



Reporting

Brainshark provides powerful tracking and reporting that makes it possible to measure the success of your communications. This document summarizes the reports that are available in Brainshark, as well as when and why to use them.

This symbol  indicates suggestions for how you can use some of the reports.


Administration Reports

Administration reports are used by Brainshark Administrators to track overall usage and content hosted on your site. Administrators can also run reports on archived content, users and groups.

Activity Summary Report: This report provides the overall view of activity in the Sharkive and can be shown by folder. It includes: the number of presentations that are Active, Inactive, Expired, Archived, Deleted and the Total Duration of content created in the Sharkive. It also shows the total number of Views, the Viewing Time and Phone Playback Time if applicable.  *Schedule the Activity Summary Report to run monthly to track the amount of content and views on your site in comparison with your Brainshark contract.*

Groups by User Report: Run this report if you use the groups feature to organize the users on your site. This report shows all of your registered users and the groups to which they belong.


Users Report: This report tells you which user accounts are defined. You can use filters to find inactive and deleted users if necessary.

Users by Group Report: This report shows all of the groups enabled on your site and the users who belong to these groups.  *Even if you don't create groups, you will have the Administrators and the All Company Users groups. Running this report periodically will help you to determine who else has administrative rights to your Brainshark site.*

Presentation Reports

Presentation reports can be run to show detailed information about the presentations on your site, and allow you to analyze the usage of the presentations. Authors have access to run these reports on all content they create. Folder administrators can run these reports on the folders for which they have rights. Company administrators will be able to run these reports on the entire site.

Presentation Creation: Run this report to identify the presentations created in your Brainshark site. You will see the author, date created, title, duration, and the file size of the presentation as well as the presentation status including expired and deleted presentations.

Viewing Details by Presentation: This report will show you who is viewing your content and for how long. You will see specifically the date and time of day of the view, how many slides were viewed, and the duration of the audio played. Depending upon how you are tracking the viewers, you will also have tracking code and/or guest book details.  *Schedule this report to run weekly or monthly on a folder or presentation to monitor the viewing activity. Administrators can schedule this report for the entire site to track overall viewing activity.*

Viewing Details by Viewer: This report will show you the same information that is available in the 'Viewing Details by Presentation Report' however this report is sorted by viewer information.

Viewing Summary by Presentation: This report summarizes the views for each presentation in your sharkive.

Viewing Summary by Viewer: This report summarizes viewing activity by individuals.

Question Reports

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

Grade Book: In addition to the data given in the viewing usage report, this report will tell you the viewers' overall score on your examination questions.

Question Results Summary: Use this report to gather scoring information from viewers, as well as to see how they answered individual questions. A graphic summary of answers to questions is available.

Question Inventory: This report will give you a list of questions asked in each presentation. The correct answer is indicated for examination type questions.

Viewer Transcript Report: This report will give you information by user on the presentations completed and to what degree, as well as scoring information for each presentation.

Viewing Details with Question Results: This report combines the data shown in the Viewing Details by Presentation report with the data shown in the Question Results Details report.

Viewing Analysis Reports

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

Viewer Retention: This report measures the effectiveness of a presentation by showing the views per slide. A graph will show the viewer drop-off rate over the course of the presentation.

Views by Day: This report will show viewing activity on specific days. The exact dates of views will be provided. It can be run for a presentation or an entire folder.

Views by Week: This report shows viewing activity summarized by week. You will be able to tell how viewing changes from week to week. You can run this report for a presentation or an entire folder.

Views by Day of the Week: This report will show you the number of views for each day of the week and can be run for a presentation or for an entire folder.

Views by Hour of the Day: This report will show you the number of views for each hour of the day and can be run for a presentation or for an entire folder.

Views by Month of Year: This report will show you peak viewing months. It can be run on a single presentation or an entire folder.

Learning Reports

Users of the *Brainshark Rapid Learning™* application have access to reports on courses. These reports show student transcript, course and/or curriculum enrollment, and interaction data.

My Transcript Report: All students are able to run their own transcript report to see what courses they have taken, their score, and completion status.

Course Details with Question Results: This report will show you the score for each student enrolled in a course as well as their specific answers to questions. A graphic summary of all answers is available as well.

Course Enrollment: Use this report to obtain student and/or group enrollment data by course, curriculum, score, and completion status. 🕒 *Schedule this report to run monthly for any training program, especially those where completion records need to be provided for compliance or audit purposes.*

Curriculum Enrollment: This report will show which courses in the curriculum in which students are enrolled and how many have completed/passed the course.

Curriculum Summary: This report will show which students are enrolled in the curriculum by Group; it also includes Learner status.

Curriculum Summary by Group: This report will show which students are enrolled in the curriculum and what their statuses are.

Student Transcript Report: This report will show enrolled courses, scoring data, and completion status for each student.

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:



If you click from Presentations, you will access only Presentation Reports. If you click *My Applications>Administration* (if you are an Administrator) you will be able to access all reports.

Choose the report folder:

Administration | **Reporting** | My Profile | My Applications ▾ | Help & Training

Things you can do

- Manage report templates
- Manage scheduled reports
- Data download

Report Catalog: Brainshark Reports

- Administration Reports**
How much usage has Brainshark provided? What users and groups are defined?
- Campaign Reports**
- Learning Reports**
Which courses have students taken and how well did they do?
- Presentation Reports**
What presentations are defined and how often have they been viewed?

And then specific report that you would like to run:

Report Catalog: Brainshark Reports > Presentation Reports

- Presentation Creation**
What presentations have been created?
- Viewing Details by Presentation**
Who viewed the presentations, when and for how long?
- Viewing Details by Viewer**
Which presentations were viewed by unique viewer, when and for how long?
- Viewing Summary by Presentation**
Summary Activity # of views, Avg % completed.
- Viewing Summary by Viewer**
Summary Activity # of views, Avg % completed.
- Question Reports**
How did viewers score on evaluation questions? How did viewers respond to poll and survey questions?
- Viewer Clickpath Analysis Reports**
What is the effectiveness of my content? How much of my presentation was viewed, for how long and where are viewers dropping off? - mike test
- Viewing Analysis Reports**
How effective was content? When are presentations viewed?

Select the appropriate report options:

Report Basics
Report Options
Email
Scheduling
Filters

Report Contents

All presentations in folder: Include subfolders

Presentations:

When to run

Run report:

Dates

Date range: Views on or after MM/DD/YYYY

Views on or before

Output

Format:

On-screen only

Email to: Separate multiple addresses with a comma.

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

Report Basics:

Report Contents

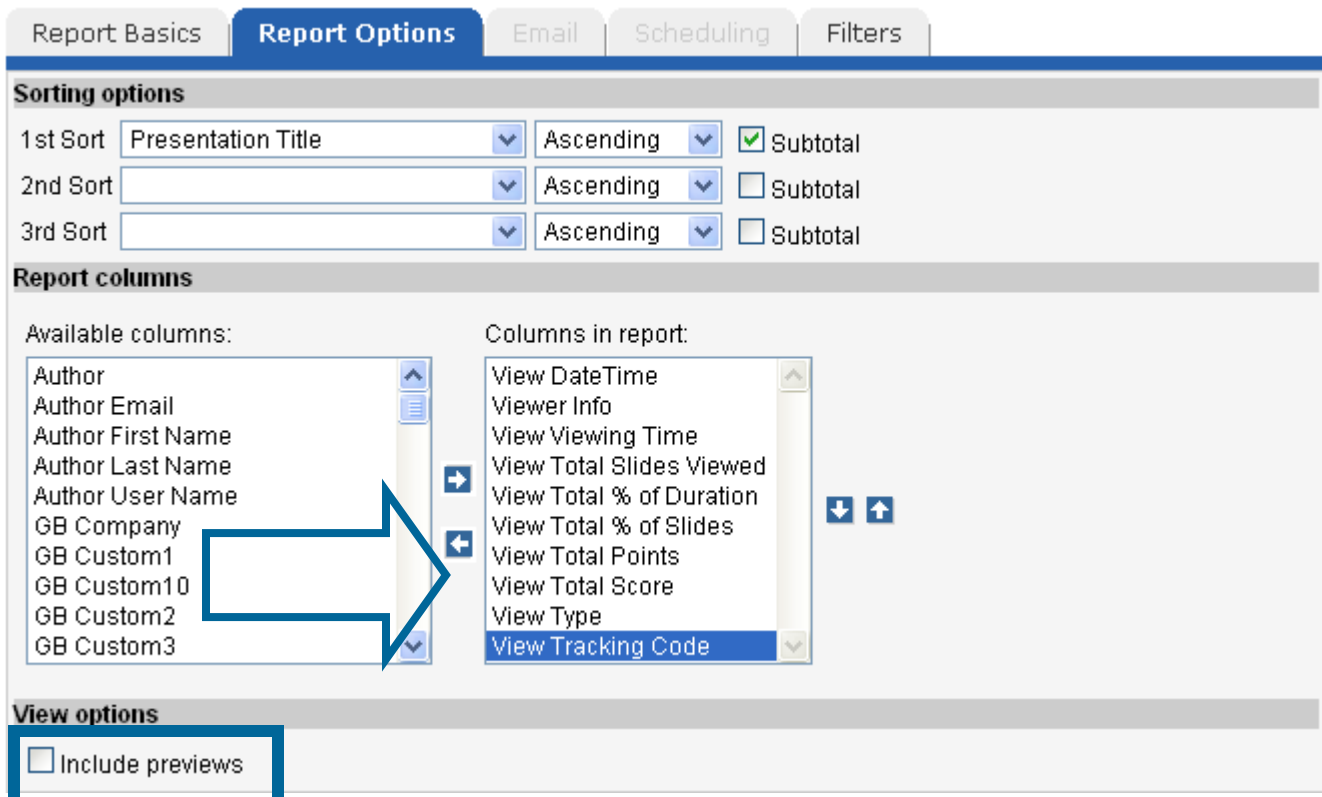
When to Run

Dates

Output

- Choose the report contents.
- Choose whether you are going to run your report on demand or schedule the report to run nightly, weekly, or monthly, or save it as a template.
- Choose the date range that you will report on. You can use the drop down box, calendar, or type in the appropriate dates.
- Choose your format. Use HTML for viewing on screen, PDF for printing, .csv for a spreadsheet that can be sorted or manipulated or XML (Extensible Mark-up Language: improves functionality of the web by allowing you to identify your language in a more accurate, flexible manner). XML would typically be used to export data from Brainshark into a format that another application can “read”.
- Choose whether you would like to have the report shown on screen or sent via email.

Move to the *Report Options* tab. This tab gives you options to restrict or increase the amount of data generated. The report options tab will look different depending on the report that you are running.



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

Sorting options

1st Sort: Presentation Title (v) Ascending (v) Subtotal

2nd Sort: (v) Ascending (v) Subtotal

3rd Sort: (v) Ascending (v) Subtotal

Report columns

Available columns:

- Author
- Author Email
- Author First Name
- Author Last Name
- Author User Name
- GB Company
- GB Custom1
- GB Custom10
- GB Custom2
- GB Custom3

Columns in report:

- 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
- View Tracking Code

View options

Include previews

Please note:

- In most cases, you will want to de-select 'include previews.' Doing so will give you a clearer picture of the actual views on your site.
- 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.

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

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

Email Settings

From:

Subject:

Message:

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

For scheduled reports, decide the day of the week or time of the month that you would like the report to run:

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

Scheduling options

Scheduled reports are run between midnight and 8:00 AM Eastern time on the schedule date

Weekly report

Run every week(s) on the following days:

Sun Mon Tue Wed Thu Fri Sat

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

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.

GB Last Name = 'Smith' AND GB Last Name = 'Jones'

Filter column	Operator	Value	
GB Last Name ▼	= ▼	Jones	<div style="border: 1px solid #0056b3; border-radius: 50%; padding: 2px; display: inline-block;">Add</div>

GB Last Name: the viewer's last name as specified using the presentation's guestbook
Value is alphanumeric

- Use the filter column and the operator keys to set the parameters.
- From *Filter column* use Drop down list to select the filter condition
- Select *operator*
- Select or enter the *value*
- Select the *Add* button.
- Check below the filter column choice for helpful hints on creating appropriate values.
- You can click on the parameter to edit or delete it.
- You can click on the operator to change from AND to OR and vice versa.
- Click *Run Report* or *Save* when finished.