

Category Analytics

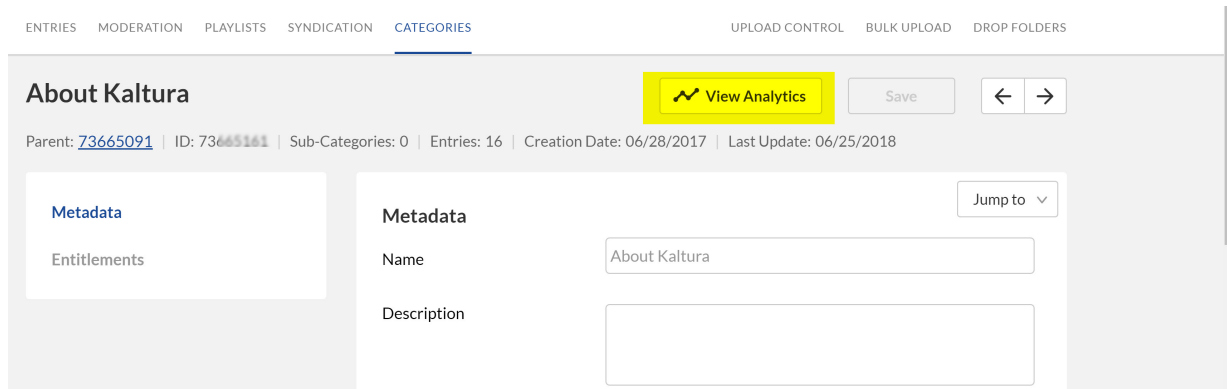
Last Modified on 02/01/2022 1:48 pm IST

Accessing the Category Analytics Dashboard

☰ To Access the Category Analytics dashboard through the KMC

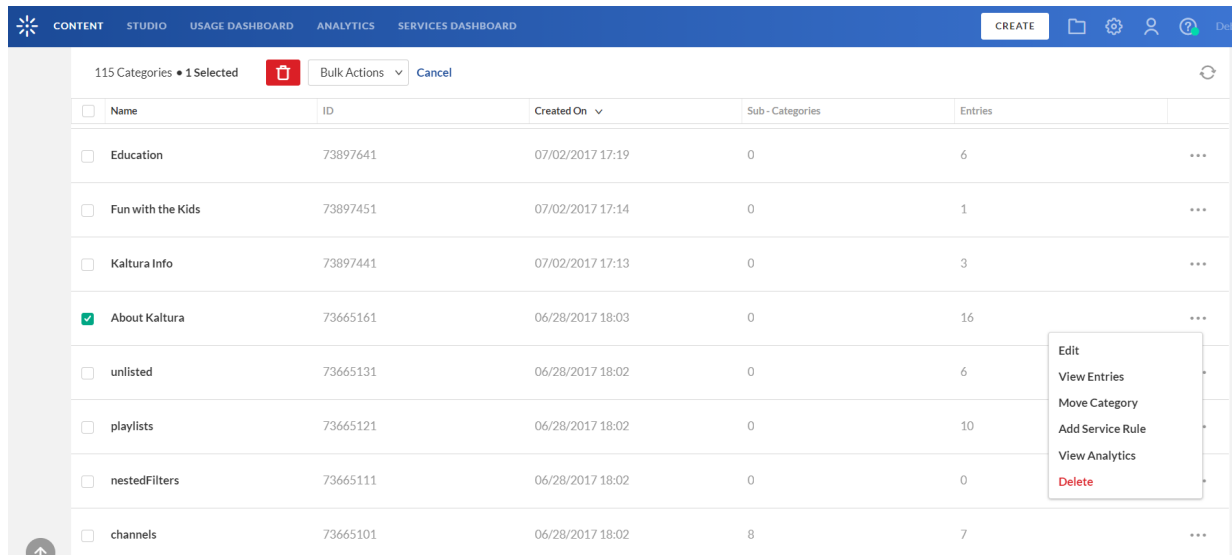
1. Login to the KMC and select the Categories Tab from the Content Menu.
2. In the Categories table you have two options:

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



The screenshot shows the Kaltura Categories page. The 'CATEGORIES' tab is selected in the top navigation bar. The main content area displays the details for the 'About Kaltura' category. A yellow button labeled 'View Analytics' is visible next to the category name. Below the category name, there is a 'Metadata' section with fields for 'Name' (About Kaltura) and 'Description'. A 'Jump to' dropdown menu is also present.

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

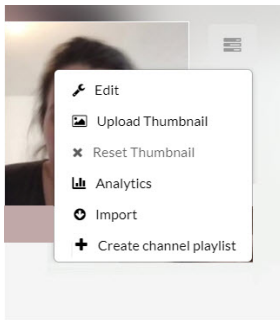


The screenshot shows the Kaltura Categories table. The 'About Kaltura' category is selected. The 'Bulk Actions' dropdown menu is open, showing the 'View Analytics' option. The table has columns for Name, ID, Created On, Sub-Categories, and Entries.

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

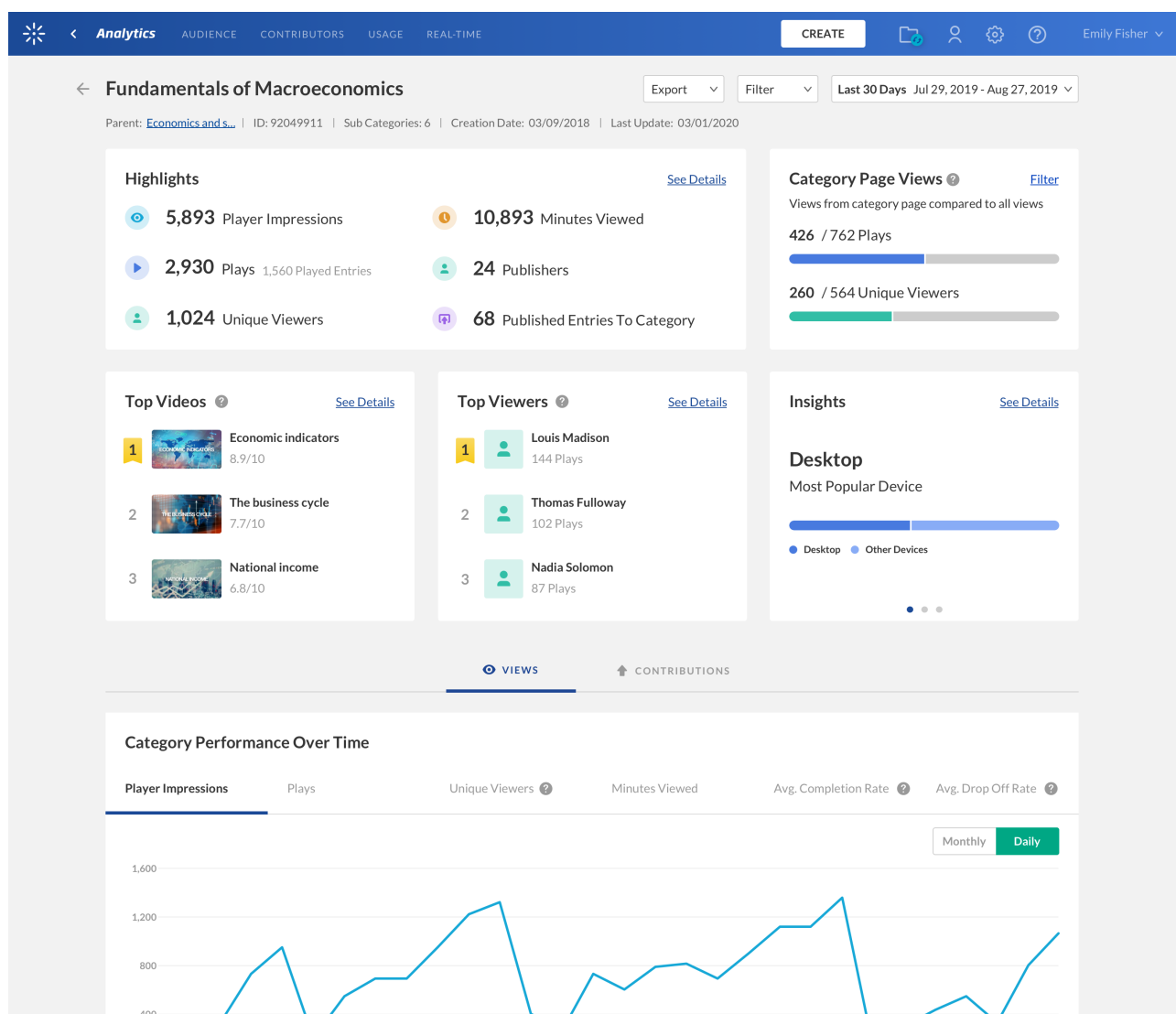
In the Channel/Media Gallery, select Analytics from the hamburger menu.





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](https://knowledge.kaltura.com/help/working-with-the-category-analytics-dashboard) (<https://knowledge.kaltura.com/help/working-with-the-category-analytics-dashboard>).

As a reference for analytics terms and definitions, please see the [Advanced Analytics Terminology](https://knowledge.kaltura.com/help/advanced-analytics-terminology) (<https://knowledge.kaltura.com/help/advanced-analytics-terminology>) article.










Aug 28 Sep 01 Sep 06 Sep 11 Sep 16 Sep 21 Sep 26					
<div>  Users </div>					
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%





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

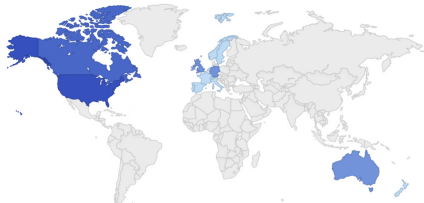
Subcategories

4 Subcategories

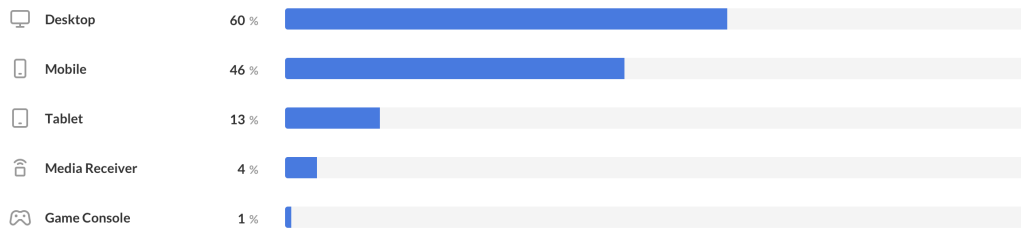
Name	Plays	Plays Distribution	Unique Viewers	Minutes Viewed
 Assignments	454	76% <div><div style="width: 76%;"></div></div>	128	231
 Introduction to Finance	311	55% <div><div style="width: 55%;"></div></div>	128	231
 Live Sessions	122	76% <div><div style="width: 76%;"></div></div>	128	231
 Discussion	90	76% <div><div style="width: 76%;"></div></div>	88	231

Top Countries

#	Name	Plays Count	Plays Distribution
1	 United States	1,322	35% <div><div style="width: 35%;"></div></div>
2	 United Kingdom	344	24% <div><div style="width: 24%;"></div></div>
3	 Netherlands	104	20% <div><div style="width: 20%;"></div></div>
4	 Germany	78	12% <div><div style="width: 12%;"></div></div>
5	 Canada	67	9% <div><div style="width: 9%;"></div></div>


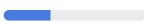







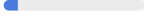


Devices Overview



Top Domains ?

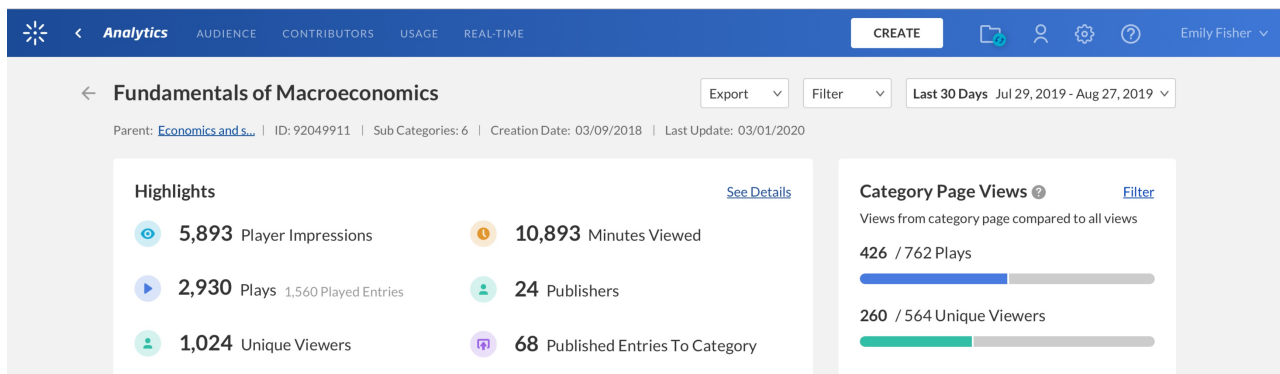
5 Domains

#	Domain Name	Player Impression	Play Impr. Ratio	Plays	Plays Distribution	Min. Viewed	Avg. Completion Rate
1	 corp.kaltura.com	3,223	34%	2,543	33% 	4,883	42%
2	 linkedin.com	12%	4,332	2,102	24% 	1,722	20%
3	 mediaspace.kaltura.com	20%	2,332	1,988	20% 	988	29%
4	 google.com	1,223	22%	1,238	12% 	992	22%
5	 kmc.kaltura.com	3,223	34%	1,010	11% 	1,882	42%

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









Fundamentals of Macroeconomics | Export | Filter | Last 30 Days Jul 29, 2019 - Aug 27, 2019

Parent: [Economics and s...](#) | ID: 92049911 | Sub Categories: 6 | Creation Date: 03/09/2018 | Last Update: 03/01/2020

Highlights

[See Details](#)

-  **5,893** Player Impressions
-  **10,893** Minutes Viewed
-  **2,930** Plays 1,560 Played Entries
-  **24** Publishers
-  **1,024** Unique Viewers
-  **68** Published Entries To Category

Category Page Views ?

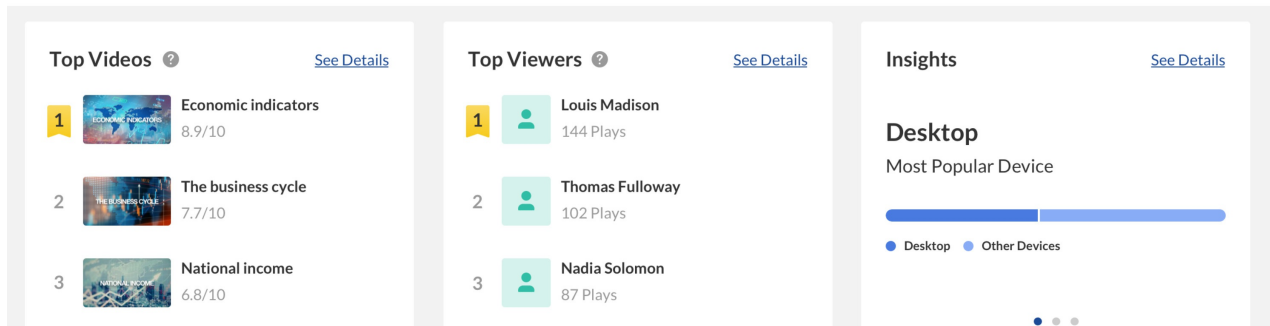
[Filter](#)

Views from category page compared to all views

426 / 762 Plays

260 / 564 Unique Viewers

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.

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

This section displays the devices used most. 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

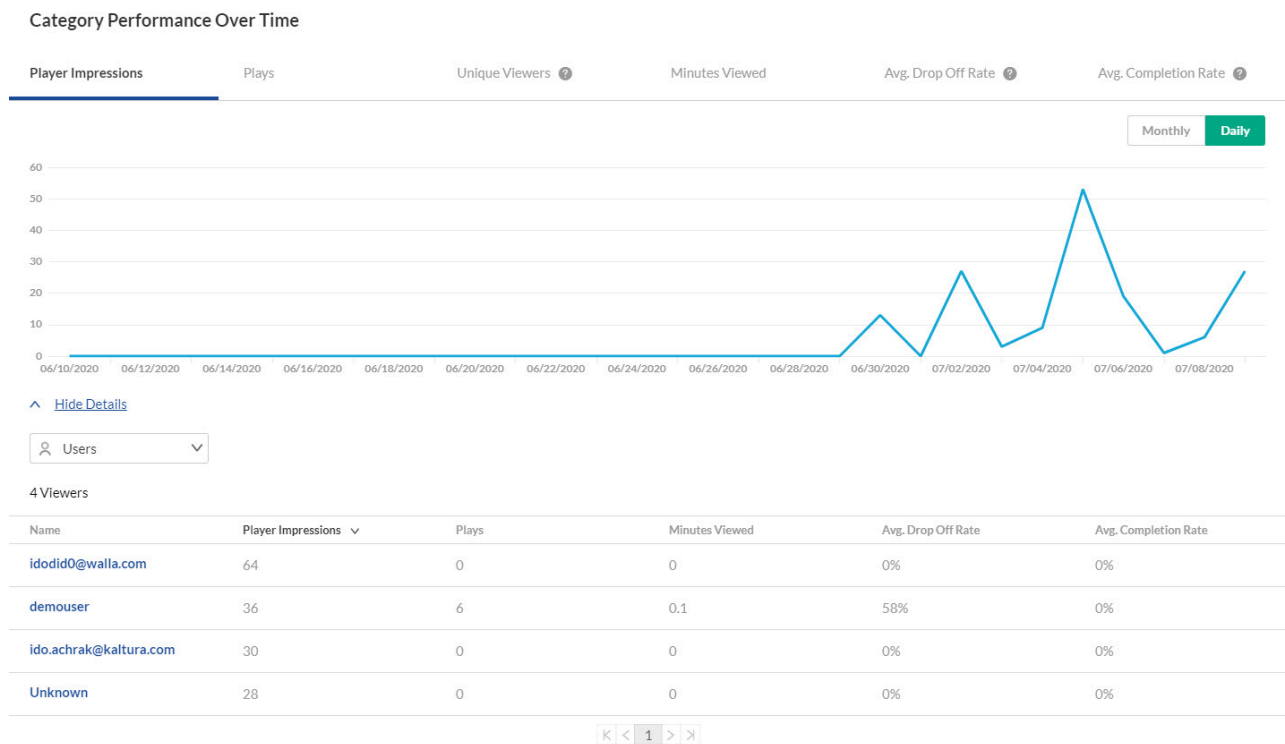
To explore the category's trends over time, use the graph to review key metrics:

- 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.

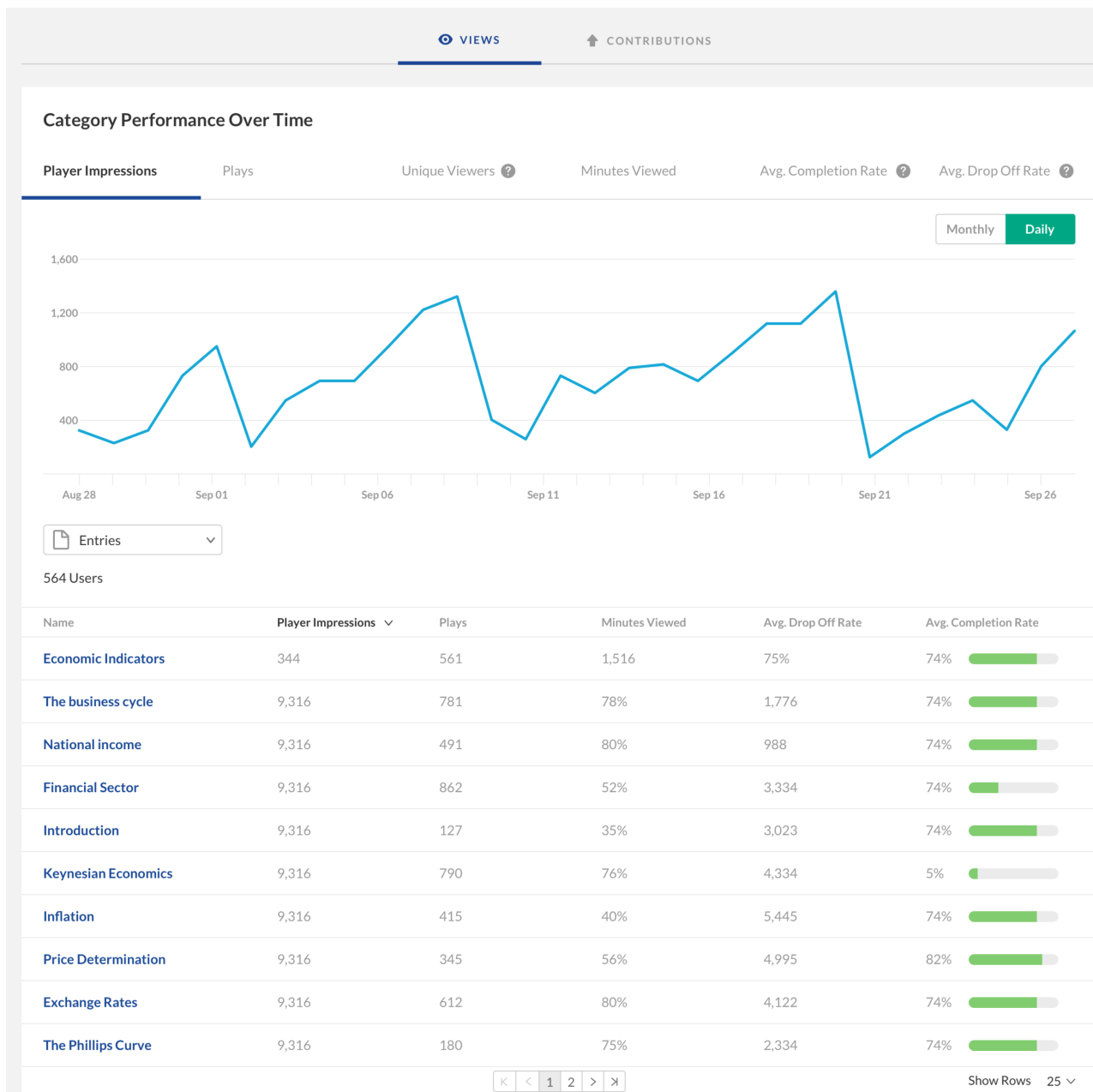
To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods. For more information, see [Working with the Category Analytics Dashboard](https://knowledge.kaltura.com/help/working-with-the-category-analytics-dashboard) (<https://knowledge.kaltura.com/help/working-with-the-category-analytics-dashboard>).

Users View



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

Entries View



NOTE: 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 \(https://knowledge.kaltura.com/help/working-with-the-category-analytics-dashboard\)](https://knowledge.kaltura.com/help/working-with-the-category-analytics-dashboard).

Category Performance Over Time

Player Impressions

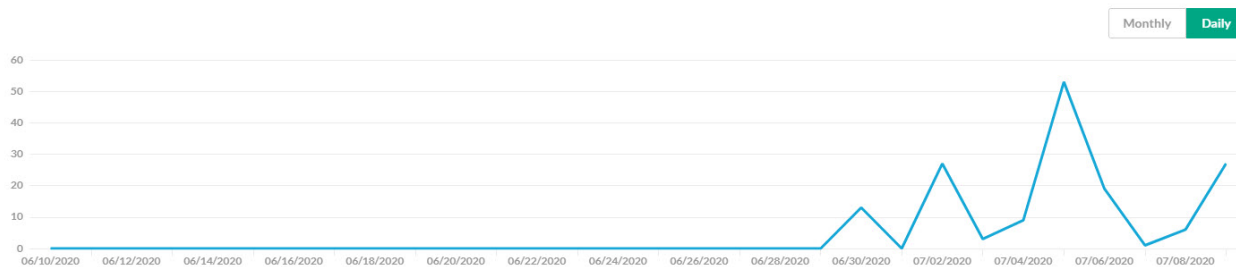
Plays

Unique Viewers [?]

Minutes Viewed

Avg. Drop Off Rate [?]

Avg. Completion Rate [?]



[Hide Details](#)

Day <input type="button" value="v"/>	Player Impressions	Plays	Minutes Viewed	Unique Viewers	Avg. Drop Off Rate	Avg. Completion Rate
06/10/2020	0	0	0	0	0%	0%
06/11/2020	0	0	0	0	0%	0%
06/12/2020	0	0	0	0	0%	0%
06/13/2020	0	0	0	0	0%	0%
06/14/2020	0	0	0	0	0%	0%
06/15/2020	0	0	0	0	0%	0%
06/16/2020	0	0	0	0	0%	0%
06/17/2020	0	0	0	0	0%	0%
06/18/2020	0	0	0	0	0%	0%
06/19/2020	0	0	0	0	0%	0%
06/20/2020	0	0	0	0	0%	0%
06/21/2020	0	0	0	0	0%	0%
06/22/2020	0	0	0	0	0%	0%
06/23/2020	0	0	0	0	0%	0%
06/24/2020	0	0	0	0	0%	0%
06/25/2020	0	0	0	0	0%	0%
06/26/2020	0	0	0	0	0%	0%
06/27/2020	0	0	0	0	0%	0%
06/28/2020	0	0	0	0	0%	0%
06/29/2020	0	0	0	0	0%	0%
06/30/2020	0	0	0	0	0%	0%
07/01/2020	0	0	0	0	0%	0%
07/02/2020	0	0	0	0	0%	0%
07/03/2020	0	0	0	0	0%	0%
07/04/2020	0	0	0	0	0%	0%
07/05/2020	0	0	0	0	0%	0%
07/06/2020	0	0	0	0	0%	0%
07/07/2020	0	0	0	0	0%	0%
07/08/2020	0	0	0	0	0%	0%






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.








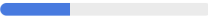
The following information is displayed. for each category:

- 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

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

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:

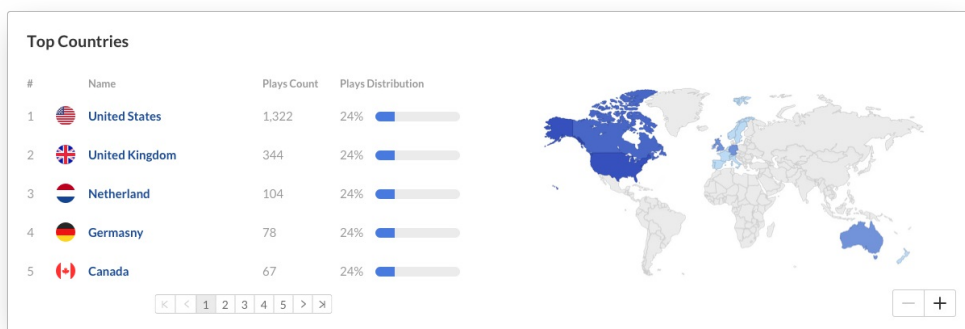
- Category Name
- Plays
- Plays Distribution
- Unique Viewers
- Minutes Viewed

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.

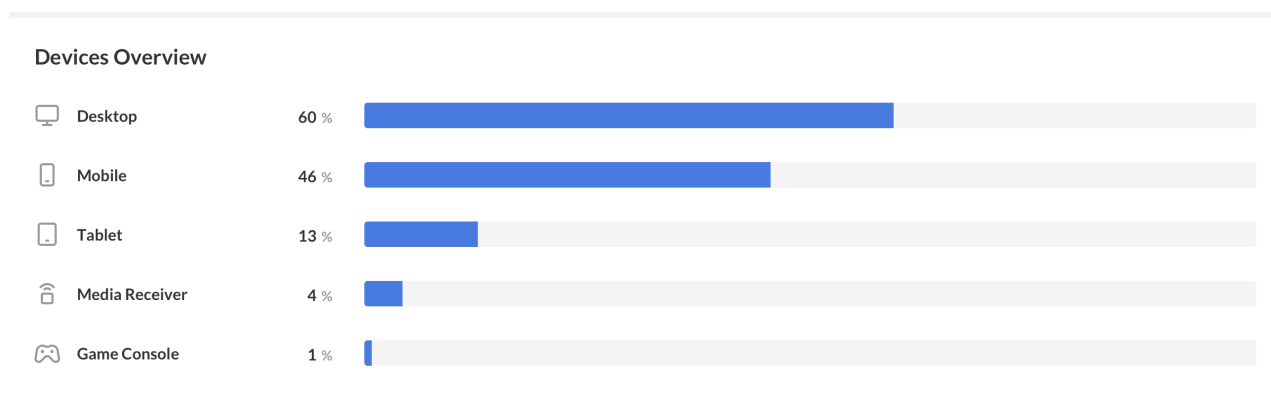
You can drill down to region by selecting a country on the map or from the table. Select a region to drill down

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

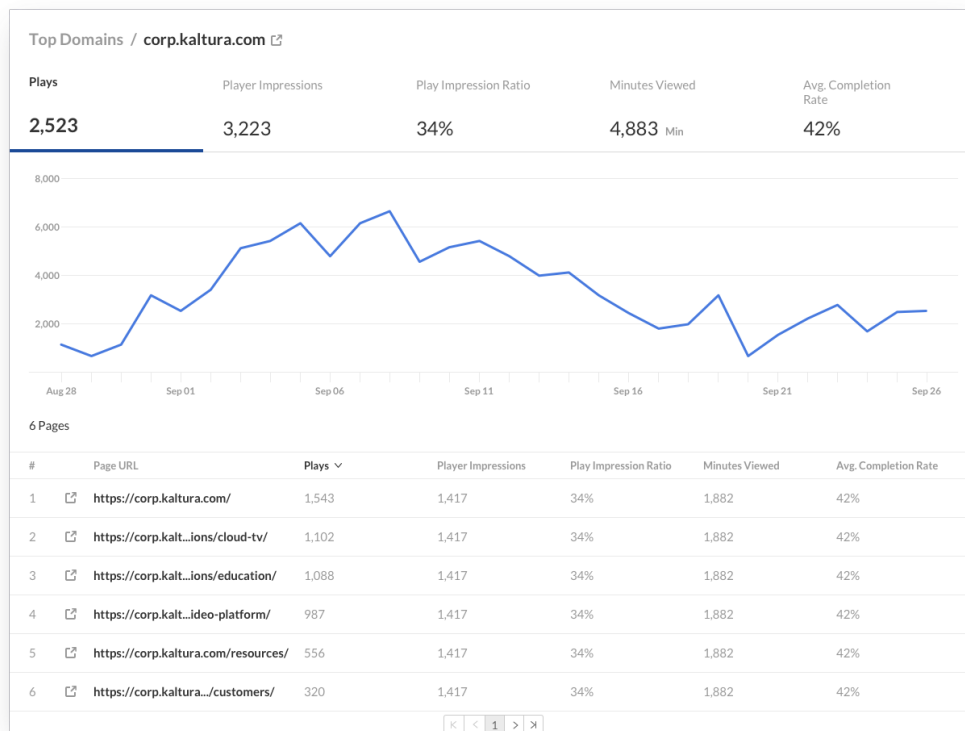
Top Domains ⓘ

5 Domains

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

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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.



Category Page Views Filter (<https://knowledge.kaltura.com/help/category-page-views-filter>)