

What do the numbers in my Analytics reports mean?

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This article provides definitions of the fields that exist in various summary and detail analytics reports.

Analytics reports use a handful of terms consistently across Curations, Lessons, Courses, and Learners — but a few of them mean slightly different things depending on which view you're looking at. This article defines every field so you can read a report with confidence and explain it to your own team.

Summary view fields (Curations, Lessons, Courses)

This is the rolled-up table you see by default on each tab — one row per curation, lesson, or course.

Field	What it means
Curation / Lesson / Course Name	The title of the content.
Creator <i>(Curations only)</i>	The person who built the curation.
Duration	The total running time of the content itself — every video or module added together. This is a fixed number based on the content, not how long any learner actually spent on it.
Time Spent Learning / Time Watched	The total minutes actually logged by all learners combined, counting only activity that happened within your selected date range.
Learners	The number of unique people who engaged with this content within your selected date range.
Last Activity	The most recent date any learner engaged with this content. This will never show a date later than the end of your selected range, even if a learner has engaged more recently — it's capped to the window you asked for.
Completion Rate / Average Completion Rate	The average, across everyone who engaged with this content in your date range, of how far each learner progressed. Partial progress counts — a learner who's 40% through pulls the average down, they don't get excluded.
Status	The curation status (e.g. Published, Unpublished, or Archived)

Detailed view fields (Curations, Lessons, Courses)

Available where your organization has detailed analytics enabled (see [How do I download Analytics data?](#)). One row per learner per piece of content — the most granular data available.

Field	What it means
user_name / user_email	The learner
groups	Any Groups this learner belongs to in your organization, if you use Groups.
content_type	Video Lesson or Course Module.
content_title	The specific piece of content — an individual lesson or course module.
expert_name	The expert who created this video lesson. Blank for course modules.
course_name	The parent course, for course-module rows.
estimated_learning_minutes	The nominal running time of this specific piece of content — the same for every learner, regardless of how much they actually watched.
date_started	The date this learner first engaged with this content, within your selected date range.
last_viewed_date	The most recent date this learner engaged with this content — capped to the end of your selected range, same as Last Activity above.
time_spent_learning	Minutes this learner actually spent on this content, counting only activity within your selected date range.
first_completed_date	The date this learner first completed this content, if they have.
percent_completed_in_range	The furthest this learner progressed through the content within your selected date range . If they finished it before your range started, this can show less than 100% — it reflects progress made during the window you asked for, not their all-time best.
course_completed_date	For course modules: the date the learner completed the <i>entire</i> parent course. Blank until every module in the course is done.
think_bigger_rating	The learner's self-rating on this content, where collected.
learner_video_comments	Comments this learner left on the video, with dates.
objectives_assessment / impact_assessment	Average assessment ratings tied to this content, where collected.
feedback_to_learning_team	Open-ended feedback this learner submitted, if any.
discussion_comments	Comments left on a course discussion board, with dates.
curation_title	The title of the curation
curation_status	The status of the curation (assigned, published, unpublished, etc.)

curator_name	The name of the person who created the curation.
curator_email	The email of the person who created the curation.

Lesson and Course detailed exports follow this same structure, minus the curation-specific columns.

Learners tab fields

Field	What it means
Email	The learner's unique identifier. May appear as an alphanumeric ID in SSO/SCORM setups.
Name	The learner's full name, where available.
Last Active	The most recent date this learner logged into the platform at all — not tied to any specific piece of content.
Content Views	The number of video and course-submodule views within your selected date range, across everything this learner touched.
Completion Rate	The average completion percentage across all the content this learner has started — a broader, cross-content version of the Summary view's Completion Rate above.
Video View Time	Total time this learner spent watching video content, across everything, within your selected date range.

Why might the same learner's Completion Rate look different in two places?

Scope. The Learners tab's Completion Rate averages across *everything* that learner has touched. A curation's Summary Completion Rate averages across everyone *in that one curation*. A learner who's 100% done with one curation but only 40% through their overall content load will show differently in each — that's expected, not a discrepancy to chase down.
