



# Content analytics

Tags: **Skills**

Content analytics gives you an in-depth view into the video courses, labs, projects, and interactive courses your team has taken. You also get a glimpse into individualized usage for each active member of your team. Through usage data and completion rates, you can spot where your team has engaged with content and what content sees the most use.

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Who can use this?

	<u>Std</u>	<u>Prem</u>	<u>Strt</u>	<u>Pro</u>	<u>Ent</u>
<u>Learners:</u>					
<u>Managers:</u>			✓	✓	✓
<u>Admins:</u>			✓	✓	✓

## What you can do

Content analytics gives you a snapshot of your team members' content usage. These snapshots help you:

- Track completion percentages within a given piece of content
- View the progress of individual learners within your team
- Understand how your team is engaging with content
- Highlight durations and unique user data for a particular piece of content

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## Web reports

To get started:

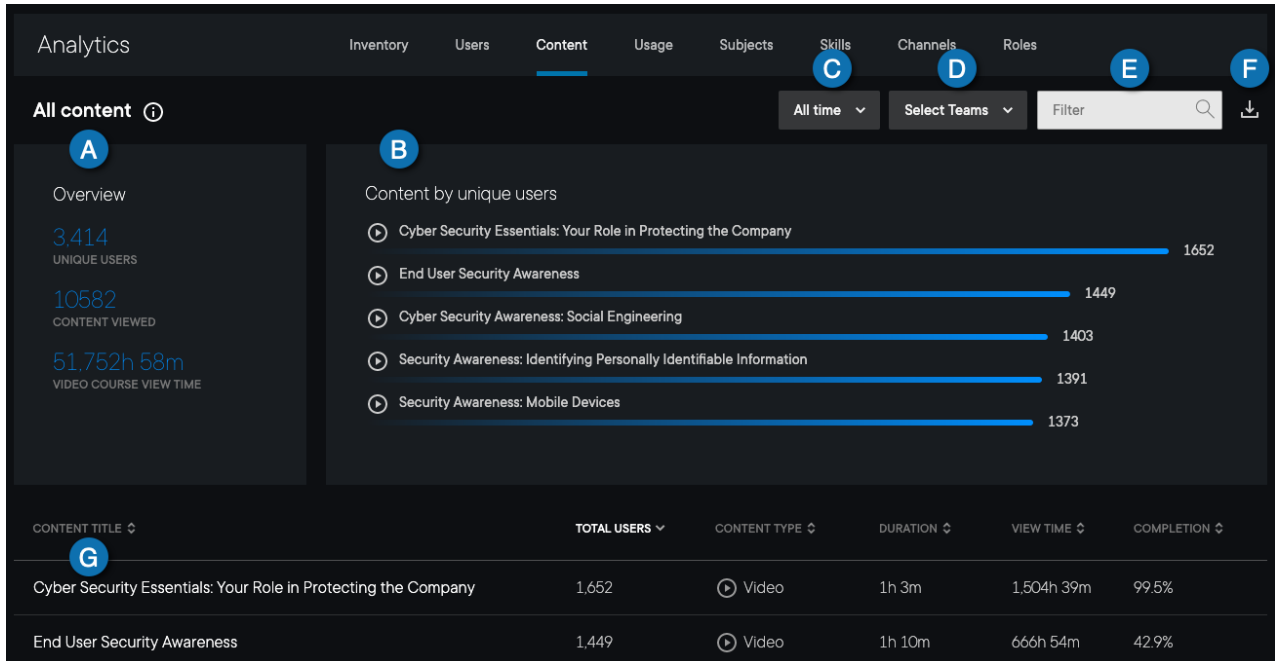
1. Click **Analytics** in the left navigation panel.
2. Click the **Content** tab in the top center panel.

Content analytics includes two views:

- The default view is the **All-content dashboard**.
- When you click a particular piece of content, you'll see its **Content page dashboard**.

## All-content dashboard

The **All-content dashboard** allows insight into top-level content analytics data.



**A.** The **Overview** shows you the following data:

- [Unique users](#)
- [Content viewed](#)
- [Video course view time](#)

**B.** **Content by unique users** shows you how many users are engaging with the most popular content. Popularity is determined by total view time. Clicking a specific piece of content will open the respective content page dashboard (discussed below).

**C.** You can customize both the web and CSV reports with the **Date range** filter.

**D.** You can customize both the web and CSV reports with the **Teams** filter. To view unassigned users, make sure all teams are deselected.

**E.** You can filter the web report by entering a keyword or phrase. This does NOT filter the CSV report. Using a keyword filter changes **Content by unique users** to **Content by term** (B, in above screenshot).

**F.** You can download a **CSV report** of your content analytics data (discussed below).

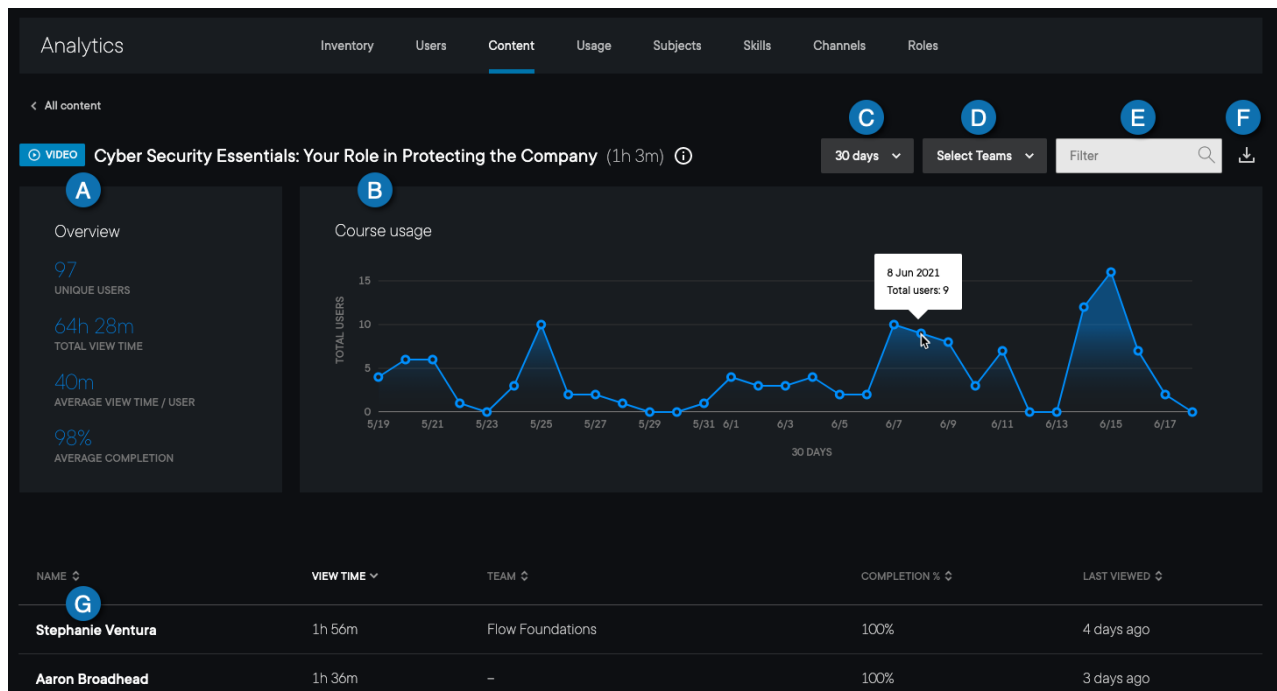
**G.** The **Content table** shows you all content viewed, according to the filters you have set. Clicking a specific piece of content opens its **Content page dashboard** (discussed below). You can click any of the labels to sort by that field, and click again to toggle between ascending and descending. The data fields include:

- [Content title](#)

- Total users
- Content type
- Duration
- View time
- Completion

## Content page dashboard

The **Content page dashboard** provides deeper insight into the selected piece of content.



- A.** The **Overview** shows you high-level data about the respective piece of content, according to the filters you have set. See [Data fields by content type](#) for a listing of data fields.
- B.** **Course usage** gives you a granular level detail of your team's learning. You can hover over a particular point on the graph to display the time spent on that day with the content.
- C.** You can customize both the web and CSV reports with the **Date range** filter.
- D.** You can customize both the web and CSV reports with the **Teams** filter. To view unassigned users, make sure all teams are deselected.
- E.** You can filter the web report by entering the name of a learner. This does NOT filter the CSV report. Using a learner filter changes the **Course usage** to **Course usage by term** (i.e. learner's name).
- F.** You can download a **CSV report** of your content analytics data (discussed below).
- G.** The **Learner table** shows you data about the learners who have engaged with the respective piece of content, according to the filters you have set. You can click any of the labels to sort by that field, and click again to toggle between ascending and descending. See [Data fields by content type](#) for a listing of data fields.

## Data fields by content type

The data fields in the **Overview** (A) and the **Learner table** (G) vary depending on the respective content type.

The data fields include:

The screenshot shows a dashboard with four tabs: **Interactive courses**, **Labs**, **Projects**, and **Video courses**. The **Interactive courses** tab is selected. Below the tabs, there are two sections: **Overview** and **Learner table**. The **Overview** section lists four data fields: [Unique users](#), Completions, Challenges & videos completed, and [Average completion](#). The **Learner table** section lists five data fields: [Name](#), [Team](#), Challenges & videos, [Completion %](#), and Last activity.

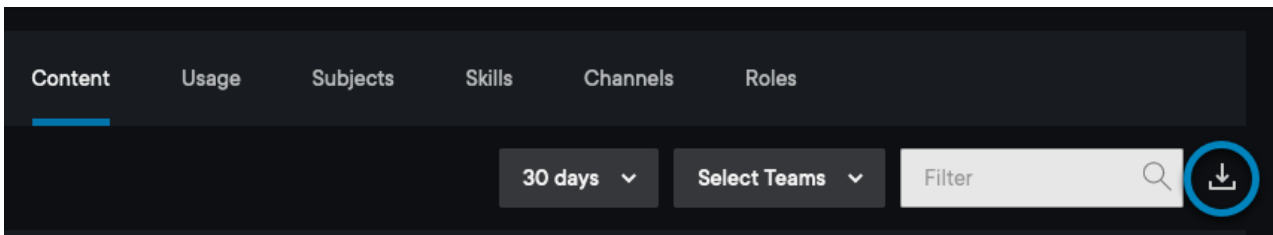
## Ideas for using analytics data

- The overview gives you a detailed analysis of usage for a piece of content. Particularly valuable are the average view time per user and the average completion percentage. With these two data points, you can spot trends and track improvements within your team.
- Report downloads can be customized by date range (last 30 days, 90 days, 12 months, all-time, custom date range) and by user or team. By default, the report download pulls data from the last 30 days and for all users. We recommend creating a cadence for pulling reports (monthly, quarterly, etc.) so you can more easily track and manage your team's engagement and progress.
- The content page dashboard is a great way to find strengths within your team. You can sort by completion percentages and build internal pairing sessions between those who have completed the content and those that haven't. If you have a big project coming down the pipeline, you can use these pairings to help your teams work together and skill up on the content needed to drive success.

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## CSV reports

View more details about your content analytics with the CSV report download. To download the CSVs, click the download icon next to the filter.



**Tip:** You can start from either the **All-content dashboard** or the **Content page dashboard**; the resulting CSV reports will be the same.

When you pull a CSV report for content analytics, you'll be downloading a zip file containing two CSVs: the **Detail CSV** and the **Summary CSV**. The main difference between the two is how each aggregates the data:

- The **Detail CSV** includes one record per user, per piece of content, per day.
- The **Summary CSV** includes one record per user, per piece of content.

Since the Summary CSV does NOT break down the data per day, it includes the field **Completion percentage**, which is absent on the Detail CSV.

Data fields for the two reports include:

Detail CSV

- [Account name](#)
- [Team name](#) of user
- [First name](#) of user
- [Last name](#) of user
- [Email](#) address of user
- [Note](#)
- [Start date](#)
- [Content type](#)
- [Content ID](#)
- [Content name](#)
- [Content duration](#)
- [View date](#)
- [Year](#)
- [Month](#)
- [Total hours](#)
- [Subjects](#)

Summary CSV

- [Account name](#)
- [Team name](#) of user
- [First name](#) of user
- [Last name](#) of user
- [Email address](#) of user
- [Note](#)
- [Start date](#)
- [Content type](#)
- [Content ID](#)
- [Content name](#)
- [Content duration](#)
- [Last view date](#)
- [Year](#)
- [Month](#)
- [Total hours](#)
- [Completion percentage](#)
- [Subjects](#)

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## Common questions

Can I see content someone took before they were added to my plan?

Please see [How analytics data follows learners](#) for details.

How long does it take for my team's content info to show? Is it in real-time?

Please see [Real-time analytics data](#) for details.

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## Next steps

Explore how the other analytics experiences can help you monitor and guide your team's growth.

Basic analytics	Advanced analytics
<p>Channels analytics: basic</p> <p>Content analytics</p> <p>Roles analytics: basic</p> <p>Skills inventory analytics: basic</p> <p>Subjects analytics</p> <p>Usage analytics</p> <p>Users analytics</p>	<p>Channels analytics: advanced</p> <p>Roles analytics: advanced</p> <p>Skills inventory analytics: advanced</p>
<p>See which analytics experiences are included in <a href="#">your team plan</a>.</p>	

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If you need help, please email [support@pluralsight.com](mailto:support@pluralsight.com) for 24/7 assistance.