kaltura

User analytics for events

👥 **This article is designated for all users.**

About

This article describes how to view analytics on your users.

> ⓘ
> The screens shown here represent a multi-session event. The same actions apply when working with single session.

Navigate to user analytics

There are two ways to reach user analytics:

1. From the Event page -
   a. Click the People tab > All users.

The All users page displays.

b. **Click the three blue dots to the right of the creation date and choose View**

analytics.
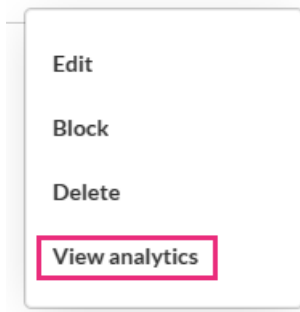
2. From the Session analytics dashboard -

   a. Click on a user's name in the Attendees area.
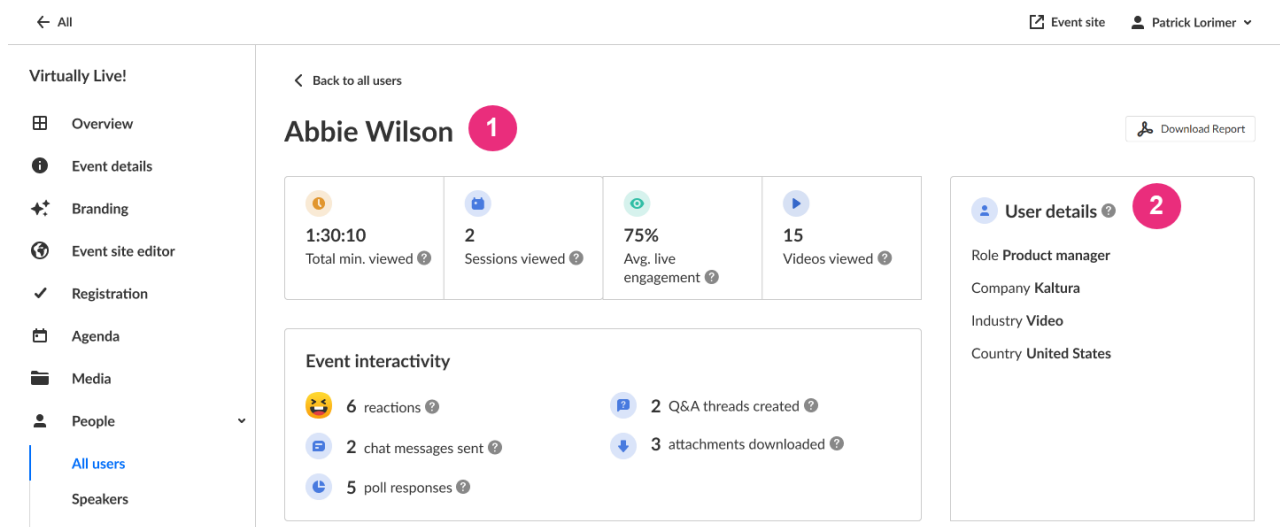
Section Descriptions

User profile information and basic user details are displayed at the top of the dashboard, including the following:

- **User name** (**1**) - Name of specific user
- **User details** (**2**) - Role, company, industry, and country

Key performance metrics for the user are also displayed at the top of the dashboard,
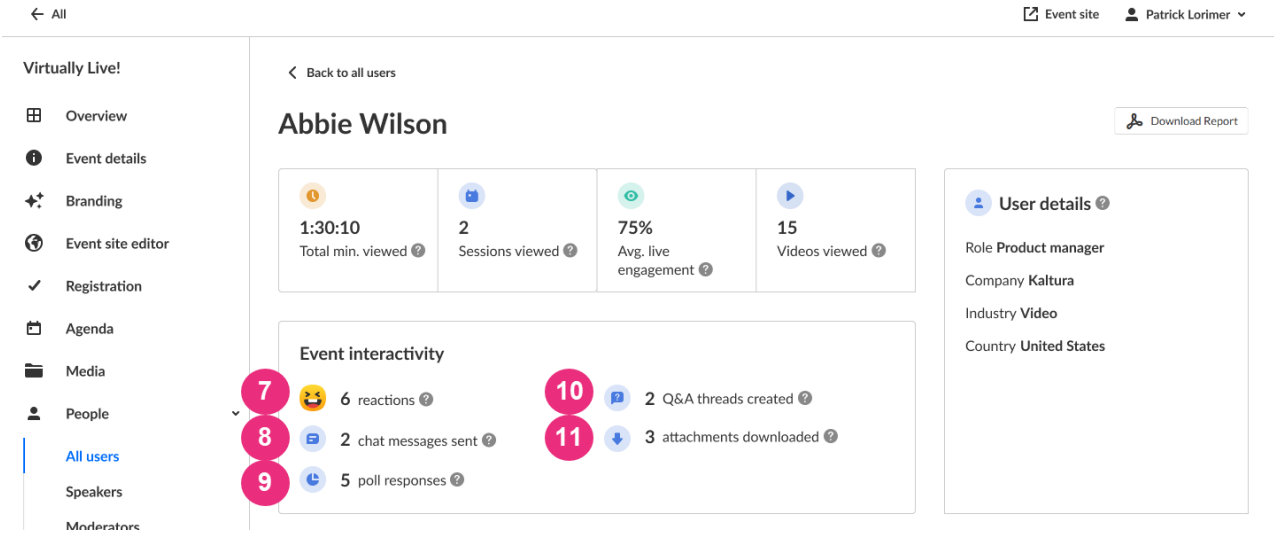
and are calculated or determined as follows:

- **Total minutes viewed** (**3**) - Sum of minutes viewed across all content types for specific user
- **Sessions viewed** (**4**) - Number of sessions viewed
- **Average live engagement rate** (**5**) - Average engagement rate across all live sessions attended by user
- **Videos viewed** (**6**) - Number of videos viewed
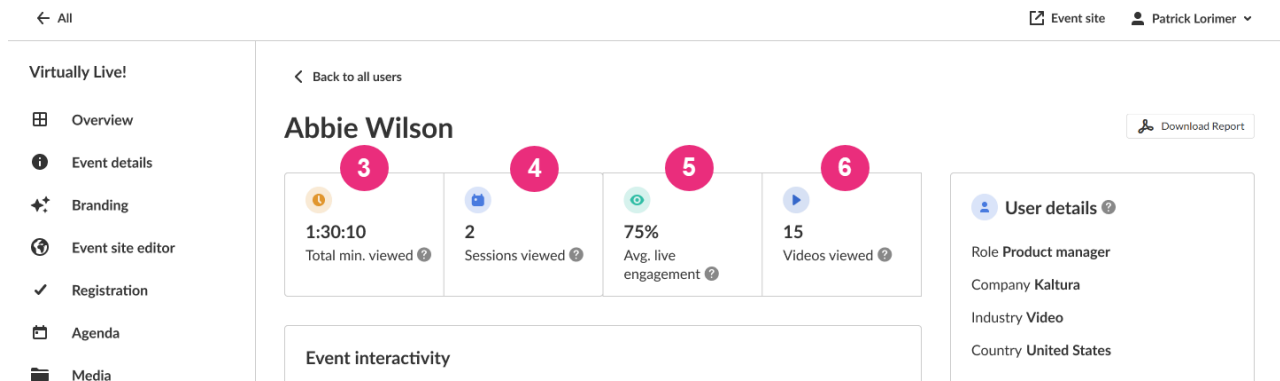
User's engagement metrics across different interaction types are displayed, and are calculated as follows:

- **Reactions** (**7**) - Number of reactions sent by specific user in the event
- **Chat messages sent** (**8**) - Number of group chat messages sent by specific user in the event
- **Poll responses** (**9**) - Number of polls where user submitted answers
- **Q&A threads created** (**10**) - Number of Q&A threads opened by specific user in the event
- **Attachments downloaded** (**11**) - Number of unique attachments downloaded by specific user

A detailed breakdown of user's viewing time across different content types is displayed, and is calculated as follows:

- **Live** (**12**) - Sum of minutes viewed during live sessions
- **Recordings** (**13**) - Sum of minutes viewed of session recording
- **Content on demand** (**14**) - Sum of minutes viewed of additional on-demand content uploaded to the event

A detailed list of attachments that were downloaded by the user are displayed and determined as follows:
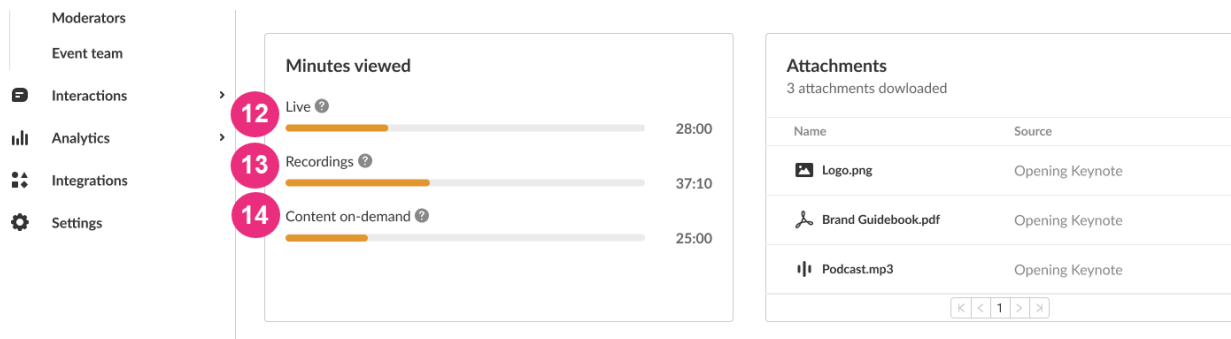
- **Number of attachments downloaded** (**15**)
- **Name** (**16**) - Attachment title with file type icon
- **Source** (**17**) - Session from which the attachment was downloaded

A detailed breakdown of user's participation in individual sessions is displayed, and is calculated as follows:

- **Session name** (**18**)
- **Minutes viewed** (**19**) - Sum of minutes viewed filtered by user ID and session entry ID
- **Engagement rate** (**20**) - User's live engagement rate

Click the down arrow to the left of the session name to expand the section and view additional information.

- **Reactions** (**21**) - Number of reactions sent by the user in the session
- **Raised hands** (**22**) - Number of raised hands in the session
- **Attachments downloaded** (**23**) - Number of attachment downloads by the user in the session
- **Chat messages sent** (**24**) - Number of threads created by the user in the session
- **Polls answered** (**25**) - Number of polls answered by the user in session

Sessions

Name	Minutes viewed	Live engagement rate
Opening Keynote	42.5	45%

21 ♥ 3 Reactions **22** ✋ 0 Raised hands **23** ⬇ 1/2 Attachments downloaded
24 💬 10 Chat messages s... **25** 🕐 3 Polls answered

Name	Minutes viewed	Live engagement rate
Masterclass with Product...	16.2	45%
Salesforce vision	45	45%
Marketing Strategy	5	45%

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> ℹ️ Quick tip - You may click the session name to navigate to the session analytics.

The user's viewing behavior for on-demand content is displayed, including detailed completion metrics for all VODs in the event.

> ℹ️ This includes on-demand content uploaded to the event, apart from session recordings.

- **Name** (**26**) - Title of content
- **Minutes viewed** (**27**) - User's viewing time
- **Completion rate** (**28**) - Percentage of content completed

Content on-demand
15 videos viewed

26 Name	**27** Minutes viewed	**28** Completion rate
Make it Count	45	47%
Leadership Pa...	27.8	47%
Leadership Pa...	27.8	47%

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> ℹ️ Quick tip - You may click the content name to navigate to the VOD analytics.

Download report

Click the **Download Report** button to download a PDF version of the dashboard.