Improve your webinars

"This is the downloadable CSV file, just for the edudip Pro members"

You can improve your work in edudip webinars with the analysis of the information we offer you from your participants in your events.

Nowadays in our environment, we are surrounded by constant data in and out of our head. We have to learn about how to capture this information and transform it into graphics to display it in the simplest way and, this will help us to improve our daily work.

On this manual we want to talk about how to improve your webinars from the information we offer from your participants. The members that have an **edudip.Pro** package, they have a *downloadable CSV file* with extra information from their participants close to the list of them on each webinar.

How can we extract graphics from the data in order to help us understand the behavior of our participants better? Well, with the CSV file that can be found next to the list of participants for each of our webinars, we could get some graphics and statistics that will help us to improve our work in the platform as a teacher.

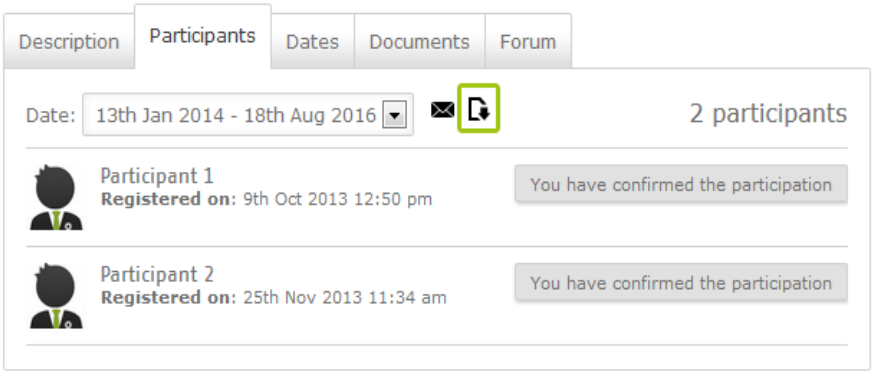
How can the participant's statistics from our webinars in edudip help us? Knowing the behavior of our participants we can improve our slides or presentations, the introduction or farewell, among others. This behavior can be seen from the analysis of the data offered by the edudip platform about our participants.
On this manual we will explain you how to change the data's

columns, which can be found in the CSV file from our list of participants, into different graphics that help us better to understand what happens in our webinars.

We will explain how to do this in the better way. We will explain you step by step, and also we are going to show you some pictures of what to do. For further information or if you have some more doubts just contact with us at support@edudip.com, we will be so glad helping you.

Step 1:

First, we download the CSV file. As I have explained above, we can find this button next to the list of participants, we will find a CSV file from each date on each webinar we make and we have had participants. This CSV file should appear regardless of whether our participants entered to the room with a direct link or they register to our event.

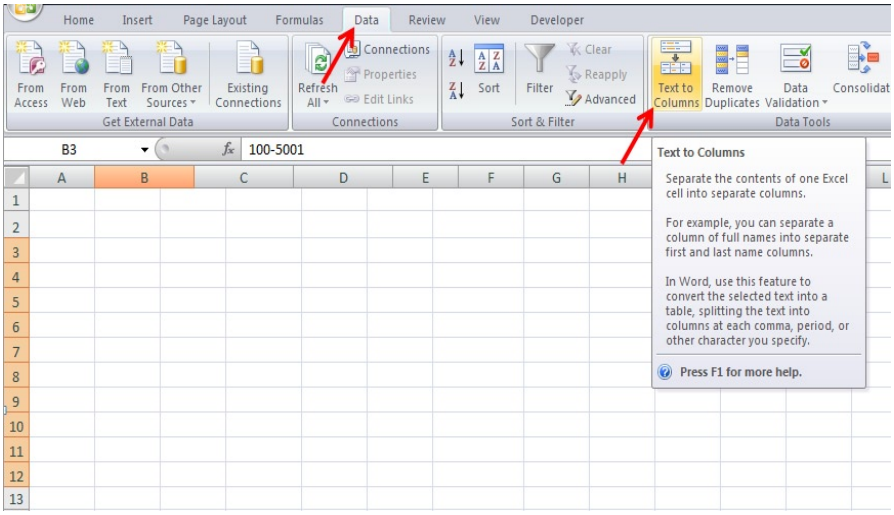


** On this picture you can see where it is the CSV download button.*

If you use *Microsoft Office Excel*, when you open this file you will find all information of your participants grouped in a single data column. If you are on this case now I am going to explain you how to separate the data in different columns. For users of *LibreOffice* and *OpenOffice* it is different, when you open this file the program will ask how you want to separate the columns and you should just press continue; it is much easier.

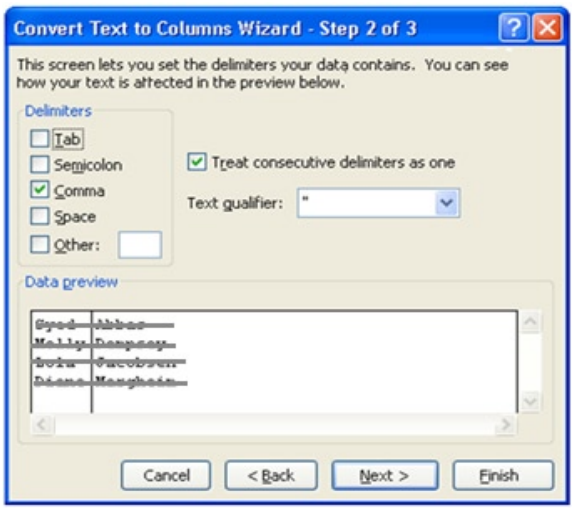
Step 2:

How to separate the data into different columns in Excel? As we can see in the following image, after opening the file, we go to the "data tab" on the header and there we click the button -text to columns-.

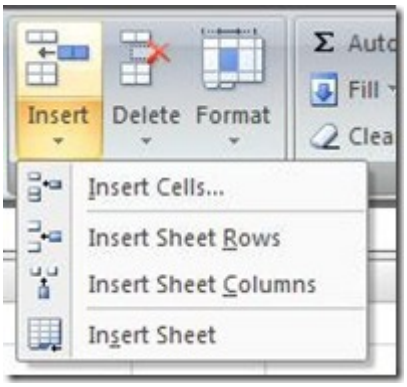


** Here you can see the -text in column- button, on the data tab.*

After you click there will appear another small window where you can select delimited and press next, after you select delimiters a comma and after that you can press finish.



Step 3:



"This picture shows the - insert - button, useful to add more columns or rows"

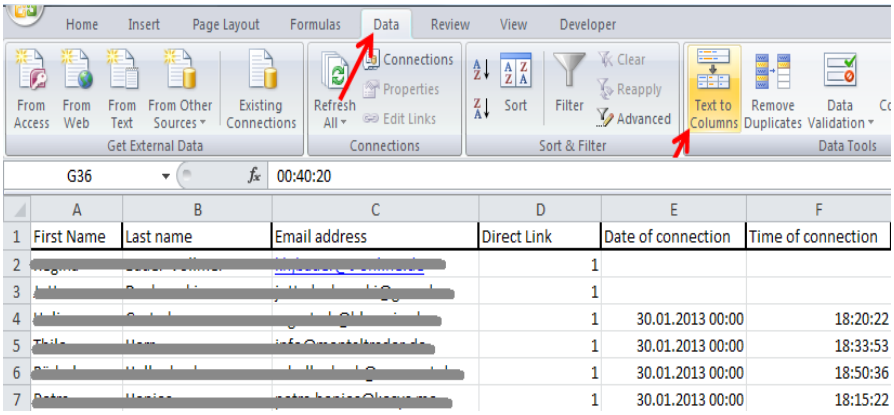
Once we have the data separated into columns we have to add a few columns extra to get some more data. The first column should be added after the column - email address - and the second will be next to - time of connection-.

In the picture on the left we can see which button press to do this. First select the next column to which we have named above, for example: the following column of - email address - it is - time of connection -, after select this column we can press the button enter a column, like we show in the next picture. Now we do the same with the other column - date of connection -.

Step 4:

Why do we want another column after "connection time"? We need that column to split the "date of connection" from the "time of connection". Then we select the column "connection time" and we split the data again as we performed in step 1 with the other columns.

Then we separate the "date of connection" from the "time of connection" in two columns. We can see how it looks like in the next picture.



** On this picture you can see how these columns are splited in two.*

Step 5:

We have to name the last column that is empty, the next one to "duration of attendance"; we will call this column "attendees". Also we have another empty column, the one close to "email address"; we will name this one "direct link".

The direct link column is going to show us the people that went into the room with the direct link. And the added column with the name "attendees" is going to show us the people who really participated in our webinar. I will consider my webinar's attendees to the people who were in the room more than 15 minutes. I consider that a real participant in a webinar is a person who is in a webinar more than 15 minutes.

Step 6:

Now let's make way for the formulas to prepare each column for the graphics. In the fourth column, or direct link column, we will use the formulas "IF" and "TEXT". With these functions we want, that on this new column named "direct link", it shows 0 when the person entered the classroom with direct link and shows 1 when the person is registered in our event.

The formulas used are:

= IF (TEXT (C2), 1, 0)

= COUNTIF (D2:D38, 1)

= COUNTIF (D2:D38, 0)

What we have to do now is to insert this formula in the first empty cell of this column, and then drag the formula (from the corner of the box) until the end of the list.

The formula used is: = IF (TEXT (C2), 1, 0)
**C2 is referred to the "email address" column and the 2º cell.*

At the end of the column we have to add two formulas more; one is the total count of "1" (registered people), and the other one is the total count of "0" (direct bond persons).

The formula used for (1) is: = COUNTIF (D2:D38, 1)

The formula used for (0) is = COUNTIF (D2: D38, 0)

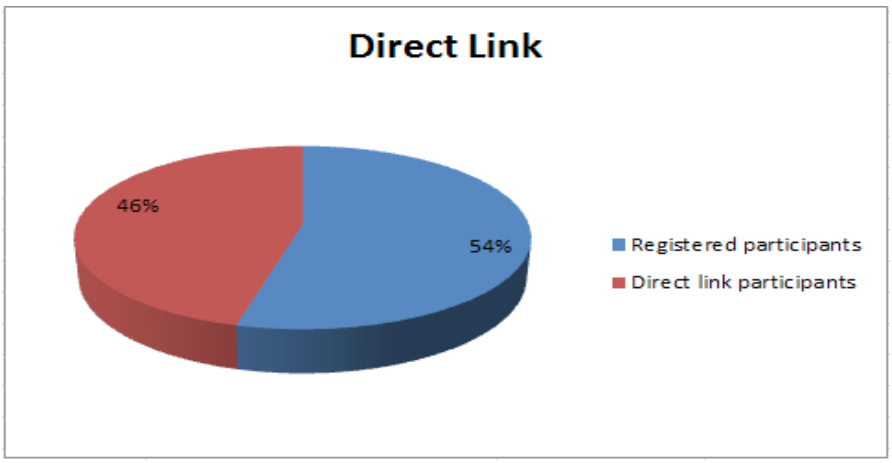
**D2:D38 is referred to the "direct link" column; count from the 2º cell to the last one, in my case the last cell is D38.*

=IF(TEXT(C2);1;0)

	A	B	C	D	E
	First Name	Last name	Email address	Direct Link	Date of connection
	[redacted]	[redacted]	[redacted]	1	
	[redacted]	[redacted]	[redacted]	1	
	[redacted]	[redacted]	[redacted]	1	30.01.2013 00:00
	[redacted]	[redacted]		0	30.01.2013 00:00
	[redacted]	[redacted]		0	30.01.2013 00:00
	[redacted]	[redacted]		0	30.01.2013 00:00
	[redacted]	[redacted]		0	30.01.2013 00:00
	[redacted]	[redacted]		0	30.01.2013 00:00
0				20	Registered participants
1				17	Direct link participants

** This picture shows you how looks like the table now.*

To finish with this column we can make the pie chart with the two different totals. We select both totals and after we go to the section "insert" and then we select the pie chart. Here we show you a picture of our example.



Step 7:

Now to the column "attendees", this is the last column that we added following the one of "duration of attendance". On this column we will use the formula "IF" to show us how many people attended to all or almost all the duration of the webinar. As I said before, I'm going to split the group in two: the people who were in the classroom less than 15 minutes and the rest.

Now we do the same steps as before, in the first empty cell of this column we will add the following formula and drag it to the end of the list of participants.

The formula used is: = IF (G2> = 0.01041666, 1, 0)

**G2 is referred to the column of the "duration of attendance" and the number 0.01041666 is 15 minutes in excel language.*

The formulas used are:

= IF (G2>=0.01041666, 1, 0)

= COUNTIF (H2:H38, 1)

= COUNTIF (H2: H38, 0)

As we have done before, at the end of the column we will add two formulas to count the total of 1 (participants in the webinar more than 15 minutes) and total 0 (participants who were less than 15 minutes).

The formula used for (1) is: = COUNTIF (H2:H38, 1)

The formula used for (0) is = COUNTIF (H2: H38, 0)

**H2:H38 is referred to the "direct link" column; count from the 2º cell to the last one, in my case the last cell is H38.*

Step 8:

This step is connected with the step 7, we have to add one formula more and after that we could make a graphic with the results.

To make a complete graph with the information from the previous step, we also include one more data in the column "duration of attendance".

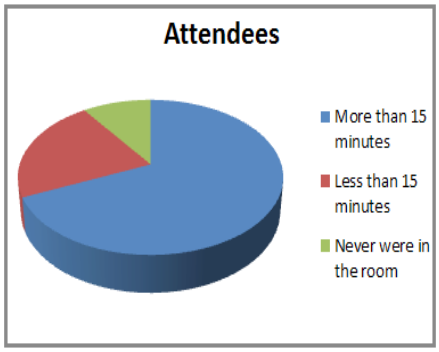
On this case we will use the formula "countblank" to count the empty cells of this column. This is the formula:

= COUNTBLANK (G2: G38)

Well, at the end of this column "duration of attendance" we will add the following formula called "count blank". The result of this cell will tell us how many blank spaces are in this column. Blank means that these participants have never entered to the room.

The formula used is: = COUNTBLANK (G2: G38)

**As before, these data G2 and G38 are the cells where my list starts and ends.*



"This is the attendees' pie chart, where we can see the percentage of each item"

Now we add this information to the end of the last column "attendees", with the participants who were in the classroom and those who were less than 15 minutes. We can see this better on the following picture.

To end this column we are ready to make our pie chart by selecting the last three boxes with the totals amounts of participants.

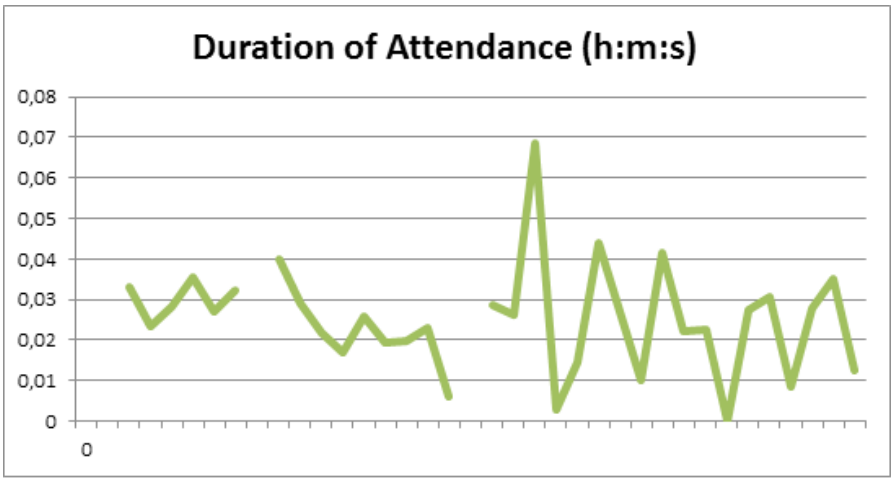
F	G	H	I	J
Time of connection	Duration of Attendance (h:m:s)	Attendees		
		0		
		0		
18:20:22	00:47:40	1		
18:33:53	00:34:00	1		
18:50:36	00:40:40	1		
18:15:22	00:51:20	1		
[illegible]	[illegible]	1		
18:28:46	00:40:20	1		
18:35:24	00:50:20	1		
18:54:23	00:18:20	1		
	4	28	More than 15 minutes	
		9	Less than 15 minutes	
		4	Never were in the room	

Step 9:

We are close to the end, we have finished all the stuff with the formulas, and now we will add two more graphics to display all results in a better view.

First let's make a graph with the duration of attendance. With this chart we can see the average duration of our participants inside our webinars. In the picture that we show you below, we can see that most of the participants attended the classroom in a range between 43 and 57 minutes. Although we can observe also that we lose many participants on the first 15 minutes.

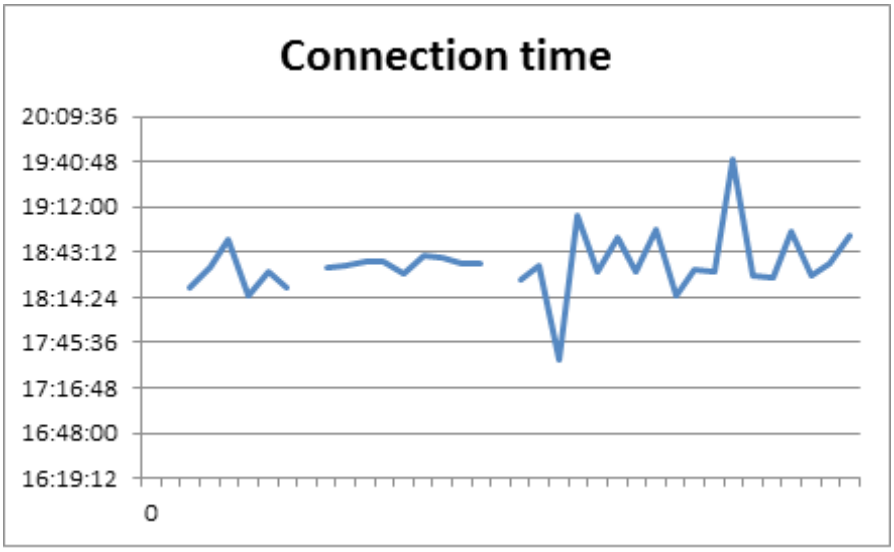
This chart may be evidence that participants do not hold in the first few minutes, which is very important. We can think about changing our introduction to see what happens in the next webinar.



** This is the chart of "Duration of attendance"*

To end the important graphs, we make another graph of the "connection time", to see if our participants are punctual or not. If you are not punctual, this may be the reason we lose many participants at the start of the webinar rather than retain them.

In the following chart from one of my webinars starting at 06:30pm we see that roughly half of the participants entered the room minutes before the scheduled time and the other half came five or 10 minutes later.



** This is the chart of "Connection time"*

Now we can see through all the graphs and get from them some analysis that we can use to improve our webinars. We should make the analysis from each of our webinars and change some things from one to another to find the differences and what we make the best in our webinars.

We hope you like this manual and you find it easy to do. We just think about how to improve your work.

We wish you a lot of success on your webinars.

Your edudip team

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