

Reporting


Brainshark provides powerful tracking and reporting that makes it possible to measure the success of your communications. This document covers the reports available to Brainshark Authors; [page 3](#) steps the process for running those reports. For Administrator reporting, click [here](#); for reporting capabilities in Brainshark Rapid Learning™ click [here](#).

This symbol  indicates suggestions for using the reports.

Presentation Reports

Presentation reports show detailed information about presentations in a site, which can be analyzed to see the effectiveness of communications sent through Brainshark. Where designated, Filters can be used to narrow the report results.

Presentation Creation: Identifies the presentations created in the Brainshark site. Includes: author, date created, title, duration, the file size of the presentation, and the presentation status, including expired and deleted presentations. Ability to filter by Author; output data fields are not customizable. Sorted by Date Created by default.

Viewing Details by Presentation: Displays viewer information, the date and time of day of the view, the number of unique slides viewed, and the duration of the audio played. Tracking Code and Guestbook details are available, if used with this presentation. Ability to select sorting order for the data; output data fields are customizable. Sorted by Presentation Title by default.  *Schedule this report to run weekly or monthly on a folder or presentation to monitor viewing activity.*

Viewing Details by Viewer: Displays viewer information, the date and time of day of the view, the number of unique slides viewed, and the duration of the audio played. Tracking Code and Guestbook details are available, if used with this presentation. Ability to select sorting order for the data; output data fields are customizable. Sorted by viewer information by default.

Viewing Summary by Presentation: Displays presentation title, presentation author, # views, # slides viewed, and total audio played for selected presentations or folders in the site. Ability to select sorting order for the data; output data fields are not customizable. Sorted by Presentation Title by default.

Viewing Summary by Viewer: Displays presentation ID, presentation title, viewer info (if gathered), # views, # slides viewed, and total audio played for selected presentations or folders in the site. Ability to select sorting order for the data; output data fields are not customizable.

Question Reports

Question reports help you to analyze the answers to questions given by your viewers.

Grade Book: Displays viewer information, the date and time of day of the view, the number of unique slides viewed, the duration of the audio played, and viewers' overall score on examination questions. Tracking Code and Guestbook details are available, if used with this presentation. Ability to select sorting order for the data; output data fields are not customizable. Sorted by Presentation Title by default.

Question Inventory: Generates a list of questions asked in selected presentations or folders; if selected, indicates correct answer for examination questions. No other presentation information is included in the report and no other sorts or filters are available for the generated data.

Question Response Details: Generates a list of questions asked in selected presentations or folders and the responses by viewer. Fields of data output in the report are not customizable. Sorted by Presentation Title by default. A graphic summary of answers to questions is available.

Question Results Summary: Displays questions asked in selected presentations or folders and a graphical and numerical summary of responses. Sorting of output data is limited; filters are available.

Viewer Transcript: Detail by viewer: date and time of day of the view, number of unique slides viewed, duration of audio played, and total viewing time. Score is included by default. Sorted by User Name (by default) or Last Name.


Viewing Details with Question Results: Displays viewer information, the date and time of day of the view, the number of unique slides viewed, and the duration of the audio played, as well as the questions in the presentation and the associated detailed responses by viewer. Tracking Code and Guestbook details are available, if used with this presentation. Ability to select sorting order for the data and filters; output data fields are customizable.

Viewing Analysis Reports

Viewing Analysis Reports provide graphs and raw data to help you identify viewing patterns.

Viewer Retention: Measures the effectiveness of a presentation using views per slide. A graph shows viewer drop-off rate during the course of the presentation.

Views by Day: Shows viewing activity by day for selected presentations or by folder. View dates are shown in the report.

Views by Week: Displays viewing activity summarized by week for selected presentations or by folder.  Run to observe viewing changes from week to week.

Views by Day of the Week: Shows the number of views for each day of the week for a selected presentation or for a folder.

Views by Hour of the Day: Displays total views for each hour of the day for a selected presentation or for a folder.

Views by Month of Year: Identifies peak viewing months for a selected presentation or for a folder.

Running Reports in Brainshark

Running reports in Brainshark is simple; each report is set up virtually the same way. Once you learn to run one, you will be able to run them all. Here are the basics:

Click on the **Reporting** tab:



1. Choose the report you would like to run or click a folder for more options.

Report Basics
Report Options
Email
Scheduling
Filters

Report Contents

All presentations in folder: Include subfolders

Presentations:

When to run

Run report:

Name: Enter a name to help you identify this report.

Starting: Repeat until:

Dates

Date range:

To date, starting: MM/DD/YYYY

Output

Format:

Tip: If you want to print the report, use PDF.

Email to: Separate multiple addresses with a comma.





Choose the Appropriate Presentation(s) or Folder(s)

Choose to name and schedule the report

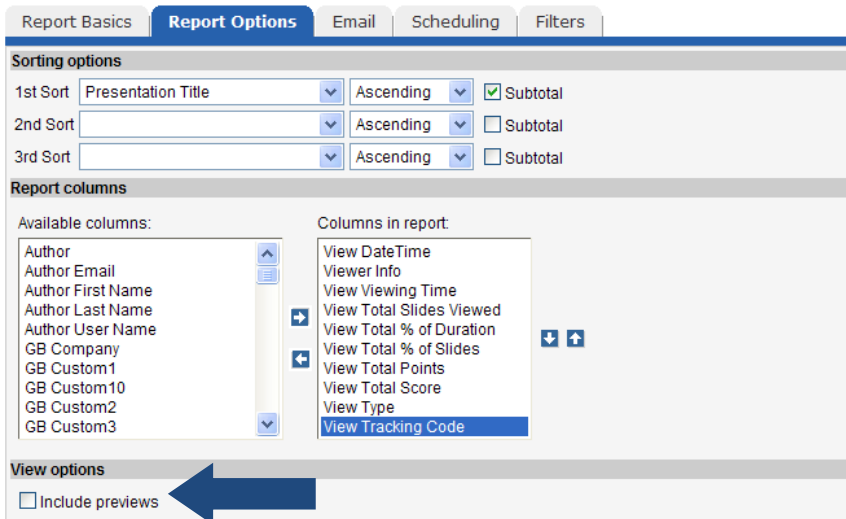
If you choose to run now, provide the date range to run the report

Choose format of the output, and how you would like receive the report

Format Options:

-  HTML for on-screen viewing
-  PDF for printing
-  .csv for a spreadsheet that can be sorted or manipulated
-  XML to export data from Brainshark into a format that another application can “read”
(Extensible Mark-up Language: improves functionality of the web by allowing you to identify your language in a more accurate, flexible manner.)

2. Move to the *Report Options* tab. This tab gives you options to restrict or increase the amount of data generated. (options displayed vary depending on the report you select to run):



The screenshot shows the 'Report Options' tab with the following sections:

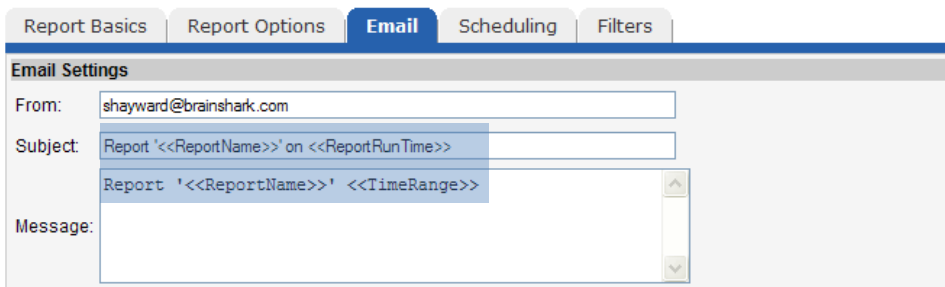
- Sorting options:** 1st Sort: Presentation Title (Ascending, Subtotal checked); 2nd Sort: (Ascending, Subtotal unchecked); 3rd Sort: (Ascending, Subtotal unchecked).
- Report columns:** Available columns list includes Author, Author Email, Author First Name, Author Last Name, Author User Name, GB Company, GB Custom1, GB Custom10, GB Custom2, and GB Custom3. Columns in report list includes View DateTime, Viewer Info, View Viewing Time, View Total Slides Viewed, View Total % of Duration, View Total % of Slides, View Total Points, View Total Score, View Type, and View Tracking Code.
- View options:** Includes an unchecked checkbox for 'Include previews', highlighted by a blue arrow.

Note: In most cases, you will not want to select 'include previews'. Previews are the author's views of his/her own presentation. Leaving this un-checked will give you a clearer picture of the actual views on your parameters you selected.

Use the Report columns area to select and order the data that will be in your report. Select the data columns you want included in your report from the *Available columns*. Column order can be adjusted by using the arrow keys to the right of the *Columns in Report* box.

If you have used a Guestbook on your presentation and are selecting the fields to include in your report, note that there are 10 custom Guestbook fields in the site which are customized at the Administrator level; depending on how the custom fields are set up, some may also be customized at the Author level. The 7 standard fields include: First Name, Last Name, Email, Company Name, Department, Title, Business Phone; any other field which you have the option to enable for your Guestbook is a custom field. If you used a custom Guestbook field in your Guestbook and wish to report on that data, you will need to check with your Administrator for the appropriate "GB Custom #" option to select.

3. On the email options tab, customize the message that will accompany your report:

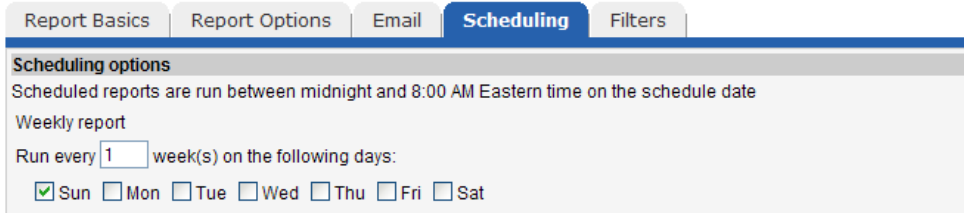


The screenshot shows the 'Email Settings' tab with the following fields:

- From:** shayward@brainshark.com
- Subject:** Report '<<ReportName>>' on <<ReportRunTime>>
Report '<<ReportName>>' <<TimeRange>>
- Message:** (Empty text area)

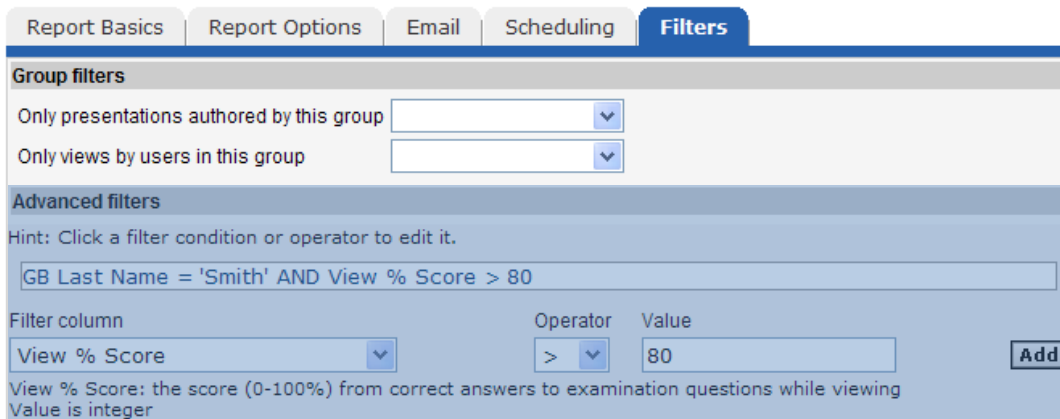
Note: Edit text here freely, just be sure to not modify the contents within the chevrons "<< >>" as they produce the link to the actual report.

4. For scheduled reports, decide the day of the week or time of the month that you would like the report to run; you can select multiple days or run the report every 2 weeks, for example:



Note: Once scheduled, reports are accessible via the Reporting tab and Manage Scheduled Reports option on the Things you can do menu.

5. Filters give you the ability to set parameters and narrow the data to report on exactly what you want:



- Use the filter column and the operator keys to set the parameters:
 - From the *Filter column* use the drop-down list to select the filter condition
 - Select *Operator*
 - Select or enter the *Value*
 - Hit the *Add* button to add the Filter to your report parameters
- Check below the filter column choice for helpful hints on creating appropriate values:
 - Click on the Parameter to Edit or Delete it.
 - Click on the Operator to change from AND to OR, and vice versa.

Note: To view a list of Expired Presentations in the site, run a Viewing Summary by Presentation report and add the Filter as: **Presentation Expiration is < "a date"**, entering today's date or the last date you want to display in the report.

Report Basics | Report Options | Email | Scheduling | **Filters**

Group filters

Only presentations authored by this group

Only views by users in this group

Advanced filters

Hint: Click a filter condition or operator to edit it.

Filter column	Operator	Value	
<input type="text" value="Presentation Expiration Date"/>	<input type="text" value="<"/>	<input type="text" value="10/12/2009"/>	<input type="button" value="Add"/>

Presentation Expiration Date: the date the presentation will expire
Value is MM/DD/YYYY

Click **Run Report** or **Save** (if you are creating a scheduled report).