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. The steps for running reports start on **page 4** and this symbol indicates suggestions for how you can use some of the reports.

REPORTS AVAILABLE:

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 Folder Report: Run this report for a list of the Users in your site and the Folders to which they have access.

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 (as well as the date last modified), title, duration, number of views 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 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 Inventory: This report generates a list of questions asked in each presentation. The correct answer is indicated for examination type questions.

Question Response Details: This report displays both the individual results and the summary results; shows how each individual answered the question(s) in the presentation and includes a graphical summary of all response results.

Question Results Summary: Use this report to generate a graphical and numerical summary of the viewer's question responses.

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 Question Response Details report. For each view of the presentation, you will see the date and time (in EST) of the view, the number of unique slides viewed and the duration of the view (amount of audio played), along with the individual viewer's responses to the question(s) in the presentation. If you are using a tracking code or Guestbook, then you are also able to export that data to your final 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.

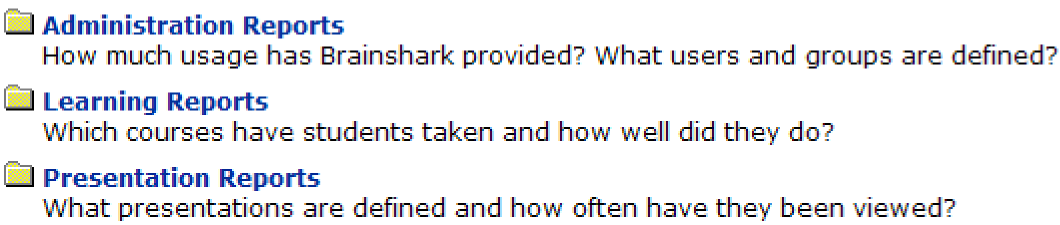
Running Reports in Brainshark

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:

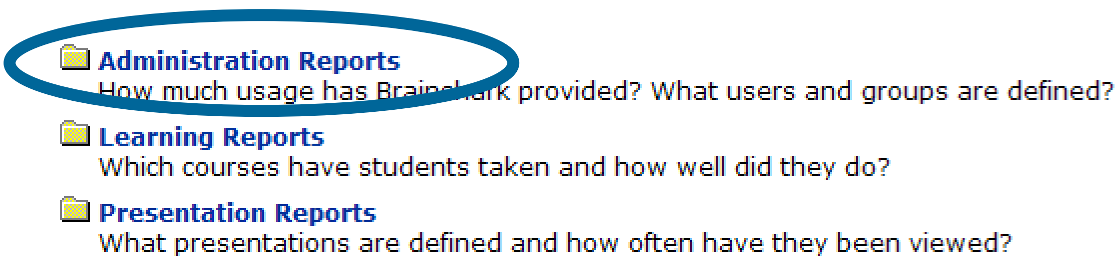
Click on the ***Reporting*** tab:

If you click from Administration, you see the following:

***Note:** you will only see “Administration Reports” if you are an Administrator.



To run a report, choose the report folder:



And then specific report that you would like to run:

Activity Summary
How many presentations and how much usage has Brainshark provided for my company?

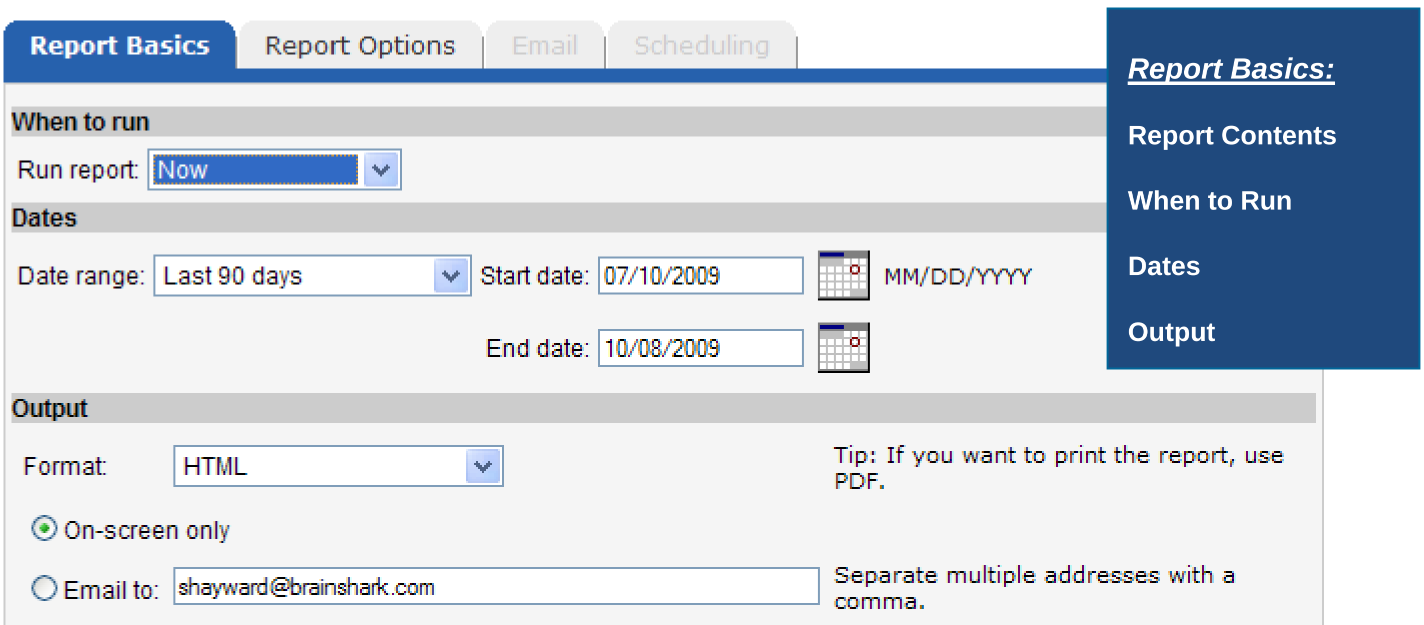
Groups by User
What groups do users belong to?

Users
What user accounts are defined?

Users by Folder
Lists user per folder

Users by Group
What groups are defined and which users belong to them?

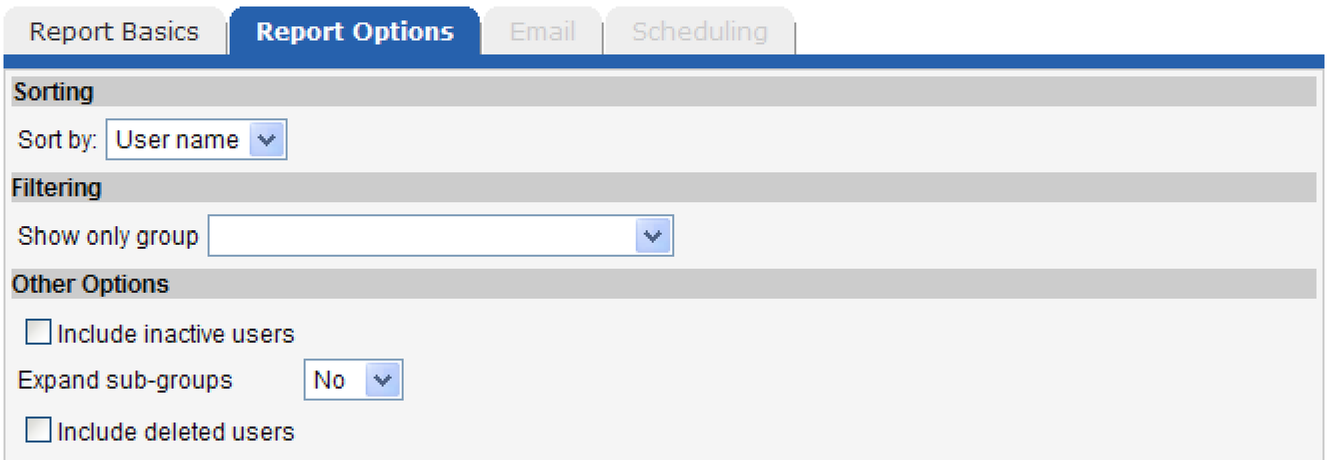
Select the appropriate report options (this options here will vary depending on the report you select to run):



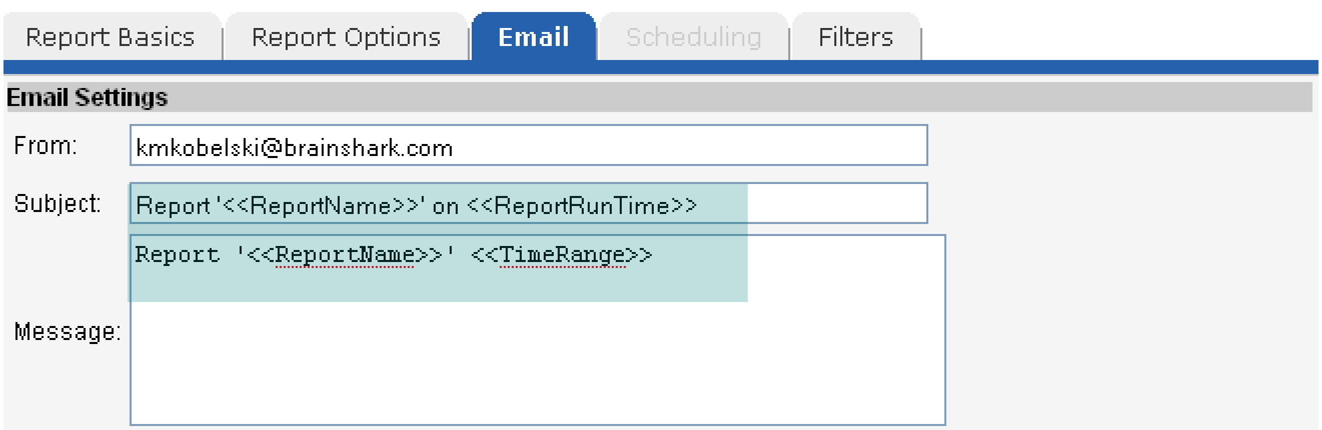
Format Options:

- 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).

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

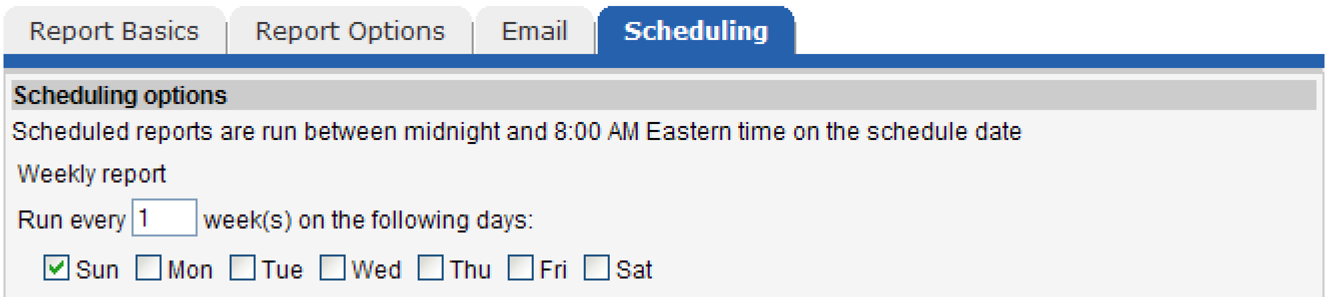


On the email options tab, customize the message that will accompany your report:



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

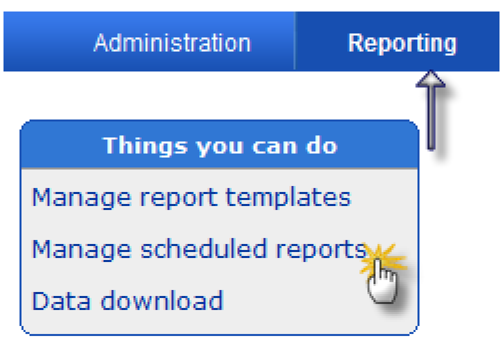
For scheduled reports, decide the day of the week or time of the month that you would like the report to run:



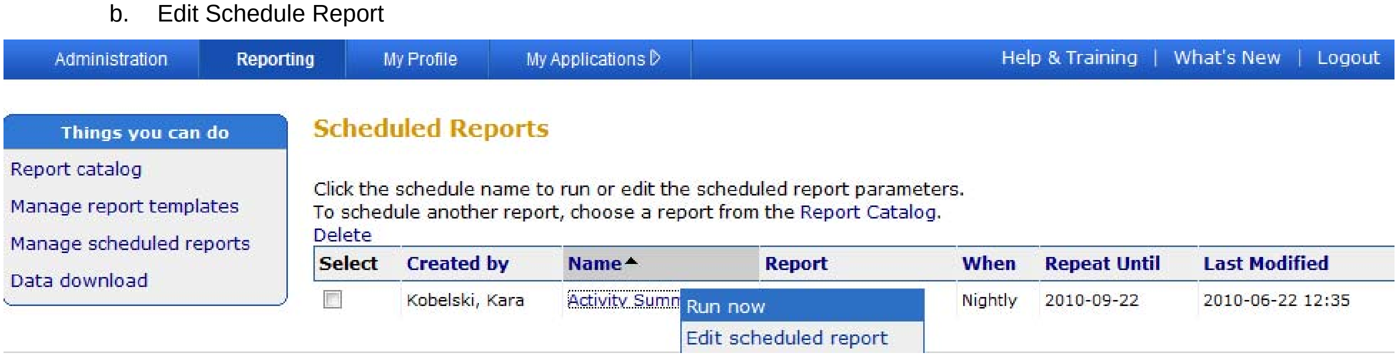
Click *Run Report* or *Save* (if you are creating a scheduled report) when finished.

To access your Scheduled Reports

1. Select the Reporting Tab
2. Under the *Things you can do* menu on the left, select ***Manage scheduled reports***



3. Click on the name of the report and select
   a. Run now
   b. Edit Schedule Report



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