

ActivTrak Data Connect

Easily integrate your User Activity Data with BI Data Visualization and Analytics Tools

Overview

Data Connect is a powerful analytics tool that provides customers direct access to their ActivTrak user behavioral activity data for querying and connecting with other business tools. Embed ActivTrak workforce productivity data via pre-built reports within Microsoft Teams chat or team channels. Create personalized reports with business intelligence data visualization tools (e.g. Tableau, PowerBI, Google Data Studio, etc.). Perform any query needed – all from the simple query interface of Google’s BigQuery.

Data Connect is available to ActivTrak Advanced Plan customers and ships with a whole host of pre-built dashboards and reporting templates for Microsoft Teams, Power BI, Tableau and Google Data Studio. Quickly generate detailed reports for your platform of choice in the areas of Activity & Application Usage, Productivity, Collaboration, and Compliance Management.

Benefits

- ✔ Gain deeper insights on productivity & focus
- ✔ Slice & dice your activity data to identify patterns and analyze trends
- ✔ Develop personalized reports for your specific needs
- ✔ Integrate activity data with other business application data (e.g. CRM, EPM, SIEM, etc.)
- ✔ Share analysis insights with management & employees

What Is Included

- ✔ Your own cloud-based private database
- ✔ Secure access via Google Cloud account
- ✔ Automatic data refresh every 12 hours
- ✔ Query your data via SQL or BI Tools
- ✔ Plug-and-play report templates for Microsoft Teams, Tableau, Power BI and Google Data Studio
- ✔ Quick Start Guides & optional onboard session to get the most out of Data Connect

Example Key Analytic Insights

Application Usage by Team



View and analyze activities across different applications usage as a % of total time spent by teams or groups.

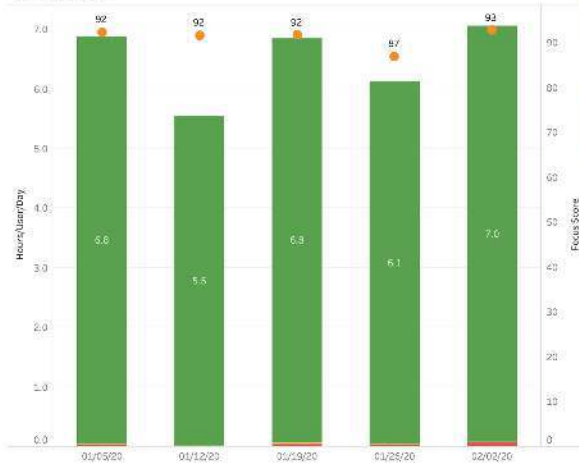
Last Week's Summary

Avg Active Hours / Day	Change vs LW	Avg Productive Hours / Day	Change vs LW	Focus Score	Change vs LW
7.0	+0.9	7.0	+0.9	93	+6

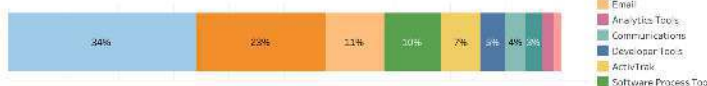
Last Week's Activities



Weekly Trend



Four Week Avg



Last Week's Group Average



Last Week's Top Apps/Sites

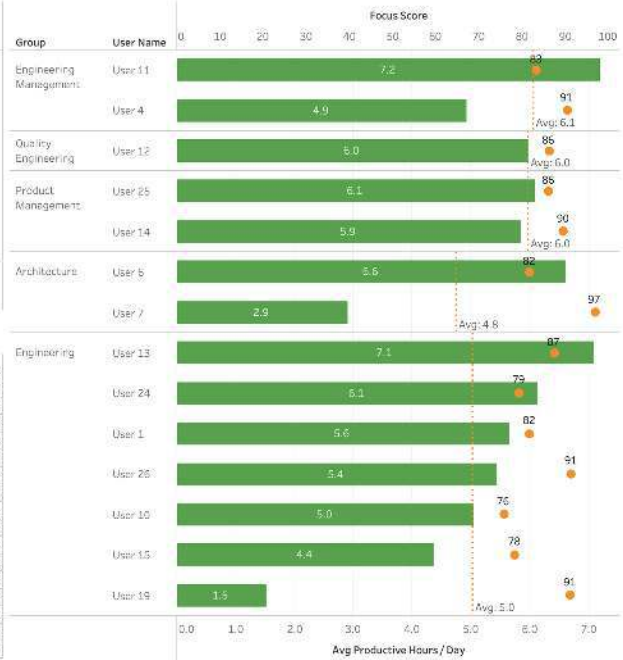
Application/Site	Productivity	Duration (hr)	% of Total
Slack	PRODUCTIVE	7.2	20.7%
Google Chrome (docs.google.com)	PRODUCTIVE	6.5	16.0%
Microsoft Excel	PRODUCTIVE	2.9	11.7%
Google Chrome (mail.google.com)	PRODUCTIVE	2.6	10.2%
RingCentral Meetings	PRODUCTIVE	1.6	6.4%
Google Chrome (activtrak.atlassian.net)	PRODUCTIVE	1.5	6.1%
Evernote	PRODUCTIVE	1.4	5.8%
Google Chrome (app.activtrak.com)	PRODUCTIVE	0.8	3.4%
Google Chrome (calendar.google.com)	PRODUCTIVE	0.4	1.6%

View a personal weekly summary by individual to compare trends across time horizons and activities. Use the insights as evaluation opportunities for improvement.

Team Productivity



Productivity by User vs Team Avg



Focus by User

User Name	Group	Focus Score	Avg Productive Hours/Day	Avg Focused Hours/Day	Unproductive Screens %	Context Switches Per Hour
User 7	Architecture	97	2.9	2.8	0.0%	1.6
User 26	Engineering	91	5.4	5.0	0.0%	5.1
User 19	Engineering	91	1.5	1.4	0.0%	5.3
User 4	Engineering Management	91	4.9	4.6	4.1%	4.1
User 14	Product Management	90	5.9	5.3	2.5%	5.2
User 13	Engineering	87	7.1	6.4	0.6%	5.7
User 12	Quality Engineering	86	6.0	5.3	0.0%	7.0
User 25	Product Management	86	6.1	5.3	0.7%	7.5
User 11	Engineering Management	83	7.2	6.0	0.0%	10.0
User 6	Architecture	82	6.6	5.4	0.1%	10.7
User 1	Engineering	82	5.6	4.7	0.0%	9.7
User 24	Engineering	79	6.1	5.0	2.3%	10.3
User 15	Engineering	78	4.4	3.5	1.4%	11.7
User 10	Engineering	76	5.0	4.1	4.6%	11.1
Grand Total	Engineering	85	4.9	4.3	1.2%	8.0

Establish Focus Scores which determine benchmarks of team productivity. Learn where time is spent, uncover gaps in focus areas and view comparisons by individual and groups.

Group Productivity by Day of Week

Group	Monday	Tuesday	Wednesday	Thursday	Friday
Engineering Management	7.2	6.1	4.9	7.6	5.4
Quality Engineering	5.6	5.4	4.6	6.8	6.4
Product Management	6.8	6.0	4.6	6.5	6.0
Architecture	6.2	6.8	2.1	3.6	5.0
Engineering	5.5	5.3	4.0	4.7	4.7
Grand Total	6.1	6.1	3.9	5.4	5.2

Group Productivity by Time of Day



User Productivity by Day of Week

Group	User Name	Monday	Tuesday	Wednesday	Thursday	Friday
Engineering Management	User 4	5.7	3.7	3.2	6.6	3.4
	User 11	9.0	5.4	4.7	8.0	7.4
Quality Engineering	User 12	5.6	6.3	4.6	6.8	6.4
	User 24	6.3	6.2	4.2	6.3	6.0
Product Management	User 25	7.2	5.4	4.9	6.8	6.0
	User 6	8.1	8.2	3.5	5.5	7.7
Architecture	User 7	4.3	5.3	0.8	4.6	2.3
	User 1	5.4	8.2	2.7	4.3	4.3
Engineering	User 20	6.0	4.9	4.3	4.6	5.4
	User 13	6.7	7.9	8.3	8.5	4.1
Engineering	User 15	4.6	4.5	3.9	4.0	4.9
	User 19	3.5	2.5	0.8	0.6	0.2
Engineering	User 24	7.0	6.6	4.1	4.4	8.5
	User 26					5.4
Grand Total		6.1	6.1	3.9	5.4	5.2

User Productivity by Time of Day

Group	User Name	Morning	Afternoon	Night	Overnight
Architecture	User 6	40%	59%	0%	0%
	User 7	40%	52%	0%	0%
Engineering Management	User 4	42%	53%	0%	0%
	User 11	22%	61%	0%	0%
Product Management	User 14	24%	59%	7%	0%
	User 25	33%	66%	0%	0%
Quality Engineering	User 12	34%	63%	0%	0%
	User 1	32%	62%	6%	0%
Engineering	User 10	32%	68%	0%	0%
	User 13	15%	1%	14%	70%
Engineering	User 15	38%	62%	0%	0%
	User 19	8%	92%	0%	0%
Engineering	User 24	30%	70%	0%	0%
	User 26	17%	83%	0%	0%

Learn productivity trends across teams or specific roles including productive hours per day, most productive times of day and week. Compare productivity patterns by week and by office locations vs. remote employees.

How Does It Work?

- 1 **ActivTrak configures your data instance and links to a Google Cloud account to enable access**
- 2 **Initial data load and turnaround is within 24 hours**
- 3 **ActivTrak notifies you with your access credentials when the account is ready for use**
- 4 **Refer to the Quick Start Guide & Data Dictionary to connect and get started**
- 5 **Use ActivTrak pre-built templates for Microsoft Teams, Power BI, Tableau and Google Data Studio or build your own with your platform of choice**

Frequently Asked Questions

? What data is available in ActivTrak Data Connect?

ActivTrak Data Connect gives you full access to every action, every log, every value, every user that ActivTrak collects – all in one table.

? Why do I need ActivTrak Data Connect?

If you prefer to customize your reports, you can create your own. With Data Connect, you can import ActivTrak data to one of a multitude of data warehouses, BI visualization tools, and developer tools. You can create personalized reports, push behavior data to your existing data infrastructure, and perform any query from a simple query interface.

? How do I purchase ActivTrak Data Connect?

Data Connect is available to customers on ActivTrak Advanced Plan as an add-on. Contact Sales for a quote.

? How is it billed?

It can be billed monthly or annually; you will see it reflected in your invoice alongside your ActivTrak subscription.

? Where is my data stored?

Your data will be stored in your assigned data center (United States, Canada, United Kingdom, European Union or Australia).

? I don't have staff experienced with BI tools, do you have pre-built reports?

Yes! We have pre-built dashboard and reports for Microsoft Teams, Tableau, PowerBi and Google Data Studio which automate many of the data outputs you will need.

❓ Do you offer implementation assistance?

Absolutely! After you purchase Data Connect, we can schedule an onboarding session where a customer support agent will walk you through the process of connecting your data source to your preferred BI platform.

❓ Why do I need Google BigQuery to access my data?

ActivTrak is a SaaS solution hosted in the Google Cloud and leverages BigQuery for secure and fast access to your data.

❓ I'm not familiar with how to use Google BigQuery, how does it work?

It's a pretty intuitive cloud data warehouse platform, you can learn more about it and how to use it [here](#). You can query up to 1TB of data per month (the equivalent of 3.2GB records) which is more than enough for the majority of customers.

❓ Why do I need a Google Cloud account to access my data?

ActivTrak will provision and setup a Google Cloud account on your behalf. You will need this to authenticate securely into your private BigQuery instance.

❓ Can I use another data warehouse to run my queries?

You will need Google Big Query to access and query your ActivTrak data. You can export your outputs to other sources of your choosing after that.