Kaltura Virtual Events Analytics tab

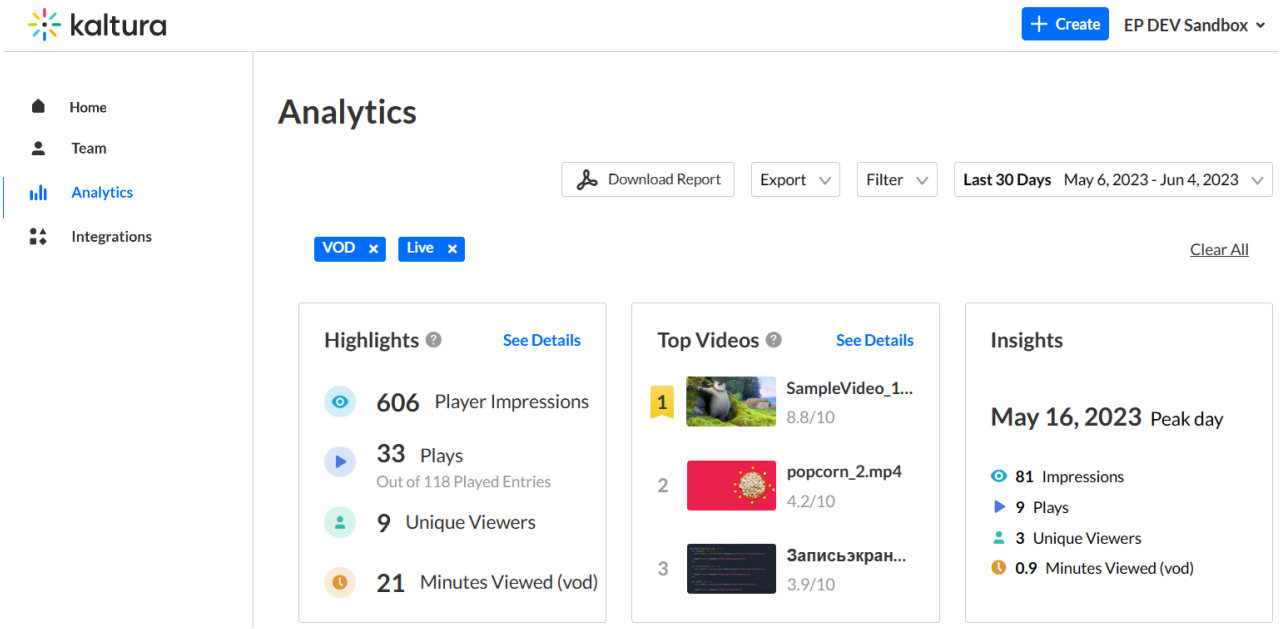
Content updated: 03/04/2024

This article is designated for all users.

About

The Analytics tab provides a full overview of analytics across your events.

The Analytics tab is accessible via the Kaltura Virtual Events Home page and is only available to account owners/admin.



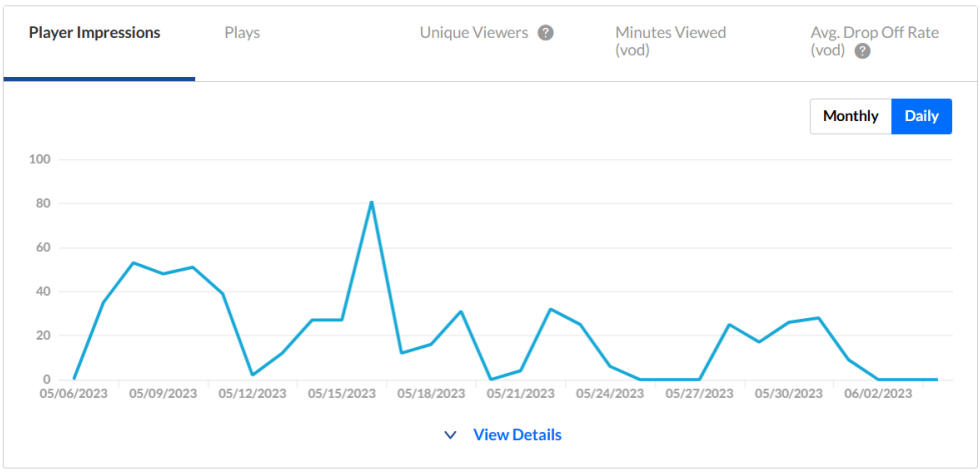
To learn more about the other tabs on the Kaltura Virtual Events Home page, see Kaltura Virtual Events Interface Overview.

Section descriptions

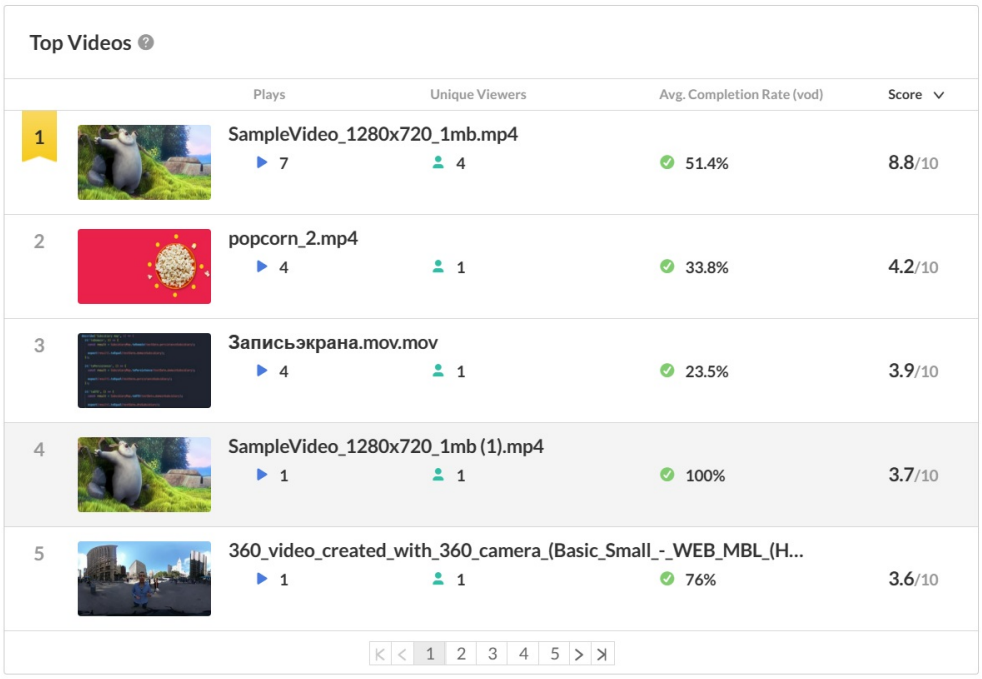
The first portion of the page (shown above) provides information on highlights, top videos, and insights.

The second portion (shown below) provides information on player impressions, plays, unique viewers, minutes viewed, and average drop off rates.

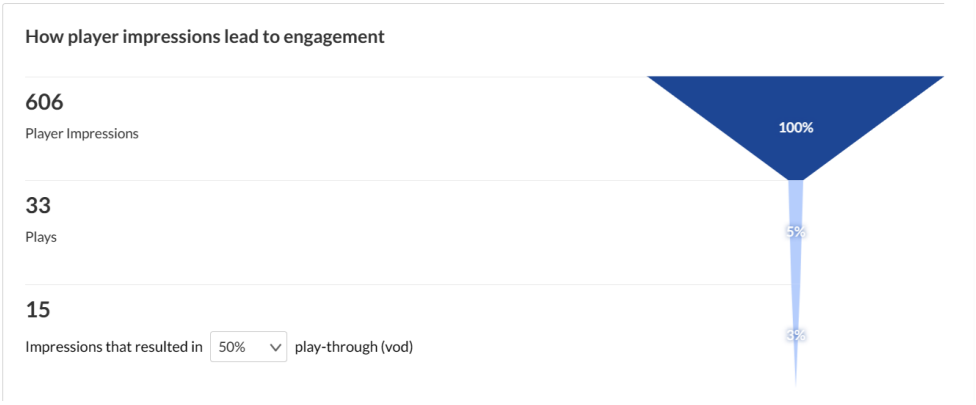
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The third portion (shown below) focuses on top videos.



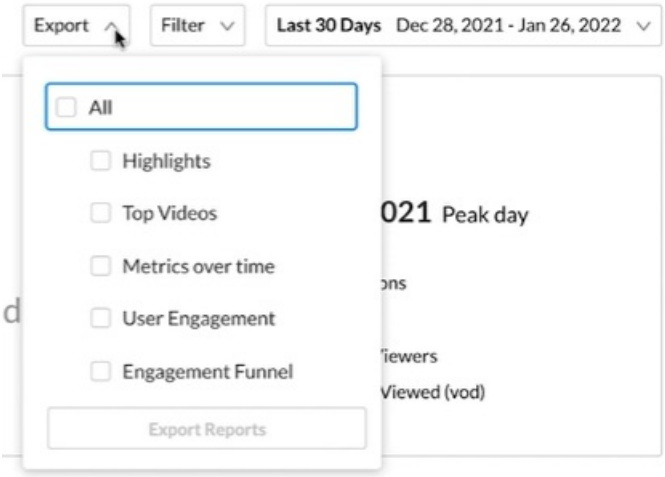
The fourth portion (shown below) provides information on how player impressions led to engagement.



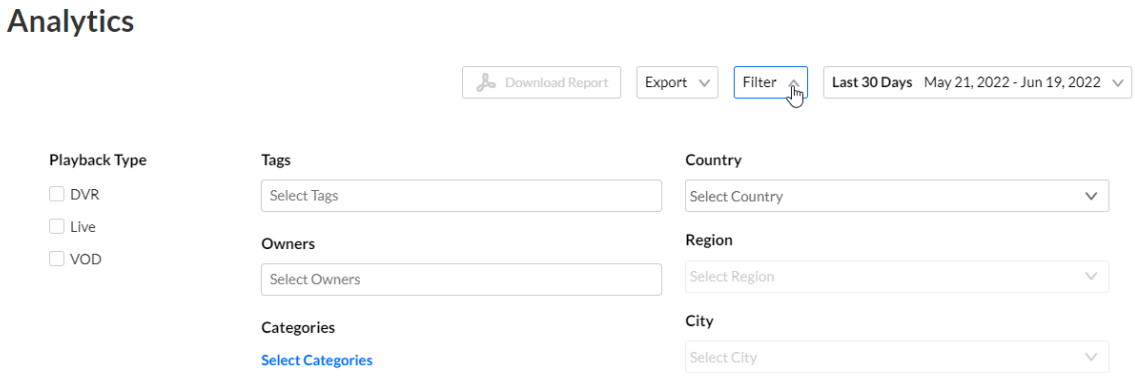
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You may also perform additional functions on the Analytics page. See the following sections.

Export Specific Analytics

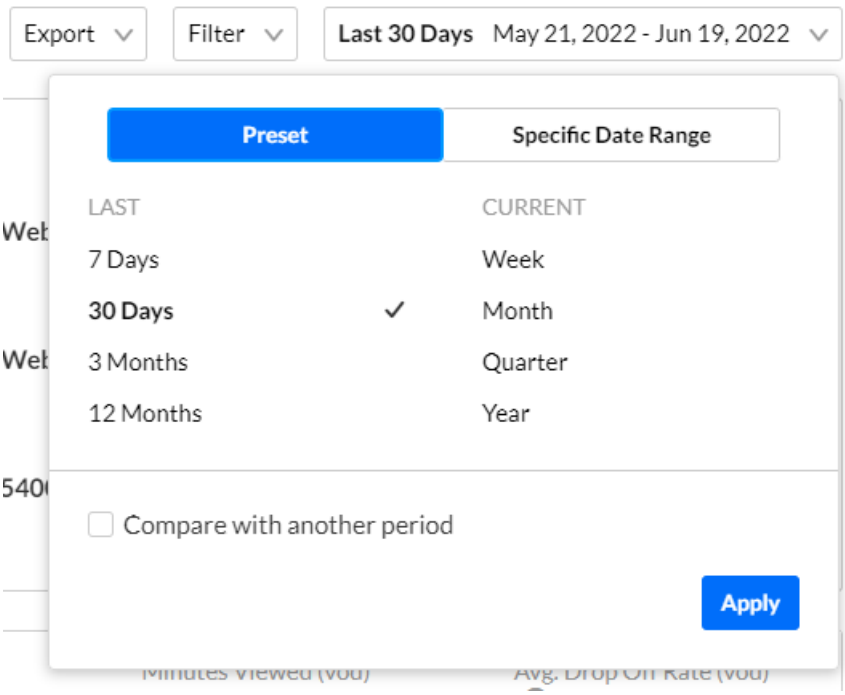


Filter by Several Different Data Points

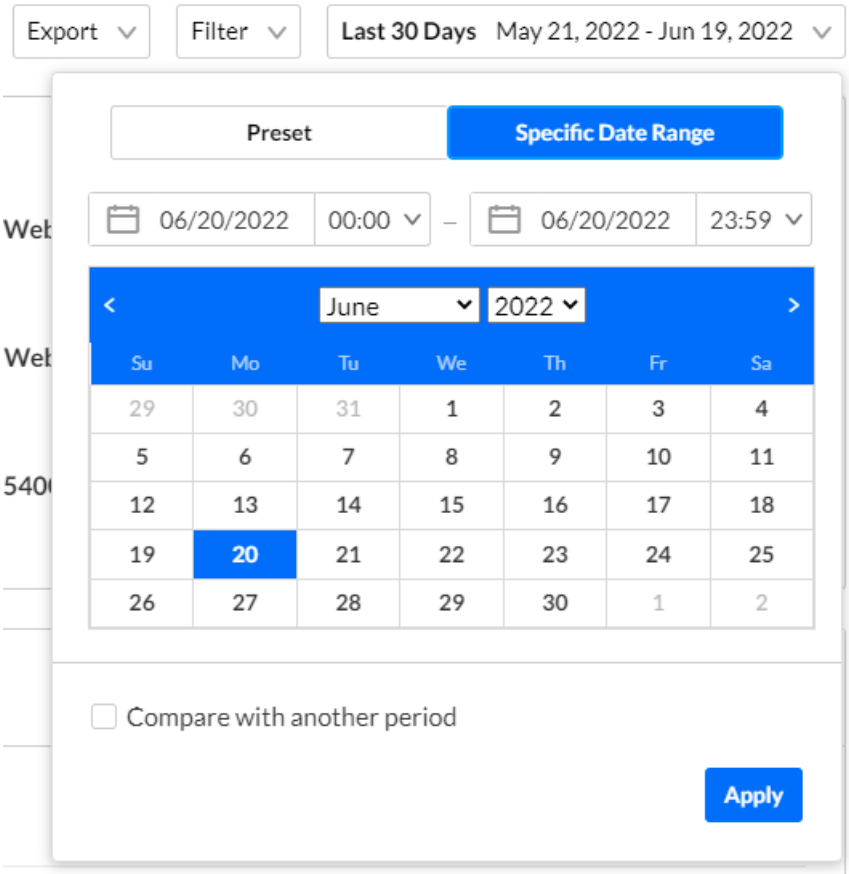


Sort Based on Specific Dates or Time

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Compare Data from One Period to Another



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dashboard.

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