How does the Analytics Dashboard help me track engagement?

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This article explains how to use the Dashboard tab in Big Think+ Analytics to view organization-wide learning activity and engagement trends.

The **Dashboard** is your starting point in the Analytics feature. It gives you a high-level view of how your organization is engaging with Big Think+ content over a selected time range. Use this view to monitor overall usage, spot trends, and highlight top-performing areas.

What data is included in the dashboard?

The dashboard displays the following core metrics at the top:

- **Time Spent Learning**
  The total number of minutes users spent watching Big Think+ video content or completing course content during the selected time range.
- **Total Content Views**
  The total number of content pieces viewed, including course sub-modules, and individual video lessons.
- **Lessons Completed**
  The number of video lessons completed by learners. Completion is based on a defined threshold (defaults to 75% unless otherwise set by your organization).
- **Learners**
  The number of unique users who accessed the platform during the selected time range.

Beneath the core metrics, the dashboard provides additional insights to help you see what's resonating most:

- **Overview (Engagement Graph)**
  A visual chart showing activity spikes and trends over the selected time range, helping you identify patterns across weeks or months. The graph displays both Content Views and Learners.
- **Top Experts**
  A ranked list of the most-watched experts based on total view time and content views.
- **Top Capabilities**
  Shows which content categories (e.g., Leadership, Innovation, Communication) received the most engagement.

Tips for getting the most out of the dashboard

- Use this view to create regular reports or check-ins with stakeholders.
- Analyze view time and learner count together to get a better understanding of reach and depth.
- Look at spikes in the activity chart to connect learning engagement with events, launches, or team communications.
- As with all Analytics tabs, you can adjust the **date range** at the top of the Analytics dashboard to narrow your view to a specific time period.