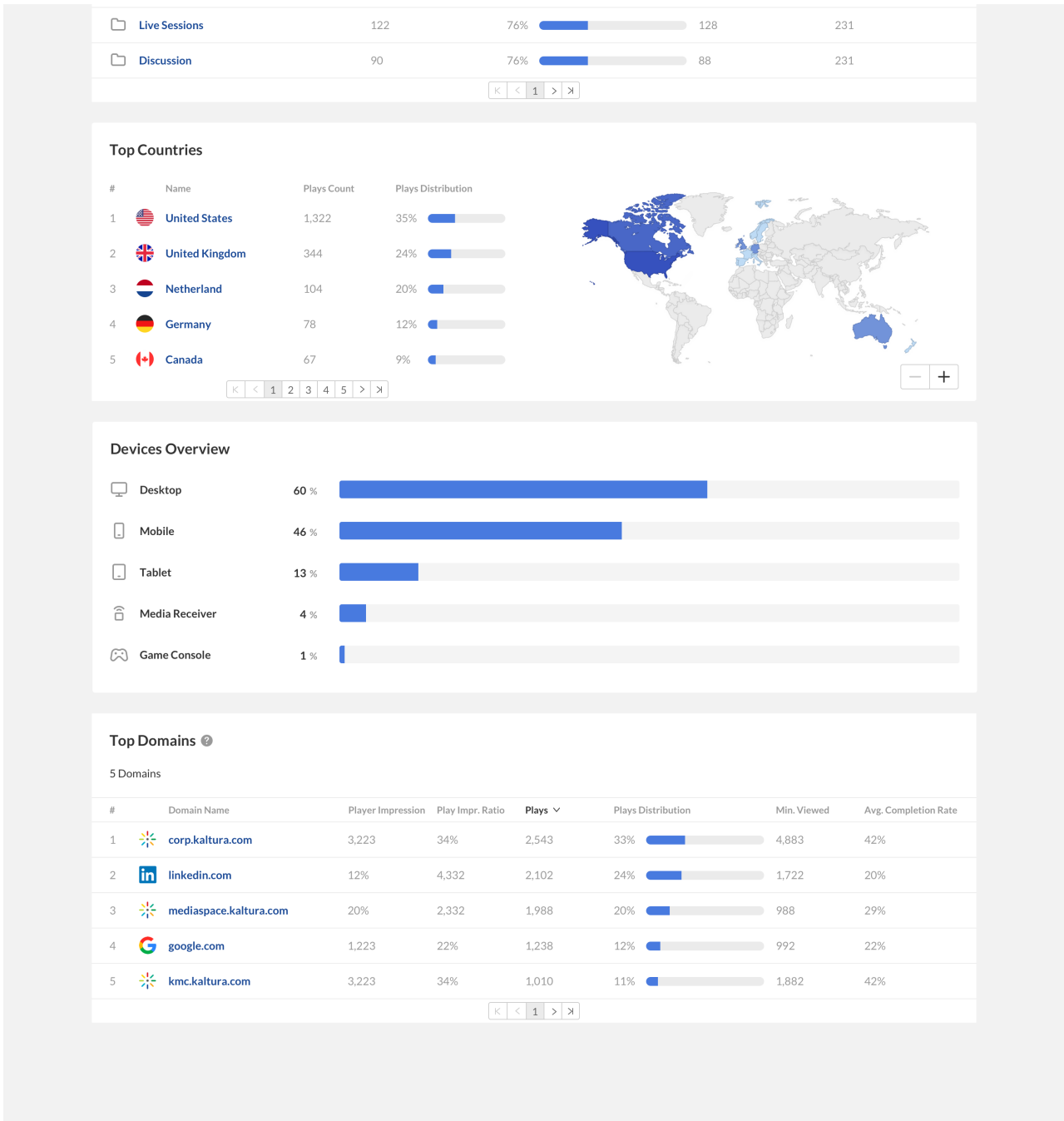
| | Name | Plays | Unique Viewers | Avg. Completion Rate | Score |
|---|--|-------|----------------|----------------------|---------------|
| 1 |  Economic indicators | 344 | 300 | 56% | 8.9/10 |
| 2 |  The business cycle | 198 | 194 | 56% | 7.7/10 |
| 3 |  National income | 160 | 100 | 56% | 6.8/10 |
| 4 |  Financial Sector | 101 | 77 | 56% | 6.2/10 |
| 5 |  Introduction | 97 | 51 | 56% | 5.4/10 |

⏪ < 1 2 > ⏩

Subcategories

4 Subcategories

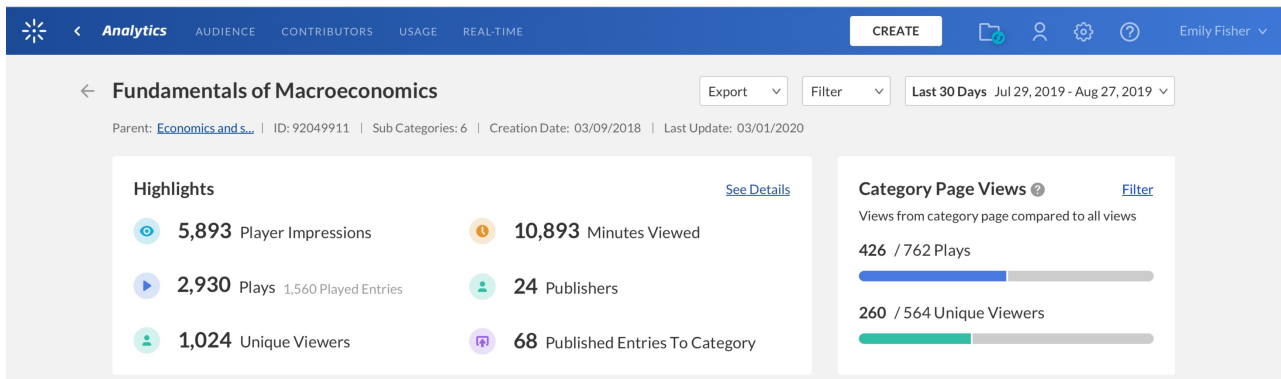
| Name | Plays | Plays Distribution | Unique Viewers | Minutes Viewed |
|--|-------|---|----------------|----------------|
|  Assignments | 454 | 76%  | 128 | 231 |
|  Introduction to Finance | 311 | 55%  | 128 | 231 |



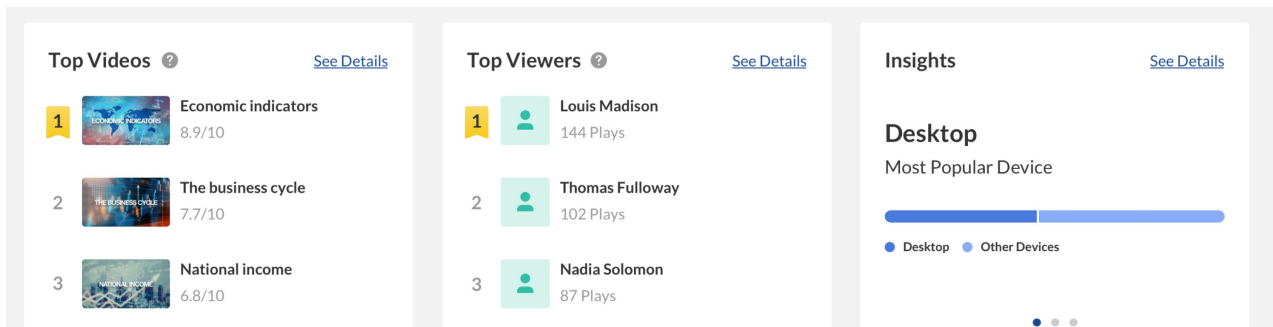
Top Panel

The top panel of the Category Analytics dashboard provides an overview with highlights and insights about the categories in your account.

- Details - Parent Category, Category ID, Number of Sub-Categories, Creation Date and Last Update.
- Highlights - Displays a snapshot of the important metrics for the selected time frame
- Category Page Views - Displays the views from the Category Page compared to all views. See Category Page Views



Category Metrics Over Time

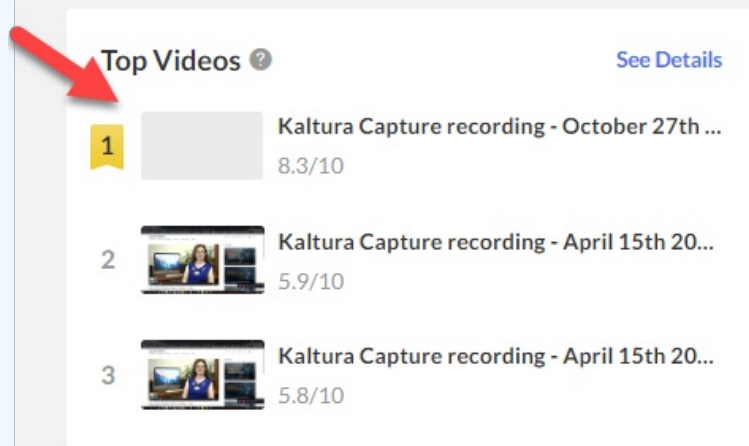


Top Videos

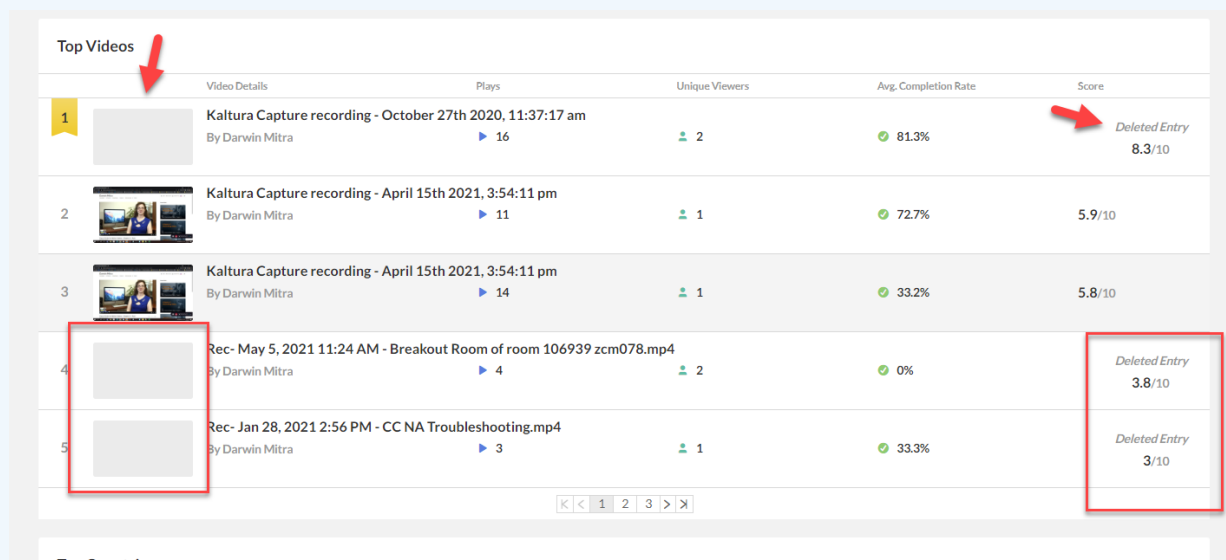
The top videos are selected based on a unique algorithm that takes into consideration parameters such as the amount of plays, unique viewers, and average view period and scores them in comparison to other videos in the account. In addition to the categories score, you can also see the number of plays, unique viewers and average view period for each video. You can see how successful these videos have been through the video score or based on specific metrics. Click “See Details” to display the “Top Videos” graph.



Note that deleted videos will still show up in the Analytics but without thumbnails. Here is an example of the Top Videos dashboard showing only a blank thumbnail



Clicking on **See Details** will jump to the Top Videos List where you can see that this is a Deleted entry.



| | Video Details | Plays | Unique Viewers | Avg. Completion Rate | Score |
|---|--|-------|----------------|----------------------|-------------------------|
| 1 | Kaltura Capture recording - October 27th 2020, 11:37:17 am By Darwin Mitra | ▶ 16 | ▶ 2 | 81.3% | Deleted Entry 8.3/10 |
| 2 | Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra | ▶ 11 | ▶ 1 | 72.7% | 5.9/10 |
| 3 | Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra | ▶ 14 | ▶ 1 | 33.2% | 5.8/10 |
| 4 | Rec- May 5, 2021 11:24 AM - Breakout Room of room 106939 zcm078.mp4 By Darwin Mitra | ▶ 4 | ▶ 2 | 0% | Deleted Entry 3.8/10 |
| 5 | Rec- Jan 28, 2021 2:56 PM - CC NA Troubleshooting.mp4 By Darwin Mitra | ▶ 3 | ▶ 1 | 33.3% | Deleted Entry 3/10 |

Top Viewers

Top viewers displays the users sorted by plays count. Click See Details to open the Top Viewers metrics. You can change the metrics to display top viewers by the following parameters:

- users (default) - displays impressions, plays, min viewed, avg. drop down, avg completion rate
- entries - displays impressions, plays, min viewed, unique viewers, avg. drop down, avg completion rate
- dates - displays impressions, plays, min viewed, unique viewers, avg. drop down, avg completion rate,

Insights

Under Insights, you can find information about the user's habits, such as what days the user is most active on, on what websites they usually watch videos, and their favorite tools for creation.

Category Performance Over Time

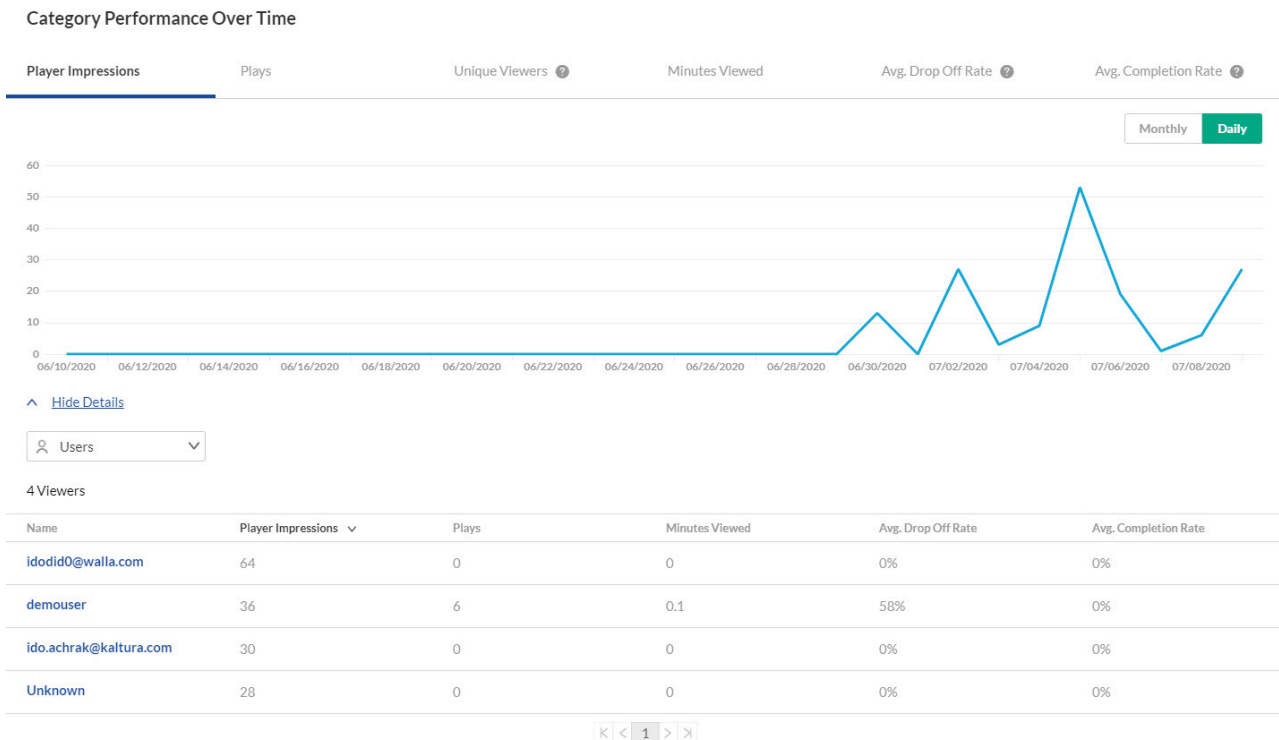
To explore the category's trends over time, use the graph to review key metrics:

- Number of player impressions
- Number of plays
- Number of Unique Viewers
- Number of Minutes Viewed
- Average completion rate - how much of the video was watched
- Average Drop Off Rate

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. 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 the Category Analytics Dashboard](#).

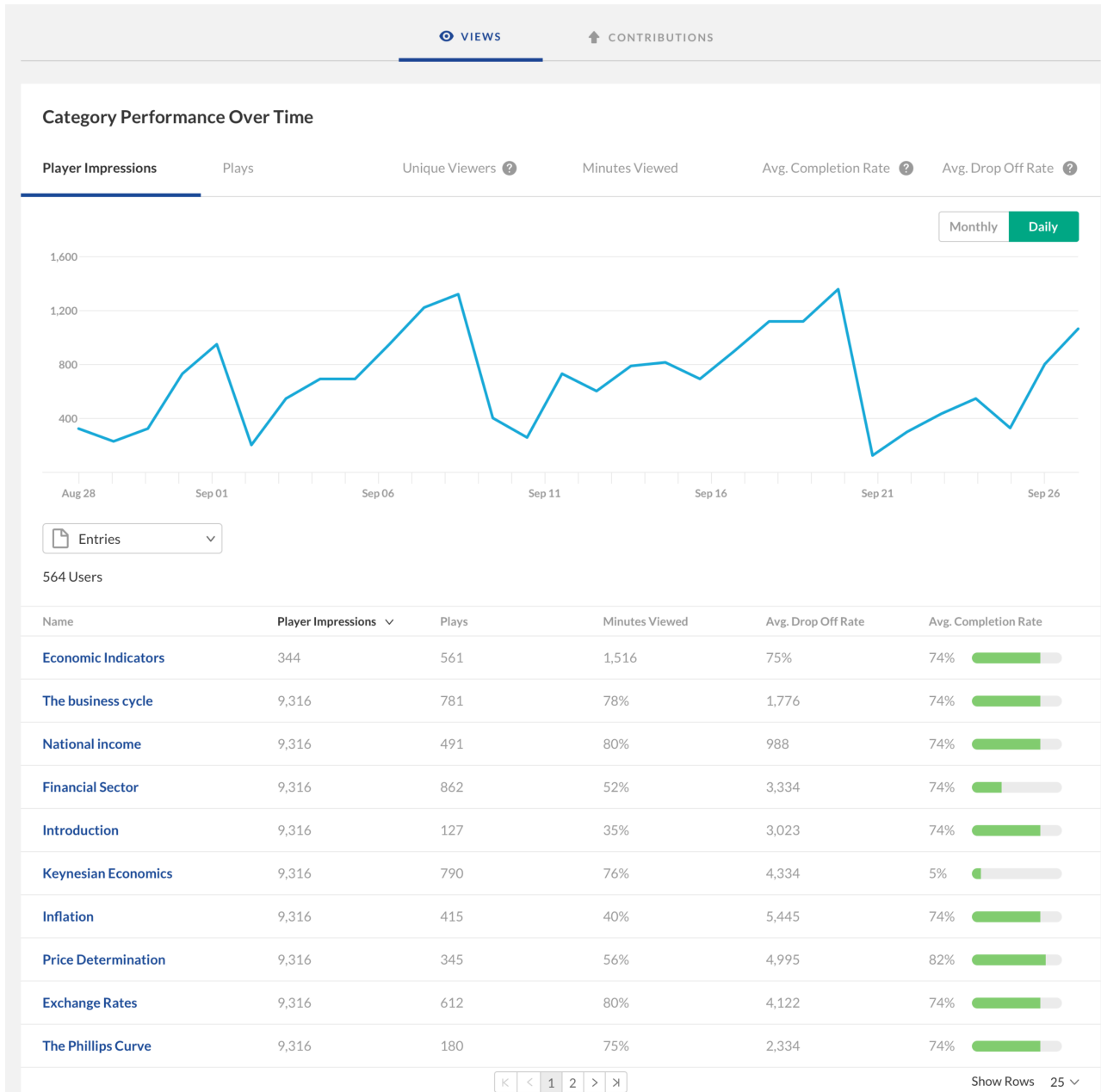
Users View





When accessing the Category Analytics dashboard through KMC, you can filter the Users View in the Category Performance Over Time section.

Entries View



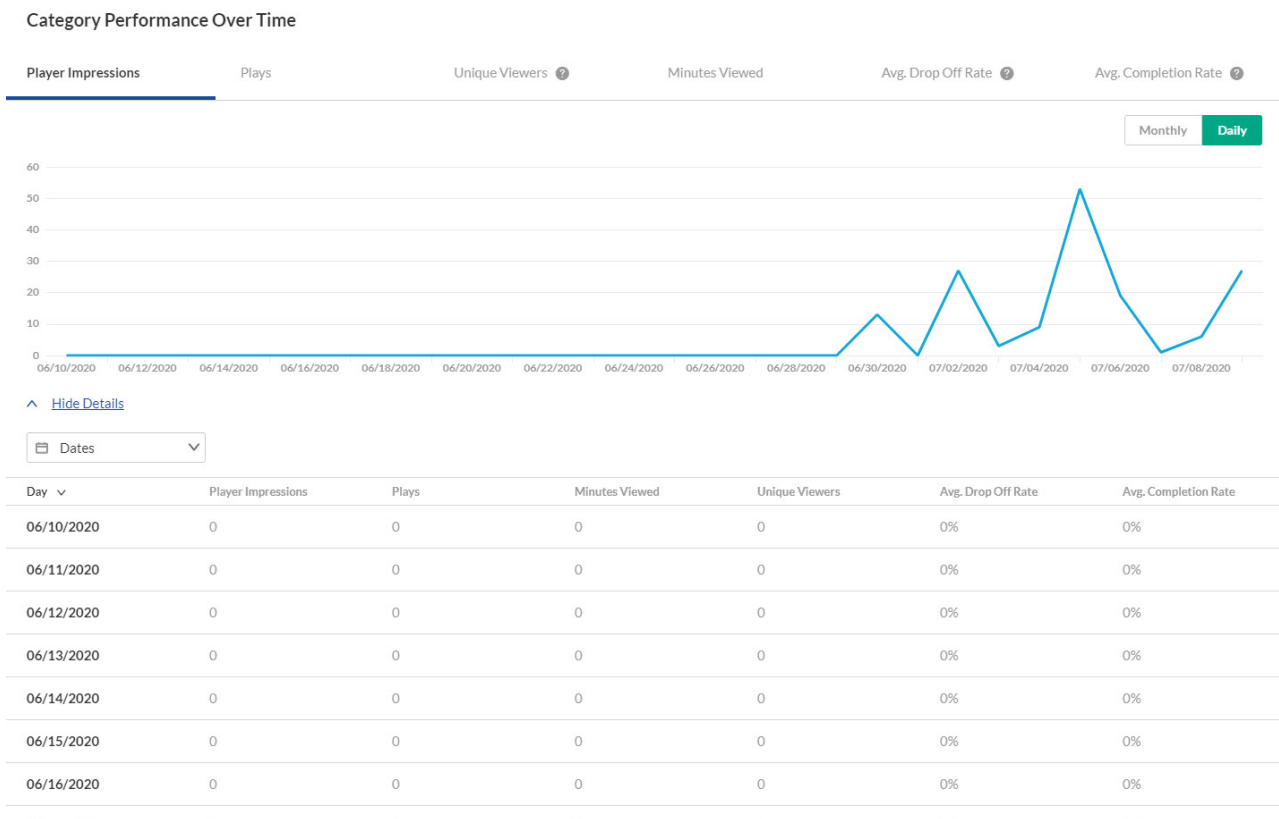
When accessing the Category Analytics dashboard through KMC, you can filter the

Entries View in the Category Performance Over Time section.

Dates 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. 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 Category Analytics Dashboard](#).



Top Videos

The Top Videos data is filtered on content from the category and their sub categories.






By clicking on "See Details" in the Top Videos section you can see an in-depth analysis of all the content that was viewed this category.

The following information is displayed for each category:

- Category Name
- Plays

- Unique Viewers
- Average Completion rate
- Score

Top Videos ?

| | Name | Plays | Unique Viewers | Avg. Completion Rate | Score |
|---|---|-------|----------------|----------------------|---------------|
| 1 |  Economic indicators | 344 | 300 | 56% | 8.9/10 |
| 2 |  The business cycle | 198 | 194 | 56% | 7.7/10 |
| 3 |  National income | 160 | 100 | 56% | 6.8/10 |
| 4 |  Financial Sector | 101 | 77 | 56% | 6.2/10 |
| 5 |  Introduction | 97 | 51 | 56% | 5.4/10 |








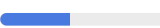
⏪ < 1 2 > ⏩

Subcategories

The Subcategories section is only displayed for categories that include sub-categories.

Subcategories

4 Subcategories

| Name | Plays ▼ | Plays Distribution | Unique Viewers | Minutes Viewed |
|--|----------------------|---|----------------|----------------|
|  Assignments | 454 | 76%  | 128 | 231 |
|  Introduction to Finance | 311 | 55%  | 128 | 231 |
|  Live Sessions | 122 | 76%  | 128 | 231 |
|  Discussion | 90 | 76%  | 88 | 231 |

⏪ < 1 > ⏩

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. You can also compare to another metric by selecting another metric from the drop down list.

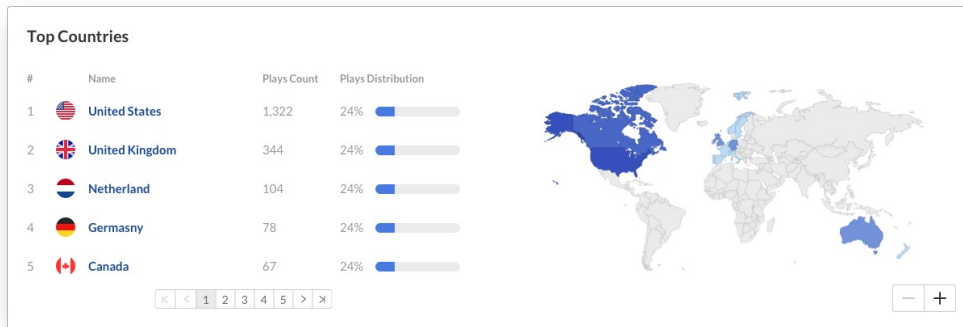
The following information is displayed for each subcategory:

- Category Name
- Plays
- Plays Distribution
- Unique Viewers
- Minutes Viewed

Top Countries

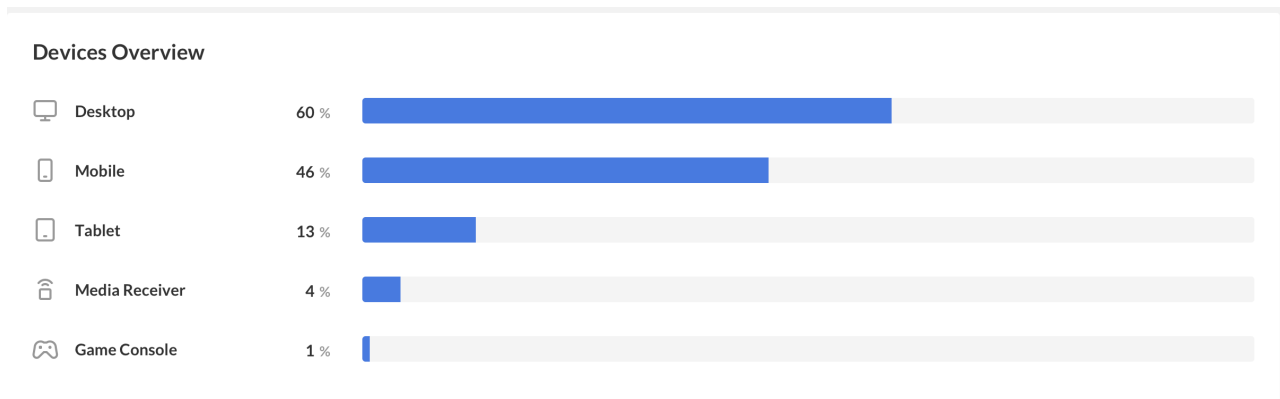
The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table ranks the countries by plays and also shows plays distribution compared to total number of plays.

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



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
- Player impressions
- Player impression ratio - number of plays divided by number of impressions
- Minutes Viewed
- Average completion rate - measured by viewer reaching playback quartiles

Top Domains 🌐

5 Domains


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

⏪ < 1 > ⏩

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.

Top Domains / corp.kaltura.com 🔗

| Plays | Player Impressions | Play Impression Ratio | Minutes Viewed | Avg. Completion Rate |
|--------------|--------------------|-----------------------|----------------|----------------------|
| 2,523 | 3,223 | 34% | 4,883 Min | 42% |



6 Pages

| # | Page URL | Plays | Player Impressions | Play Impression Ratio | Minutes Viewed | Avg. Completion Rate |
|---|---|-------|--------------------|-----------------------|----------------|----------------------|
| 1 | https://corp.kaltura.com/ | 1,543 | 1,417 | 34% | 1,882 | 42% |
| 2 | https://corp.kalt...ions/cloud-tv/ | 1,102 | 1,417 | 34% | 1,882 | 42% |
| 3 | https://corp.kalt...ions/education/ | 1,088 | 1,417 | 34% | 1,882 | 42% |
| 4 | https://corp.kalt...ideo-platform/ | 987 | 1,417 | 34% | 1,882 | 42% |
| 5 | https://corp.kaltura.com/resources/ | 556 | 1,417 | 34% | 1,882 | 42% |
| 6 | https://corp.kaltura.../customers/ | 320 | 1,417 | 34% | 1,882 | 42% |

⏪ < 1 > ⏩

Category page views filter