

# ActivTrak Data Connect

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

## 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, Looker and Google Data Studio) and data reporting tools (e.g. Google Sheets and Microsoft Excel). 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 16 dashboards and over 50 pre-built reporting & analysis templates making it easy to quickly generate detailed reports for your platform of choice in the areas of Activity & Application Usage, Productivity, Collaboration & Knowledge Management and Compliance & Risk 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 Tableau (Power BI and others coming soon)
- ✔ Quick Start Guides & optional onboard session to get the most out of Data Connect

# Example Key Analytic Insights

Application Usage by Team

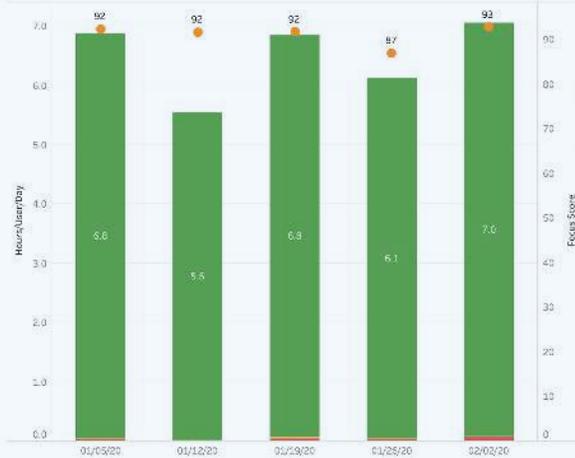


View and analyze activities across different applications usage as a % of total time spent by teams or groups.

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

Weekly Trend



Last Week's Activities



Four Week Avg



Last Week's Group Average



Last Week's Top Apps/Sites

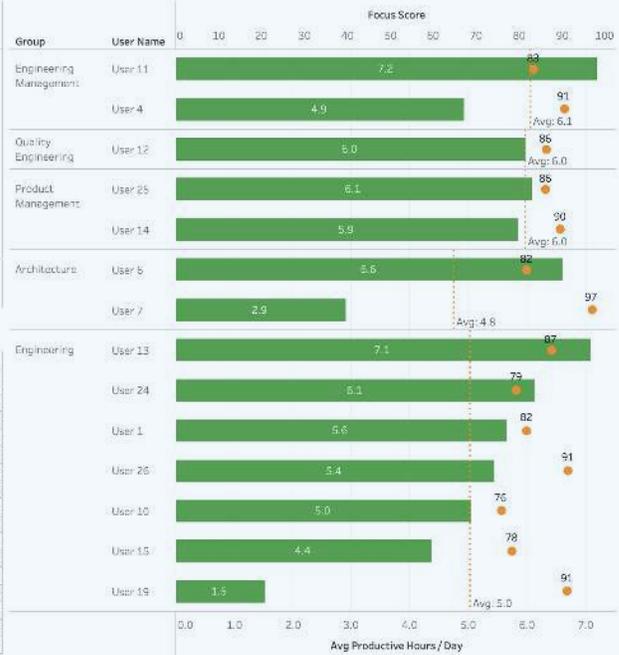
Application/Site	Productivity	Duration (hr)	% of Total
Slack	PRODUCTIVE	7.2	20.7%
Google Chrome (docs.google.com)	PRODUCTIVE	6.5	16.0%
Microsoft Excel	PRODUCTIVE	2.9	11.7%
Google Chrome (mail.google.com)	PRODUCTIVE	2.6	10.2%
RingCentral Meetings	PRODUCTIVE	1.6	6.4%
Google Chrome (activtrak.atlassian.net)	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

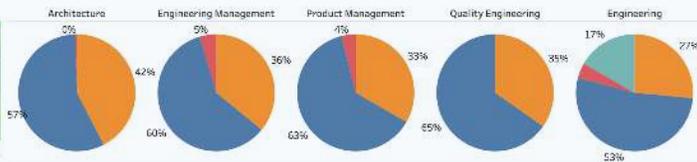
User Name	Group	Focus Score	Avg Productive Hours/Day	Avg Focused Hours/Day	Unproductive Screens %	Context Switches Per Hour
User 7	Architecture	97	2.9	2.8	0.0%	1.6
User 26	Engineering	91	5.4	5.0	0.0%	5.1
User 19	Engineering	91	1.5	1.4	0.0%	5.3
User 4	Engineering Management	91	4.9	4.6	4.1%	4.1
User 14	Product Management	90	5.9	5.3	2.5%	5.2
User 13	Engineering	87	7.1	6.4	0.6%	6.7
User 12	Quality Engineering	86	6.0	5.3	0.0%	7.0
User 25	Product Management	86	6.1	5.3	0.7%	7.8
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
Engineering Management	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
Product Management	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
Architecture	User 6	8.1	8.2	3.5	5.5	7.7
Architecture	User 7	4.3	5.3	0.8	4.8	2.3
Engineering	User 1	5.4	8.2	2.7	6.3	
Engineering	User 20	6.0	4.9	4.3	4.6	5.4
Engineering	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
Engineering	User 29	3.5	2.5	0.8	0.6	0.2
Engineering	User 24	7.0	6.6	4.1	4.4	8.5
Engineering	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%	2%	
Architecture	User 7	40%	52%		
Engineering Management	User 4	42%	53%		
Engineering Management	User 11	22%	61%	0%	
Product Management	User 14	24%	59%	7%	
Product Management	User 25	33%	66%	1%	
Quality Engineering	User 12	33%	63%		
Engineering	User 1	32%	62%	6%	
Engineering	User 10	32%	68%		
Engineering	User 13	25%	1%	14%	70%
Engineering	User 15	38%	62%		
Engineering	User 19	8%	32%		
Engineering	User 20	30%	70%		
Engineering	User 26	27%	63%		

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 Create or use your existing Google Cloud account free
- 2 ActivTrak configures your data instance and links your Google Cloud account
- 3 Initial data load (12-24 hours)
- 4 ActivTrak notifies you when the data is ready for access
- 5 Refer to the Quick Start Guide & Data Dictionary to connect and get started
- 6 Use ActivTrak pre-built templates for your BI Reporting platform of choice

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## 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 don't like the reports we built in our user interface, 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 a Tableau Template workbook with several pre-built dashboards and reports which automate many of the data outputs you will need. We are currently working on templates for Power BI, Google Sheets, Microsoft Excel and others, which will be available soon.

**? 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](#).

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

A Google Cloud account is needed to authenticate securely into your private BigQuery instance.

**? Why do I have to provide a credit card to use Google BigQuery?**

You need a credit card to verify identity. You can query up to 1TB of data per month for free (the equivalent of 3.2GB records!) before incurring additional costs which is more than enough for most customers. None of our customers have ever surpassed the limit. In the rare case you surpass the monthly limit, you will only be charged \$5 for each extra 1TB of data access. Go to [cloud.google.com/bigquery/pricing](https://cloud.google.com/bigquery/pricing) for more information.

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

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