

# Panopto Video Analytics

Version: 0.5.0

## Summary

This collection of dashboards is designed to give faculty an overview of viewing activity in their Panopto videos. This is done through two views **COURSE OVERVIEW** and **VIDEO OVERVIEW** which offer course-level and video-level data/visualizations respectively.

## Definitions

- Note that Panopto refers to videos as "sessions". For clarity, we will refer to them as **videos** throughout the rest of this documentation and the within the dashboards themselves.
- We will use the words **cover** and **coverage** to refer to the amount of a video's content a viewer has seen. So if I watched 0:00-0:10 today and 0:05-0:30 tomorrow, my total video coverage would be 0:00-0:30 (i.e. the video content I've seen).

## Getting Started

To begin, please ensure you are connected to the UBC network (via VPN if remote). After connecting, you'll be able to access a specific workbook with your course data on Tableau Server <https://reports.sauder.ubc.ca/>.

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Once you have opened the notebook, we recommend starting with the **COURSE OVERVIEW**.

You can navigate between dashboards using the tabs at the top of the page. While in the **COURSE OVERVIEW** dashboard, you can select a video of interest to reveal the option to **See VIDEO OVERVIEW for this video**

## COURSE OVERVIEW

The **COURSE OVERVIEW** dashboard displays a heatmap-style grid with video titles; each cell representing a video in the given course folder.

You can adjust the parameter that is used to determine the color intensity of the heatmap using the dropdown on the top-left.

Hover over a cell to see:

- **Unique Viewers:** count of unique viewers who have accessed the video (Panopto determines uniqueness - we cannot verify the accuracy of unique viewers, however it should be treated as a estimate of student viewership and not an exact figure)
- **Viewers who've covered at least 75% (entire video):** count of unique viewers who've covered 75% or more of the video
- **Duration:** The duration of the video expressed in HH:MM:SS
- **Total Watch Time:** the total amount of time spent watching the video across all viewers
- **Viewers Across Time:** a chart showing the number of unique viewers across days
- **Unique/Completed Viewers Across Chunks:** *see description in VIDEO OVERVIEW*

Clicking on a cell will reveal the option to **See VIDEO OVERVIEW for this video**

## VIDEO OVERVIEW

The **VIDEO OVERVIEW** dashboard shows video stats and viewing activity across **chunks**. Each chunk represents 5% of the video timeline (20 chunks). The dashboard has several components:

- **Unique Viewers**
- **Duration**
- **Total Watch Time**
- **Viewers who've covered at least 75% (entire video)**
- **Viewers Across Time**

... as defined in the **COURSE OVERVIEW** section

- **Viewers Across Chunks (5% intervals)**
  - The **blue line** represents the number of unique viewers who have watched *some* of the chunk
  - The **red line** represents the number of unique *viewers who have've covered at least 75% (chunk)*- Note that unlike the **Viewers who've covered at least 75% (entire video)**, this is specific to the chunk and not the entire video
- **Avg. Viewing Time Across Chunks:** average amount of time viewers spent in each chunk (in HH:MM:SS)
- **Chunk Info:** Table that shows the start and end time for each chunk (in HH:MM:SS)

There is a dropdown menu in the top-right corner for selecting different videos.

The **Date Range Selector** on the top right lets you define a range of dates to include in the dashboards. By adjusting your range, you'll adjust the visualizations to reflect only those dates of viewing. This doesn't apply to the **Viewers who've covered at least 75%** stat or the **Duration** stat.