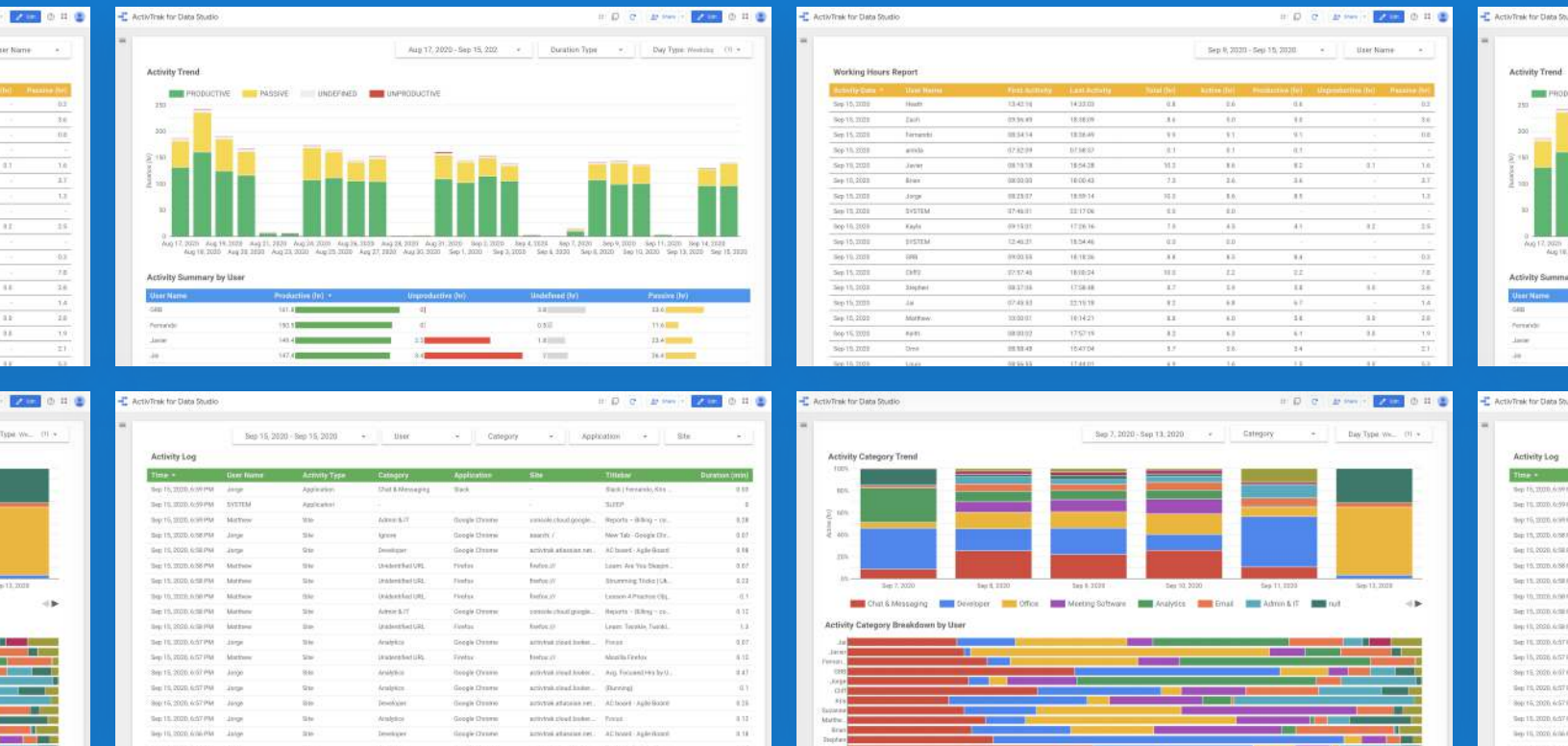




DATA SHEET

ActivTrak Data Connect

BI Analytics & Reports With Google Data Studio



ActivTrak Data Connect Overview

Data Connect provides customers direct access into user behavioral activity data to create personalized reports with business intelligence data visualization tools (e.g. Tableau, PowerBI, Google Data Studio, etc.) and data reporting tools (e.g. Google Sheets, Microsoft Excel). You also have the ability to integrate and correlate your activity data with multiple business data sources such as Salesforce, ZenDesk or other CRM tools, EPM, SIEM and more.

Data Connect is available to ActivTrak Advanced Plan customers and ships with pre-built dashboards & analysis templates making it easy to quickly generate detailed reports for your platform of choice.

Google Data Studio Pre-Built Analysis

ActivTrak's Data Connect Google Data Studio Template includes a combination of pre-built valuable metrics, reports and dashboards to help you analyze how your organization works and jump start the creation of your own customized reports. All dashboards and underlying reports are organized around three major analysis areas and provide data insights to critical questions about your workforce.

Data Analytics Areas	Workforce Insights
Activity & Application Usage	<ul style="list-style-type: none"> ❓ Are you working on activities aligned with your role? ❓ Are you allocating the right % of time in each activity?
Productivity	<ul style="list-style-type: none"> ❓ Are you spending appropriate time on productive activities? ❓ Is there a large % of passive time observed?
Working Hours	<ul style="list-style-type: none"> ❓ When is your team starting and ending their day? ❓ What is their level of activity and productivity for the day?

Key Fields & Metrics

Each activity captured by ActivTrak has a set of associated fields and metrics that help provide content and additional information at the granular level or in aggregate.

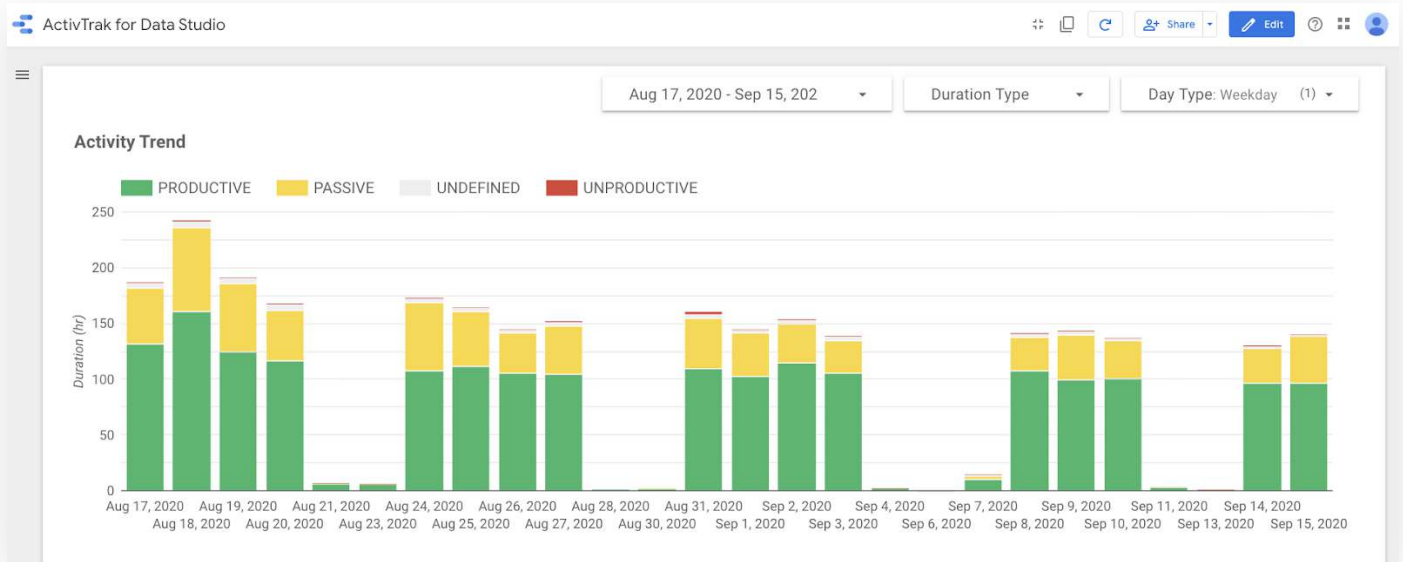
Field	Description
Activity Type	Captures major types of digital activity (application, site, search or passive).
Category	An application or website can be assigned a category (e.g. development, business application, etc.) Categories denote the activity performed using an application or website.
Productivity	An application or website can be classified as productive, unproductive or undefined.
Active Time	Time when the computer is active (Total Time - Passive Time).
Passive Time	Time when the computer is idle (no keyboard or mouse activity).
Productive Time	Time spent on activities (applications and websites) marked as productive.

Google Data Studio Pre-Built Dashboards

Below are some screenshots for the pre-built dashboards including a brief description of the analytics collected for each.

Productivity Analysis

Understand productivity level trends for your teams and compare individuals over time. This analysis displays time by productive, unproductive, passive and undefined.



Activity Category Analysis

Analyze an individual's day compared to their team and peers in terms of activities. See high-level metrics by specific applications and websites by day in the bar charts.



Working Hours Analysis

View a snapshot of working hours for your teams including total time, active time and productive time spent for that day by each individual.

ActivTrak for Data Studio

Sep 9, 2020 - Sep 15, 2020 User Name

Working Hours Report

Activity Date	User Name	First Activity	Last Activity	Total (hr)	Active (hr)	Productive (hr)	Unproductive (hr)	Passive (hr)
Sep 15, 2020	Heath	13:42:16	14:33:03	0.8	0.6	0.6	-	0.2
Sep 15, 2020	Zach	09:56:49	18:38:09	8.6	5.0	5.0	-	3.6
Sep 15, 2020	Fernando	08:34:14	18:36:49	9.9	9.1	9.1	-	0.8
Sep 15, 2020	antida	07:52:09	07:58:57	0.1	0.1	0.1	-	-
Sep 15, 2020	Javier	08:15:18	18:54:28	10.2	8.6	8.2	0.1	1.6
Sep 15, 2020	Brian	08:00:00	18:00:43	7.3	3.6	3.6	-	3.7
Sep 15, 2020	Jorge	08:25:07	18:59:14	10.0	8.6	8.5	-	1.3
Sep 15, 2020	SYSTEM	07:46:01	22:17:06	0.0	0.0	-	-	-
Sep 15, 2020	Kayla	09:15:01	17:26:16	7.0	4.5	4.1	0.2	2.5
Sep 15, 2020	SYSTEM	12:46:31	18:54:46	0.0	0.0	-	-	-
Sep 15, 2020	GRB	09:00:55	18:18:36	8.8	8.5	8.4	-	0.3
Sep 15, 2020	Cliff2	07:57:46	18:00:24	10.0	2.2	2.2	-	7.8
Sep 15, 2020	Stephen	08:37:06	17:58:48	8.7	5.9	5.8	0.0	2.8
Sep 15, 2020	Jai	07:45:53	22:15:18	8.2	6.8	6.7	-	1.4
Sep 15, 2020	Matthew	10:00:01	19:14:21	8.8	6.0	5.8	0.0	2.8
Sep 15, 2020	Keith	08:00:02	17:57:19	8.2	6.3	6.1	0.0	1.9

Activity Log

Understand the activity details for every member of your organization. Pinpoint specific activities or timeframe for a given individual to see more granular details for audit reporting.

ActivTrak for Data Studio

Sep 15, 2020 - Sep 15, 2020 User Category Application Site

Activity Log

Time	User Name	Activity Type	Category	Application	Site	Titlebar	Duration (min)
Sep 15, 2020, 6:59 PM	Jorge	Application	Chat & Messaging	Slack	-	Slack Fernando, Kris ...	0.03
Sep 15, 2020, 6:59 PM	SYSTEM	Application	-	-	-	SLEEP	0
Sep 15, 2020, 6:59 PM	Matthew	Site	Admin & IT	Google Chrome	console.cloud.google...	Reports - Billing - co...	0.28
Sep 15, 2020, 6:58 PM	Jorge	Site	Ignore	Google Chrome	search: /	New Tab - Google Chr...	0.07
Sep 15, 2020, 6:58 PM	Jorge	Site	Developer	Google Chrome	activtrak.atlassian.net...	AC board - Agile Board	0.98
Sep 15, 2020, 6:58 PM	Matthew	Site	Unidentified URL	Firefox	firefox:///	Learn: Are You Sleepin...	0.07
Sep 15, 2020, 6:58 PM	Matthew	Site	Unidentified URL	Firefox	firefox:///	Strumming Tricks Uk...	0.23
Sep 15, 2020, 6:58 PM	Matthew	Site	Unidentified URL	Firefox	firefox:///	Lesson 4 Practice Obj...	0.1
Sep 15, 2020, 6:58 PM	Matthew	Site	Admin & IT	Google Chrome	console.cloud.google...	Reports - Billing - co...	0.12
Sep 15, 2020, 6:58 PM	Matthew	Site	Unidentified URL	Firefox	firefox:///	Learn: Twinkle, Twinkl...	1.3
Sep 15, 2020, 6:57 PM	Jorge	Site	Analytics	Google Chrome	activtrak.cloud.looker...	Focus	0.07
Sep 15, 2020, 6:57 PM	Matthew	Site	Unidentified URL	Firefox	firefox:///	Mozilla Firefox	0.12
Sep 15, 2020, 6:57 PM	Jorge	Site	Analytics	Google Chrome	activtrak.cloud.looker...	Avg. Focused Hrs by U...	0.47
Sep 15, 2020, 6:57 PM	Jorge	Site	Analytics	Google Chrome	activtrak.cloud.looker...	(Running)	0.1
Sep 15, 2020, 6:57 PM	Jorge	Site	Developer	Google Chrome	activtrak.atlassian.net...	AC board - Agile Board	0.25
Sep 15, 2020, 6:57 PM	Jorge	Site	Analytics	Google Chrome	activtrak.cloud.looker...	Focus	0.12