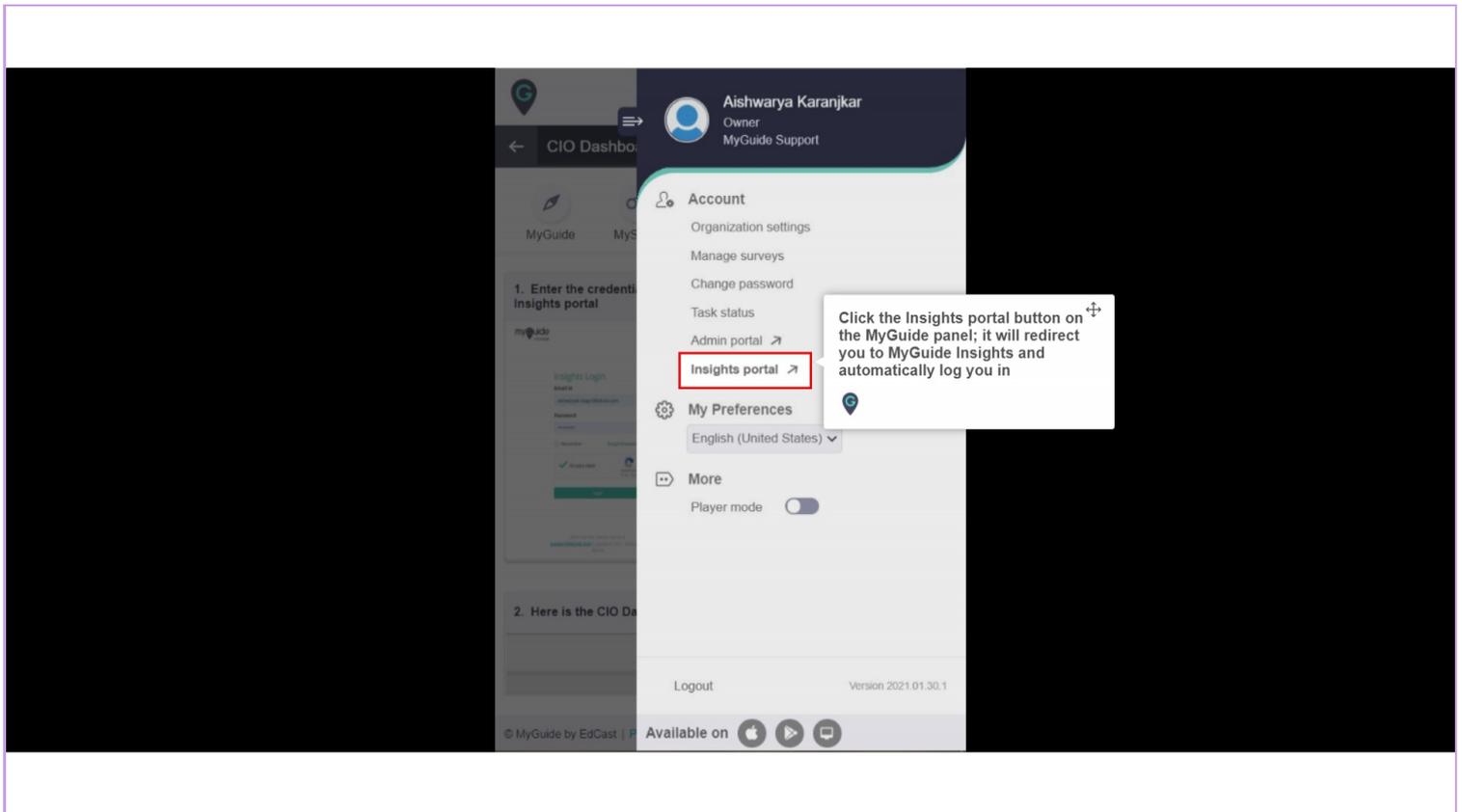




Guides Insights

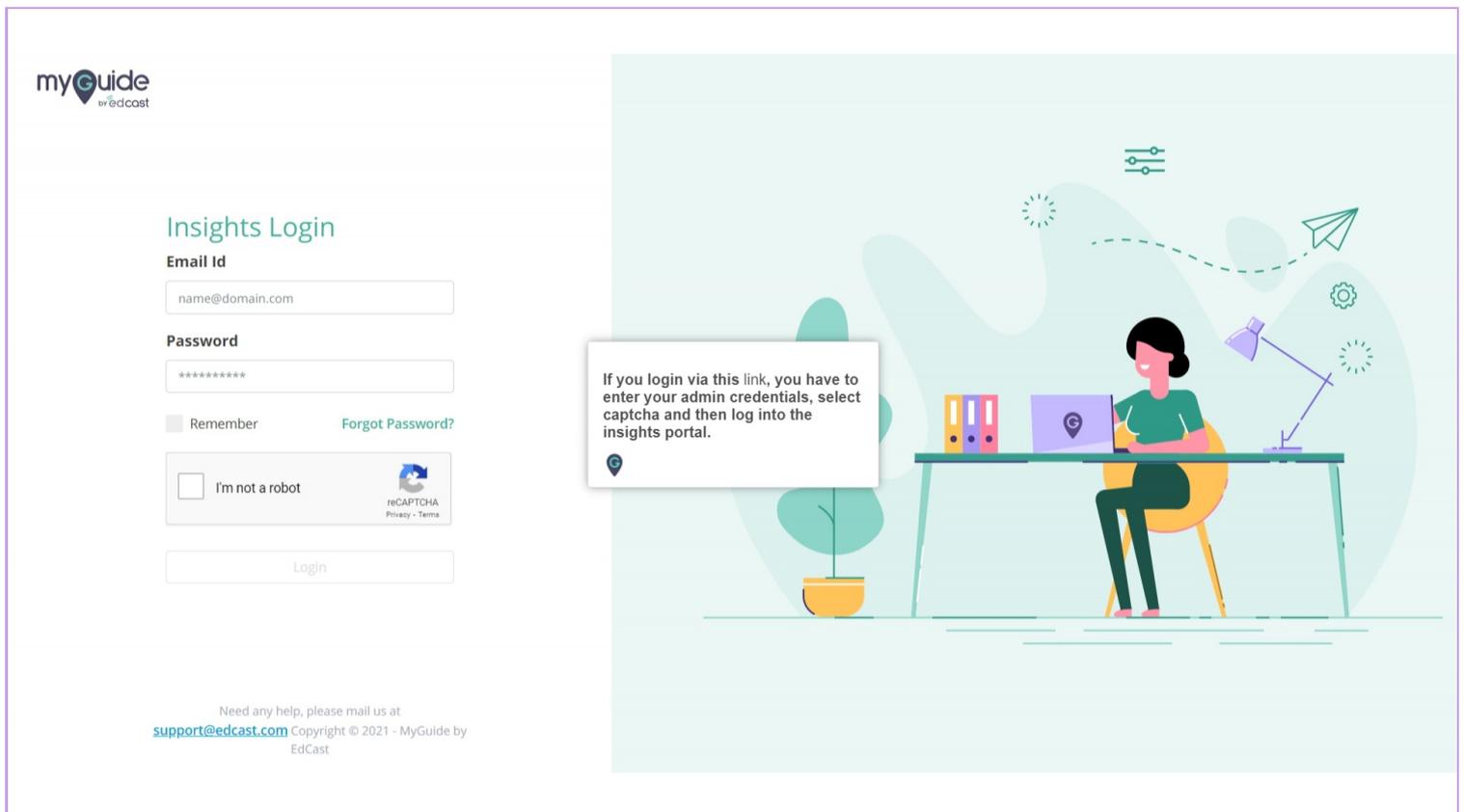
Step: 01

1) Click the Insights portal button on the MyGuide panel; it will redirect you to MyGuide Insights and automatically log you in



Step: 02

If you login via this link, you have to enter your admin credentials, select captcha and then log into the insights portal.



The image shows a screenshot of the 'myGuide by edcast' Insights Login page. The page features a white background with a light blue header containing the logo. Below the logo, the text 'Insights Login' is displayed in a teal font. The login form includes fields for 'Email Id' (with the placeholder 'name@domain.com') and 'Password' (with a masked password '*****'). There are checkboxes for 'Remember' and 'I'm not a robot', a 'Forgot Password?' link, and a 'Login' button. At the bottom, there is a footer with the text 'Need any help, please mail us at support@edcast.com Copyright © 2021 - MyGuide by EdCast'.

Overlaid on the right side of the screenshot is an illustration of a person sitting at a desk, working on a laptop. A white callout box with a teal location pin icon contains the text: 'If you login via this link, you have to enter your admin credentials, select captcha and then log into the insights portal.'

Step: 03

Click on "Guide Insights"

The screenshot displays the myGuide Analytics interface. On the left is a dark sidebar with navigation items: CIO Dashboard, Guide Insights (highlighted with a blue bar and a tooltip that says "Click on 'Guide Insights'"), Guides, GuideMe, ShowMe, TestMe, Sentiments (Survey), Push-notifications & Beacons, Summary, Tooltips, User Engagement, Searches, Export, and Sentiments. The main content area shows "You are here: Guides" with filters for "Player" and "Published", and a date range of "20 May 2020 to 17 Aug 2020". An "Export PDF" button is also present. The primary chart is titled "Activity" and shows three data series: Total Played (orange), Unique Played (blue), and Completed (green) over time. The y-axis is labeled "Counts" and ranges from 0 to 20. The x-axis shows dates from 20 May 2020 to 17 Aug 2020. To the right of the chart is a "Completion Ratio" section featuring a circular gauge showing 69% and the text "Played Versus Completed". Below this, two summary cards show "156 Played Count" and "107 Completed Count".

Step: 04

Click this app switcher icon

The screenshot displays the myGuide Analytics interface. On the left is a dark sidebar with navigation items: CIO Dashboard, Guide Insights, Guides, GuideMe, ShowMe, TestMe, Survey, Push-notifications & Beacons, Summary, Tooltips, User Engagement, Searches, Export, Survey, and Automation Insights. The main header includes the myGuide logo, the text 'Analytics Org Parag Test', and a user profile 'ParagOwner'. A callout box with a location pin icon and the text 'Click this app switcher icon' points to a grid icon in the top right navigation area. Below the header, the breadcrumb 'You are here: Guides' is shown. The main content area is titled 'Guides' and features a 'GuideMe' card. This card contains an 'Activity' line chart with a legend for 'Total Played' (orange), 'Unique Played' (blue), and 'Completed' (green). The x-axis shows dates from 13 Feb 2021 to 19 Feb 2021, and the y-axis is labeled 'Counts' with a scale from 0 to 1. All data points are at 0. To the right of the chart is a 'Completion Ratio' section showing a circular progress indicator at 0% and the text 'Played Versus Completed'. Below this, two summary cards show 'Played Count' and 'Completed Count', both with a value of 0. An 'Export PDF' button is located in the top right of the main content area.

Step: 05

You can select any application from here to check the insights

The screenshot displays the myGuide Analytics dashboard. A modal window titled "App List" is open, showing a grid of application cards. The modal includes a search bar and filters for "Active" and "Archived" apps. The cards shown include "Home" (auto-generated), "Google" (Google LLC), and several other apps with circular icons. A callout box with a location pin icon points to the modal and contains the text: "You can select any application from here to check the insights".

The background dashboard shows a "Completion Ratio" of 50% and "Played Versus Completed" counts of 690 and 347 respectively. A line chart at the bottom shows activity counts over time from February to August 2020.

Step: 06

Click on "Event Source"

From here, you can select whose insights you want to check and click "Apply"

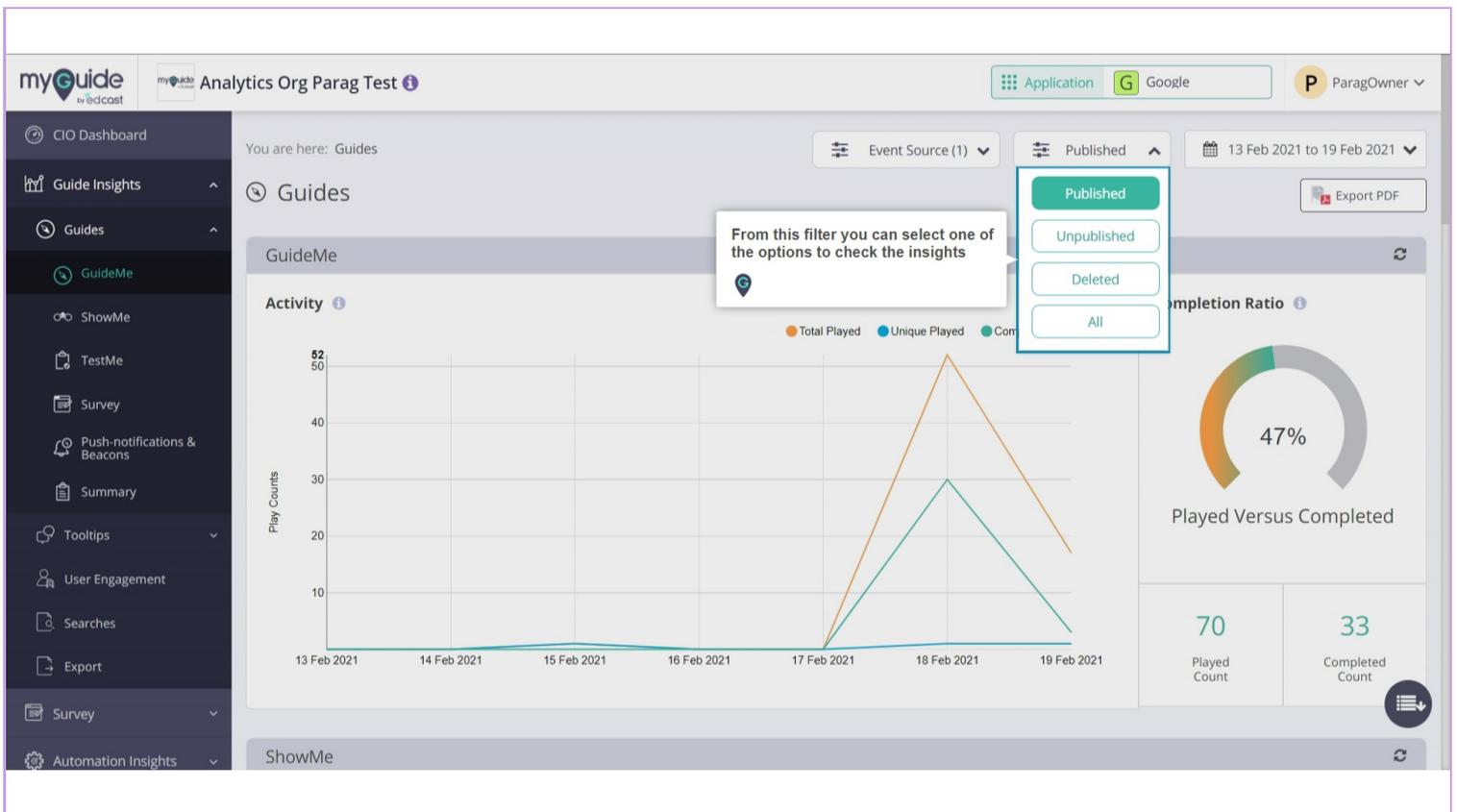
The screenshot displays the myGuide Analytics dashboard for 'Analytics Org Parag Test'. The user is logged in as 'ParagOwner'. The main view is 'Guides', specifically 'GuideMe'. A callout box points to the 'Event Source' filter menu, which is currently set to 'Event Source (1)'. The menu options are:

- Select All
- Web Creator
- Web Player
- Desktop Creator

An 'Apply' button is visible at the bottom of the menu. The dashboard also features a line chart titled 'Activity' showing 'Play Counts' from 13 Feb 2021 to 19 Feb 2021. The chart shows a significant spike on 18 Feb 2021. To the right, a 'Completion Ratio' gauge shows 47% completion, with 70 'Played Count' and 33 'Completed Count'.

Step: 07

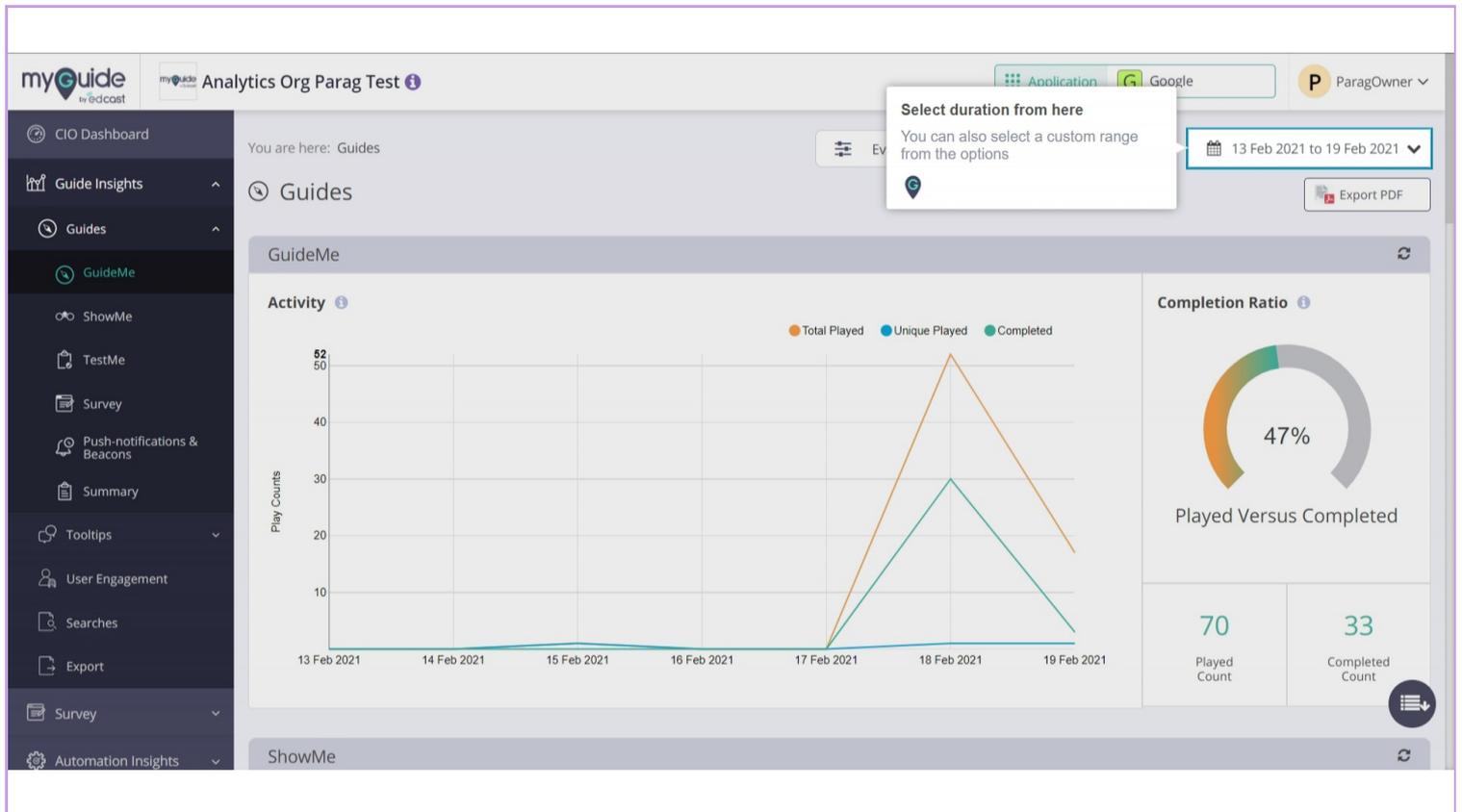
From this filter you can select one of the options to check the insights



Step: 08

Select duration from here

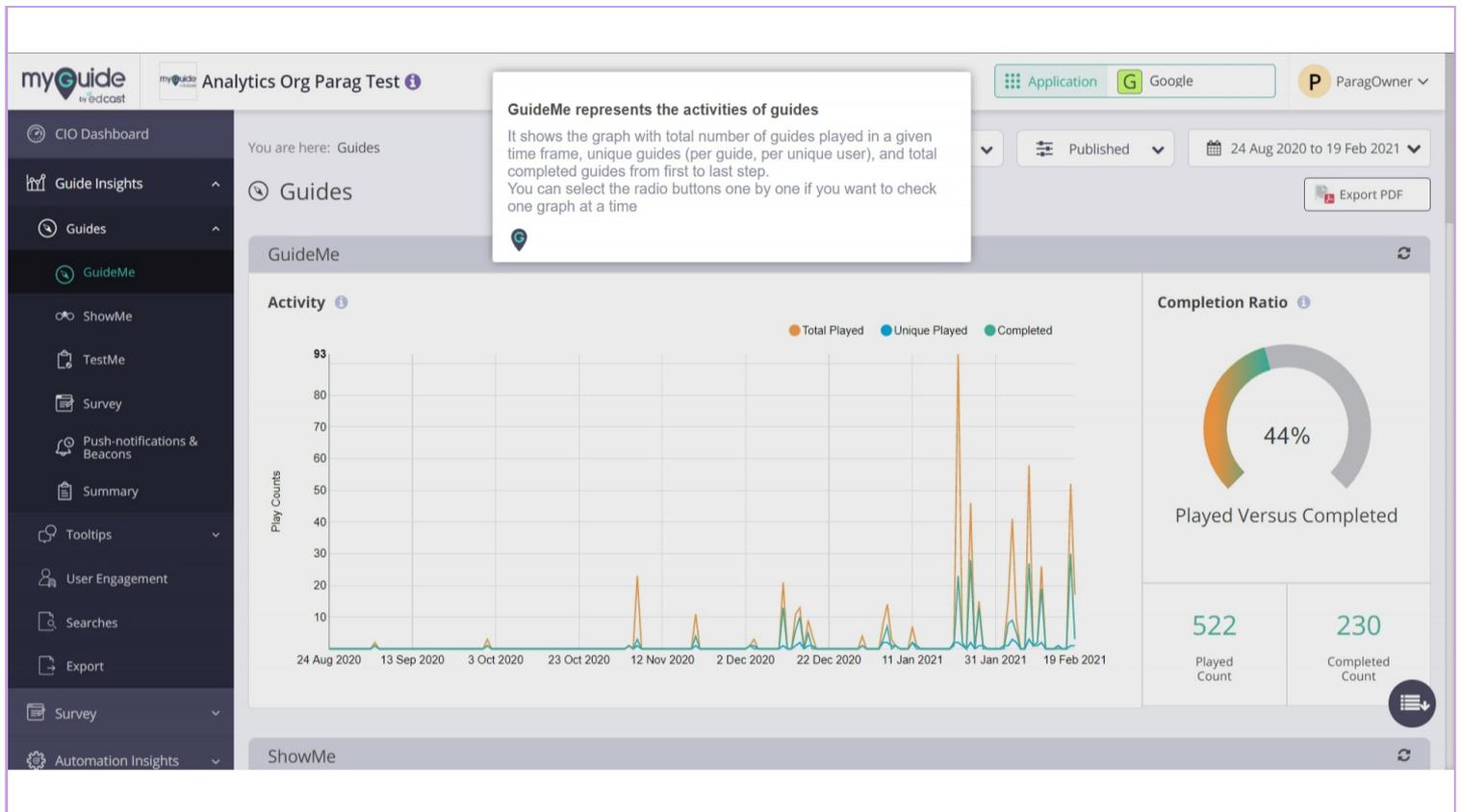
You can also select a custom range from the options



Step: 09

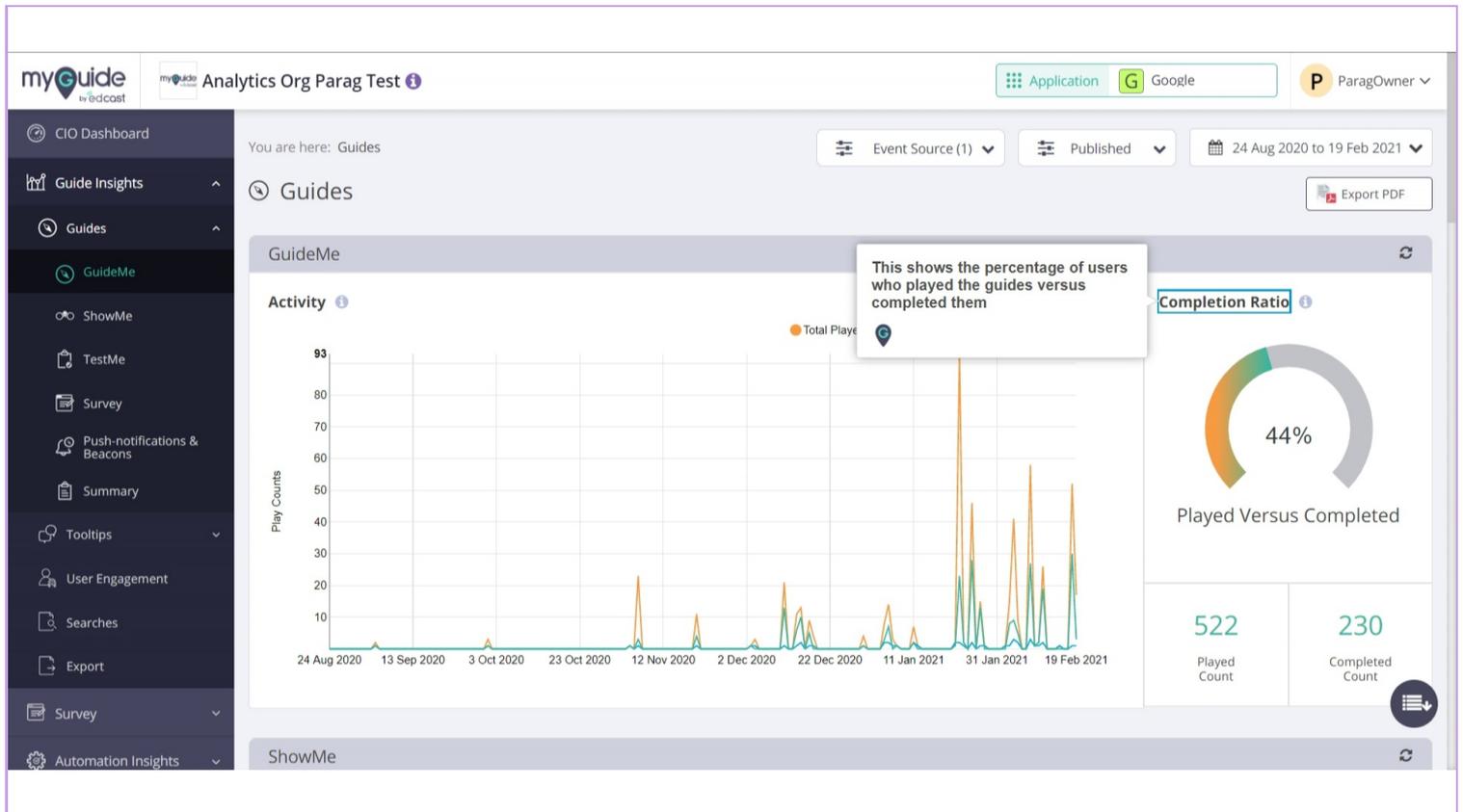
GuideMe represents the activities of guides

It shows the graph with total number of guides played in a given time frame, unique guides (per guide, per unique user), and total completed guides from first to last step. You can select the radio buttons one by one if you want to check one graph at a time



Step: 10

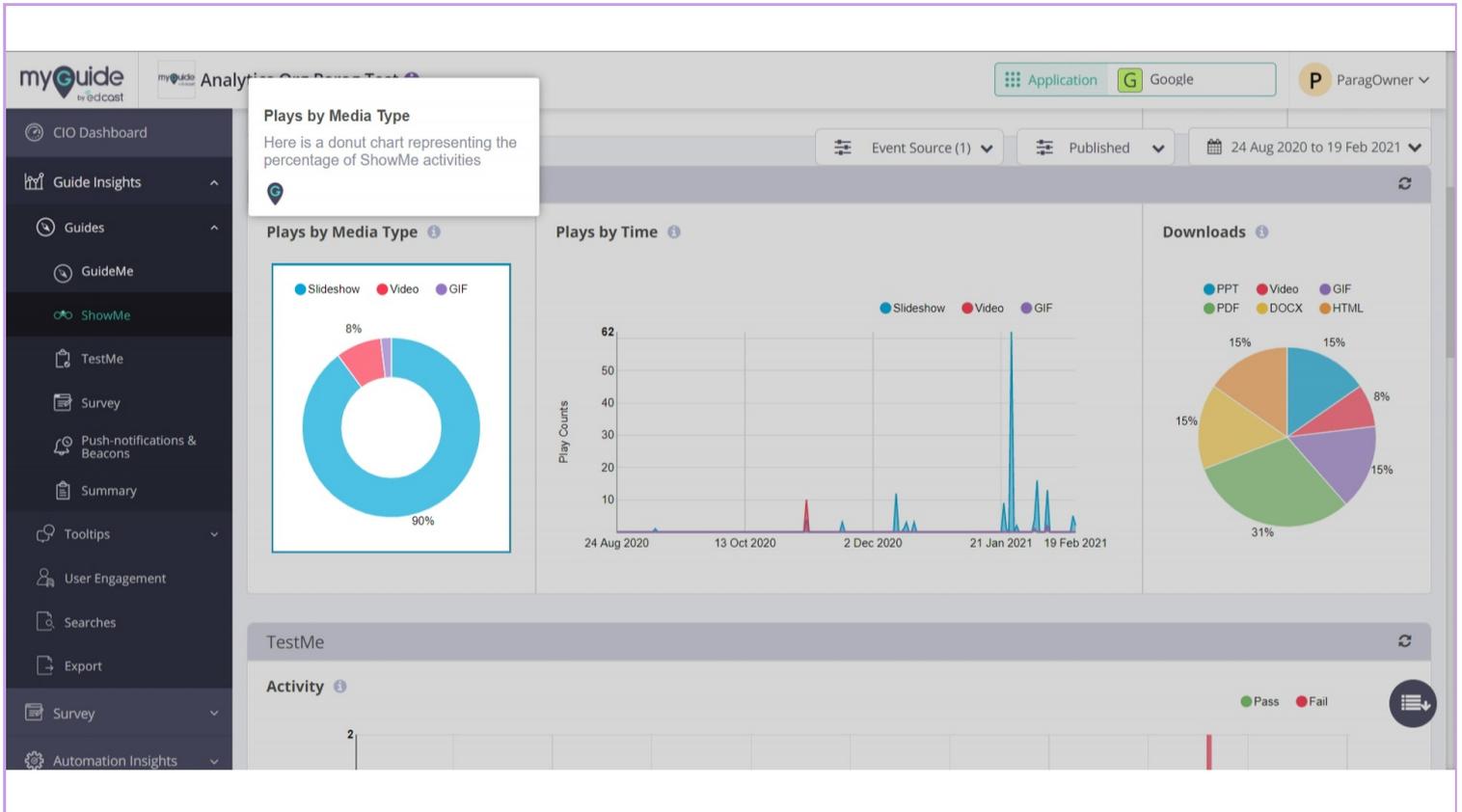
This shows the percentage of users who played the guides versus completed them



Step: 11

Plays by Media Type

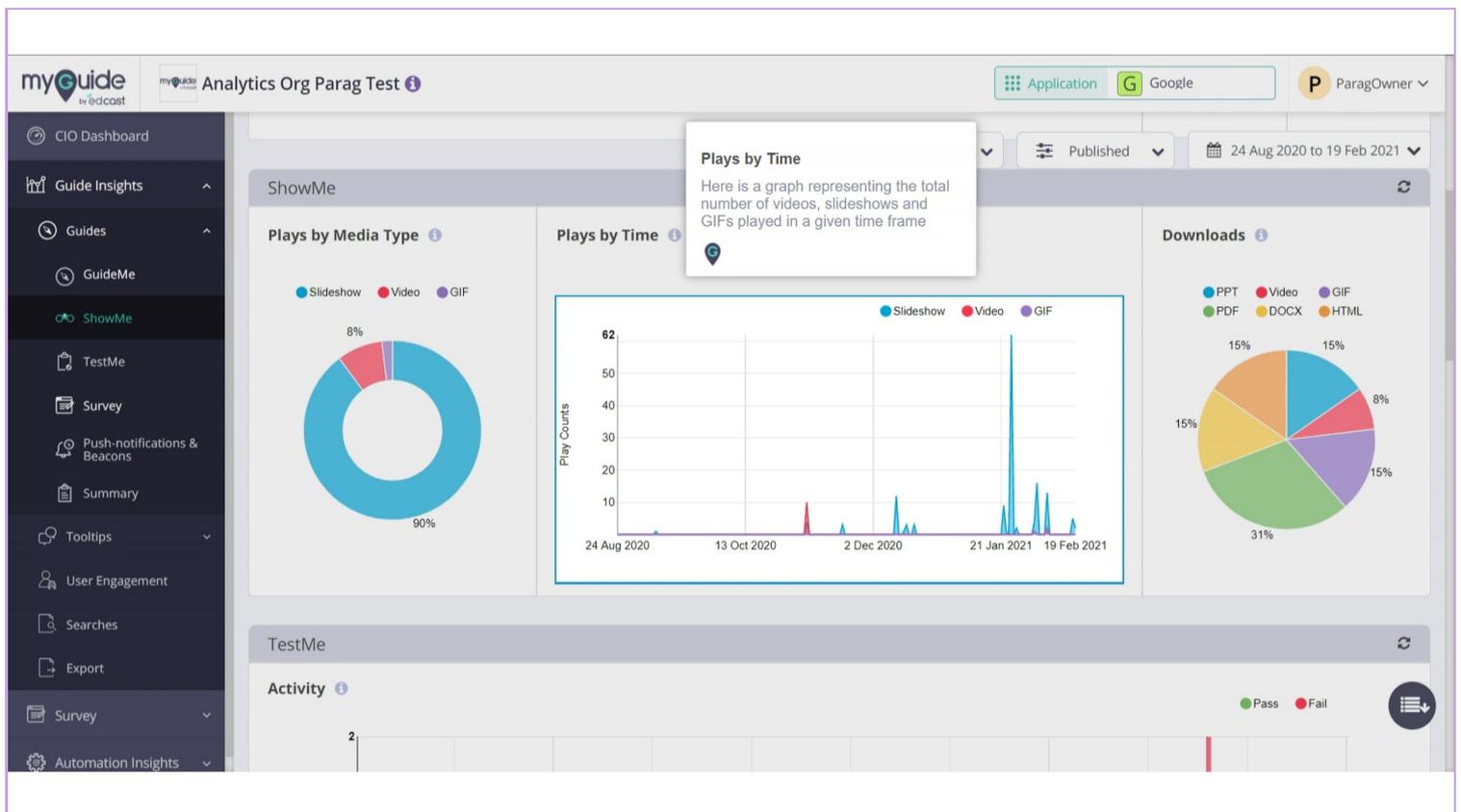
Here is a donut chart representing the percentage of ShowMe activities



Step: 12

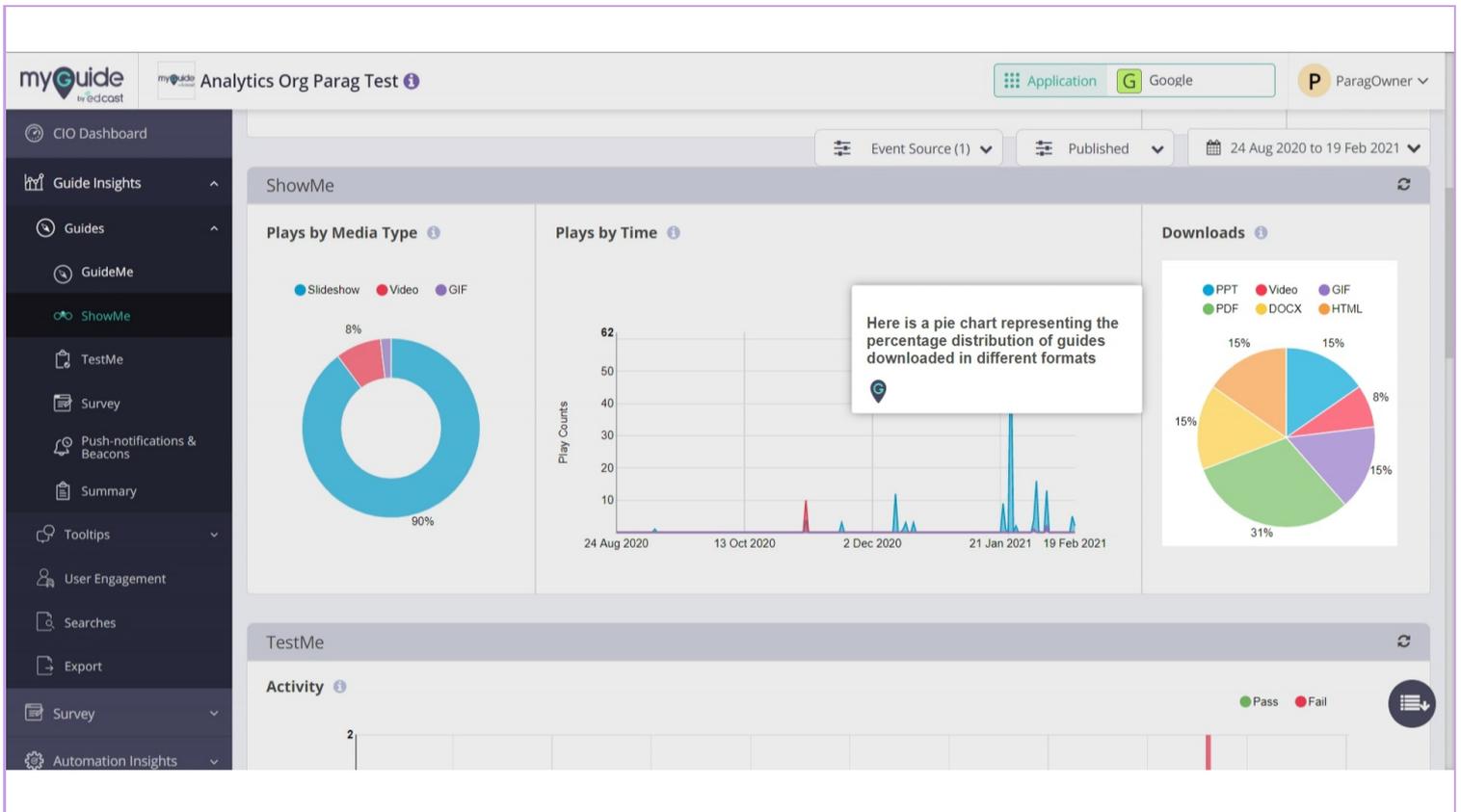
Plays by Time

Here is a graph representing the total number of videos, slideshows and GIFs played in a given time frame



Step: 13

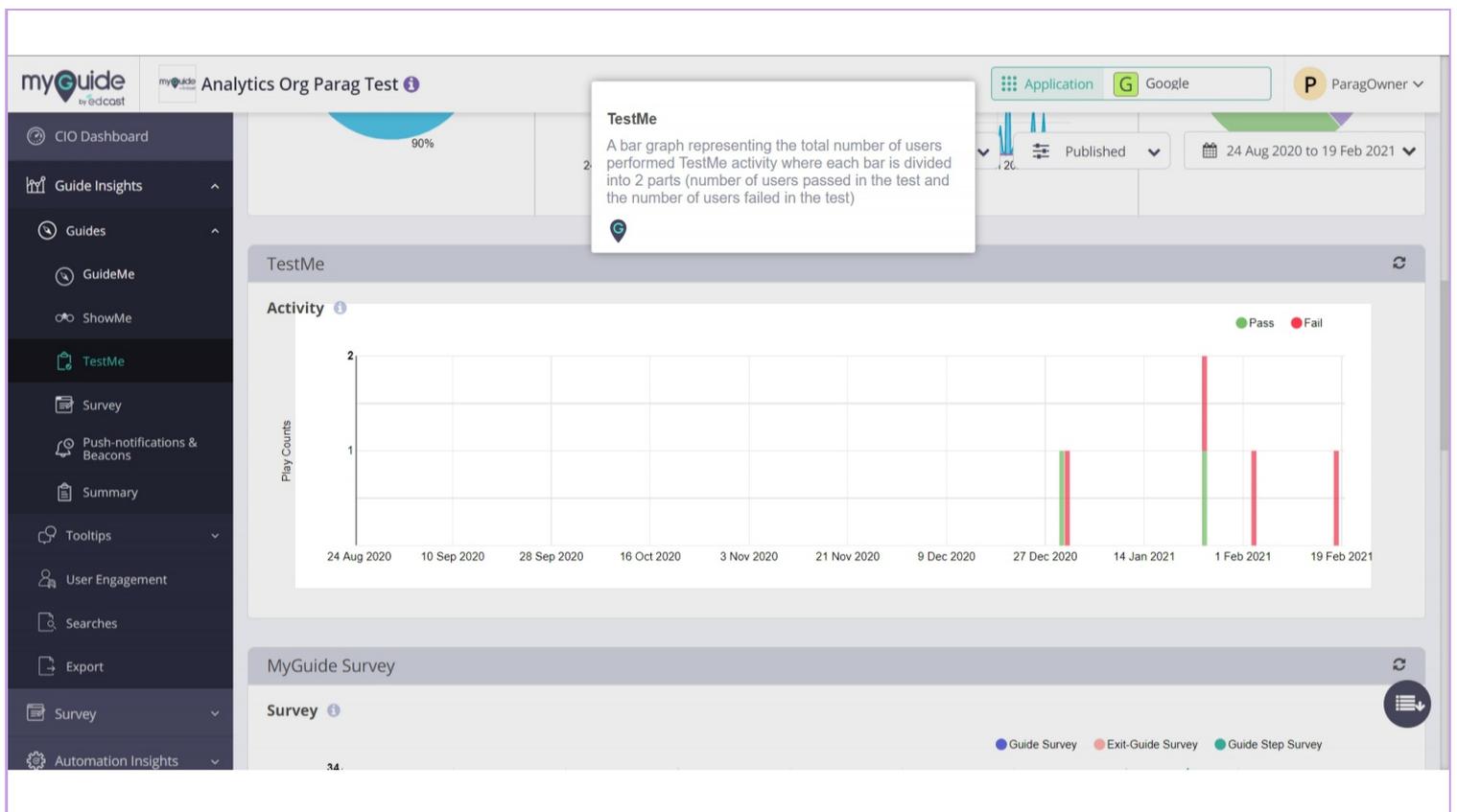
Here is a pie chart representing the percentage distribution of guides downloaded in different formats



Step: 14

TestMe

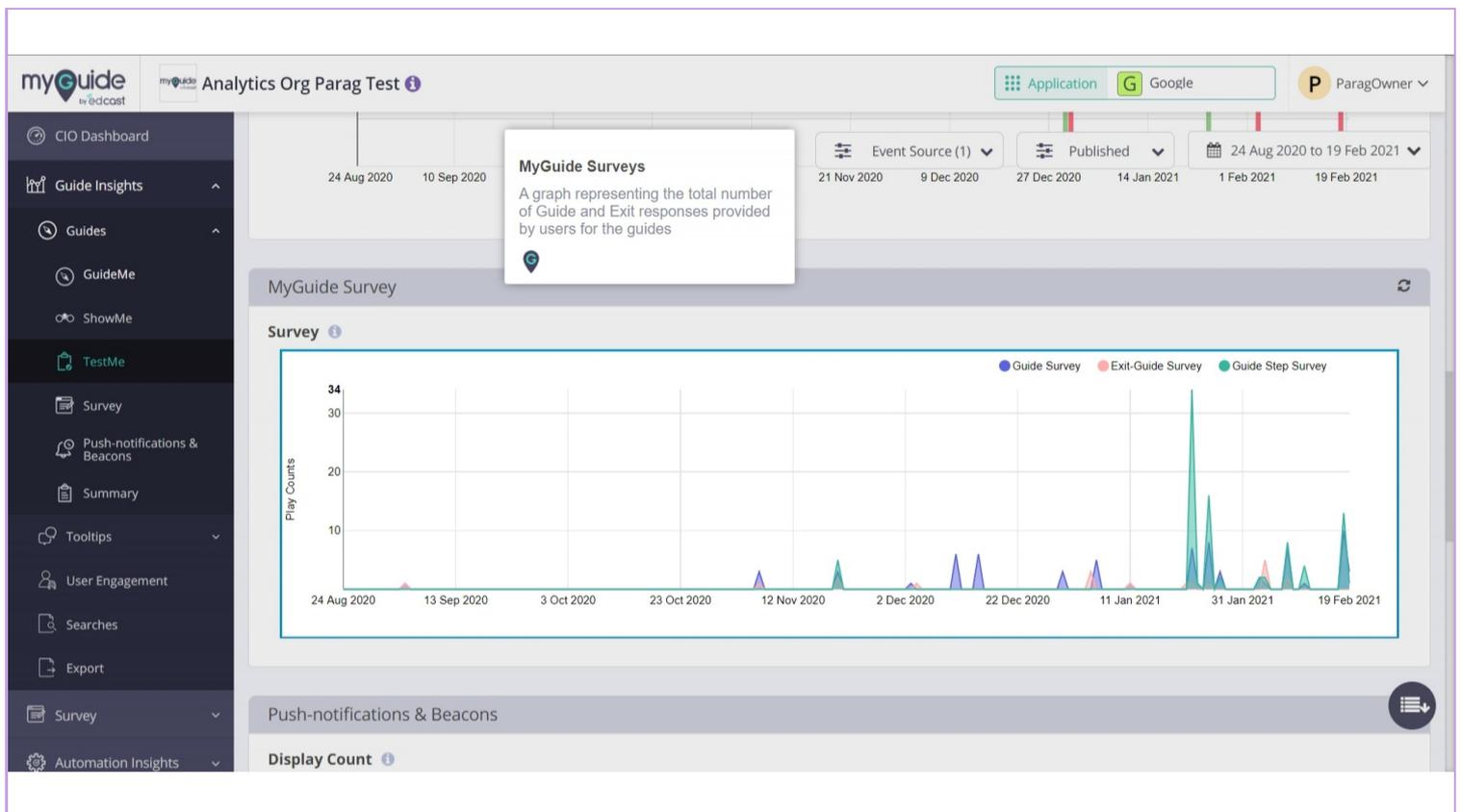
A bar graph representing the total number of users performed TestMe activity where each bar is divided into 2 parts (number of users passed in the test and the number of users failed in the test)



Step: 15

MyGuide Surveys

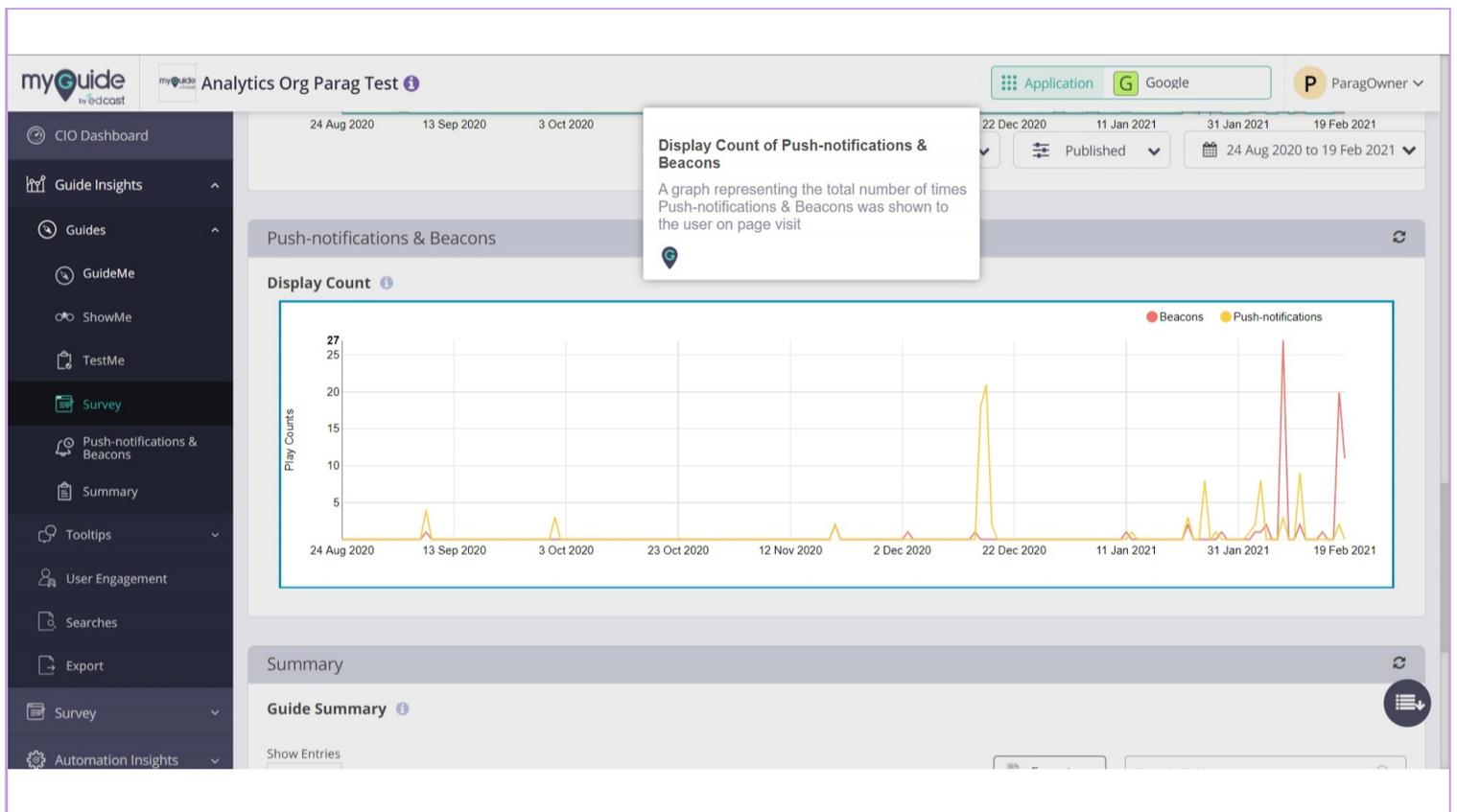
A graph representing the total number of Guide and Exit responses provided by users for the guides



Step: 16

Display Count of Push-notifications & Beacons

A graph representing the total number of times Push-notifications & Beacons was shown to the user on page visit



Step: 17

Guide Summary

Here is a table representing activities of Guides. Guide Played: Total number of guides, unique guides played (per guide, per unique user) and the total number of guides played in the given time frame. ShowMe Played: Total number of slideshows, videos, GIFs played in the given time frame. TestMe Played: Total number of users passed and failed in the tests in the given time frame. MyGuide Surveys Played: Total number of responses submitted by users for the guide in the given time frame

myGuide by edcast

Guide Summary
Here is a table representing activities of Guides.

Guide Played: Total number of guides, unique guides played (per guide, per unique user) and the total number of guides played in the given time frame.

ShowMe Played: Total number of slideshows, videos, GIFs played in the given time frame.

TestMe Played: Total number of users passed and failed in the tests in the given time frame.

MyGuide Surveys Played: Total number of responses submitted by users for the guide in the given time frame

Guide Name	Guide Played	ShowMe Played	TestMe Played	Survey
Workflow guide including all steps published	97	71	1	63
On Home page published	29	13	0	5
msg and tooltip with image published	28	0	0	0
all types of steps here published	25	4	0	24
defect-2: No FFM, No audio published	23	1	2	17

Showing 1 - 5 of 68

Application | Google | ParagOwner

Event Source (1) | Published | 24 Aug 2020 to 19 Feb 2021

Export | Search Guide

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Step: 18

Click on "Export PDF" to download the complete data to your local system

The screenshot displays the myGuide Analytics interface for 'Analytics Org Parag Test'. The main content area shows the 'GuideMe' activity chart, which tracks 'Total Played' (orange), 'Unique Played' (blue), and 'Completed' (green) counts over time from August 2020 to February 2021. A summary card on the right indicates that 44% of played guides are completed, with 522 total played counts and 230 completed counts. An 'Export PDF' button is highlighted in the top right corner, with a tooltip that reads: 'Click on "Export PDF" to download the complete data to your local system'. The left sidebar contains navigation options such as 'CIO Dashboard', 'Guide Insights', 'Guides', 'GuideMe', 'ShowMe', 'TestMe', 'Survey', 'Push-notifications & Beacons', 'Summary', 'Tooltips', 'User Engagement', 'Searches', 'Export', 'Survey', and 'Automation Insights'.

Thank you

myguide.org