

## Entry level analytics in Sakai

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## About

The entry level analytics dashboard helps you track how users engage with your content, where they watch it from, and which devices they use. You can explore and compare engagement over different time periods and filter by location, category, and more. To learn more see Working with the Entry Level Analytics Dashboard.

## A

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

#### From My Media

1. Access your My Media page.



My Media	<b>3</b> 0	My Calendar	My Dashboard	C My recycle bin
Q Search My Media		()		
Filters > Search In: All Fields	ation Date - Descending 🖌	= :=	Add New	<ul> <li>ACTIONS </li> </ul>
00.23	My stitched video My stitched video Private stitch Owner • on September 28, 2024	0 🕨 4 🗭 0		止 / 前
00:19	Learning video This is a new video Pending classroom enrich lear Owner • on September 23,2024			Li & 11

2. Click the analytics icon next to the desired media.

My Media	C 0	My Calendar	My Dashboard	C My recycle bin
Q Search My Media		<b>(</b> )		
Filters > Search In: All Fields ♥ Sort By: Creation Date	- Descending 🖌	≡≔	Add New	<ul> <li>ACTIONS </li> </ul>
0				\
00:23	stitched video litched video Private tch r • on September 28, 2024	0 🕨 4 🗭 0		La 🖋 🕮

From Media Gallery

1. Access Media Gallery.



B

Media Gallery			Start Meeting
Home 51 Media 8 Pendir	ng		
➡ MY PLAYLIST 312	2809		
October Services Overview	0004 Kaltura Training Services Overview	00:13 Hello world	BUCCESSION STRIES FINALE FINAD SUITE 08:12 Succession (HBO) Series Finale Piano Suite
➡ DEMO 7/11/23			
00.05 Short Video - Training	المعنية المعني Kaltura LT	00:10 Stunt bikes event	0006 Short Video KMS Demo
TRAINING PLAY	.IST		
00:19 Learning video	Listing No Flor ( 0:33 Kaltura Training Services Overview	0004 Kaltura Training Services Overview	

2. Click on a media thumbnail or title of the desired media.

Media Gallery			Start Meeting
Home 51 Media 8 Pendir	g		
➡ MY PLAYLIST 312	2809		
Leake the Training Services Overview	0004 Kaltura Training Services Overview	00:13 Hello world	BUCCESSION SERIES FINALE PIANO SUITE 08:12 Succession (HBO) Series Finale Piano Suite
➡ DEMO 7/11/23			
00:05 Short Video - Training	المعند المعند Kaltura LT	00:10 Stunt bikes event	0006 Short Video KMS Demo

3. Choose **Analytics** from the ACTIONS drop-down menu.





This is a descr	iption.	<ul><li>Edit</li><li>Publish</li><li>Analytics</li></ul>
Appears In	Shared Repository   Kaltura Training Course	<ul> <li>+ Caption &amp; Enrich</li> <li>➡ Launch Editor</li> </ul>

## Dashboard

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

- Type of entry
- Entry owner
- Export function
- Filter function
- Date picker
- Highlights Displays a snapshot of the important metrics for the selected



timeframe.

## Kaltura Training Services Overview

layer Impressions	► 3 Plays	1 Unique Viewers	0.1 Minutes Viewed	<ul> <li>66.3%</li> <li>Avg. Completion Rate</li> </ul>	Social Highlights <ul> <li>0 Likes</li> <li>0 Shares</li> </ul>
			_		<b>~</b>
		-			

## Views on playback

Scroll down to view 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.

		00:01 • Views: 2	3
		Unique Authenticated Views: 1	2.5
			2
			1.5
			1
			0.5
0:00			00:04
Views	Unique Authenticated Views		

## User engagement



		'
		0.5
0:00		00:04
Views	Unique Authenticated Views	
	View Engagement Per User	

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

For each user you will see:

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

					1
					0.5
(	0:00				00:04
	Views Olique Authen	nticated Views			
			∧ Hide Engagement P	er User	
	Name	Player Impressions	Plays 🗸	Avg. Completion Rate	Total Completion Rate
	Customer Training	3	3	66.3%	100%
			K < 1 > X		

You can also filter by specific users, using the **Filter** function at the top right of the page.



## Kaltura Training Services Overview

0		1	0	0	Social Highlights
3	3	1	0.1	66.3%	🖤 0 Likes
Player Impressions	Plays	Unique Viewers	Minutes Viewed	Avg. Completion Rate	< 0 Shares

## 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.

	^	Hide Engagement Per User		
Name	Player Impressions	Plays 🗸	Avg. Completion Rate	Total Completion Rate
Customer Training	3	3	66.3%	100%
N		K < 1 > X		

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



0:00					00:04
• v	iews 😑 Unique Authe	enticated Views			
			∧ Hide Engagement Po	er User	
	Name	Player Impressions	Plays ∨	Avg. Completion Rate	Total Completion Rate
T	Customer Training	3	3	66.3%	100%
0:00					00:03
			< 1 >		

## Video performance over time

Scroll down to the Video performance over time section 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
- Number of minutes viewed
- Average completion rate how much of the video was watched
- Average drop off rate measured by viewer reaching playback quartiles



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.

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#### Video performance over time



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.



# Kaltura Training Services Overview

Filter Countries			Domains		Preset	Specific	Date Range
Select Country		$\sim$	Select Domain	SINCE	LAST		CURRENT
				Creation	7 Days		Week
			Page URLs		30 Days	$\checkmark$	Month
			Select Page UF		3 Months		Quarter
					12 Months		Year
Apply				Compare with a	nother period		
0	Þ						Apply
3	3	1		0.1	66.3%		♥ 0 Likes
Player Impressions	Plays	Unic	que Viewers	Minutes Viewed	Avg. Completion Rate		< 0 Shares

For more information, see Working with Entry Level Analytics Dashboard.

You can click on **View Details** below the **Video performance over time** section to see a table of all the metrics for the time frame.

layer mpressions	Plays	Unique Viewers	Minutes Viewed	Avg. Completion Rate 🕜	Avg. Dro Rate	
		Player Imp	ressions compare to	None	∨ Monthly	Daily
1		٨٨				
6		$\Lambda$				
4						
2		$+$ V $\setminus$				
0 09/18/2024 09/3	21/2024 09/24/2024	09/27/2024 09/30/2024	10/03/2024 10/06/20	024 10/09/2024 10/12	2/2024 10/15/2	024
		~ \	/iew Details			

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## **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]% play through this can be selected by the user.

30,546	100%
Player Impressions	
<b>21,967</b> Plays	70%
6,071	20%
Plays that reached 50% $\checkmark$ play-through.	

## **Top countries**

The **Top Countries** section 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.



	Name	Plays Count	Plays Distribution	and all and an article	20
	United States	1,322	24%		Je man
	United Kingdom	344	24%		2000 The
•	Netherland	104	24%		CR.
•	Germasny	78	24%		
(-)	Canada	67	24%	C	

## **Devices overview**

The **Devices Overview** section 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:

- Domain name
- 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

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• Average completion rate - Average percentage of completion, across all plays.

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

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.

	orp.kaltura.com 🖸					
lays	Player Impres	sions	Play Impression Ratio	Minutes Viewe	ed	Avg. Completion Rate
2,523	3,223		34%	4,883 Min		42%
8,000						
6,000		$\sim$				
4,000	$\square$	$\checkmark$				
2,000	$\checkmark$				$\wedge$	
						•
Aug 28	Sep 01	Sep 06	Sep 11	Sep 16	Sep 21	Sep 26
Aug 28 Pages	Sep 01	Sep 06	Sep 11	Sep 16	Sep 21	Sep 26
	Sep 01	Sep 06 Plays ∽	Sep 11 Player Impressions	Sep 16 Play Impression Ratio	Sep 21	Sep 26 Avg. Completion Rate
Pages Page URL	Sep 01					
Pages Page URL C https://cor		Plays ∨	Player Impressions	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
Pages Page URL  Page URL  Attps://cor	p.kaltura.com/	<b>Plays ∨</b> 1,543	Player Impressions 1,417	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
Pages       Page URL       C     https://com       C     https://com       C     https://com	o.kaltura.com/ o.kaltions/cloud-tv/	<b>Plays ∨</b> 1,543 1,102	Player Impressions 1,417 1,417	Play Impression Ratio 34% 34%	Minutes Viewed 1,882 1,882	Avg. Completion Rate 42% 42%
Pages Page URL  Page URL  Attps://cor  Attps://cor  Attps://cor  Attps://cor  Attps://cor  Attps://cor	o.kaltura.com/ o.kaltions/cloud-tv/ o.kaltions/education/	Plays ∨           1,543           1,102           1,088	Player Impressions           1,417           1,417           1,417           1,417	Play Impression Ratio 34% 34% 34%	Minutes Viewed 1,882 1,882 1,882 1,882	Avg. Completion Rate 42% 42% 42%

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