Using Your Reports in CultureWise

Every report lives in Admin → Reports. This guide maps each one to the question it answers, from daily usage to lesson results to email performance.

START HERE

Where Reports Live

We've had a lot of questions about reporting. Every report lives in one place, grouped into three tabs by the question it answers.

1. Open the **Admin Panel** from the left navigation
2. Click **Reports**
3. Choose a tab: **Overview**, **Activity**, or **Content Reach**

TAB	THE QUESTION IT ANSWERS
Overview	Is the platform being used?
Activity	Who completed lessons and surveys, and how did each person earn points?
Content Reach	Is our content landing, and how is engagement trending?

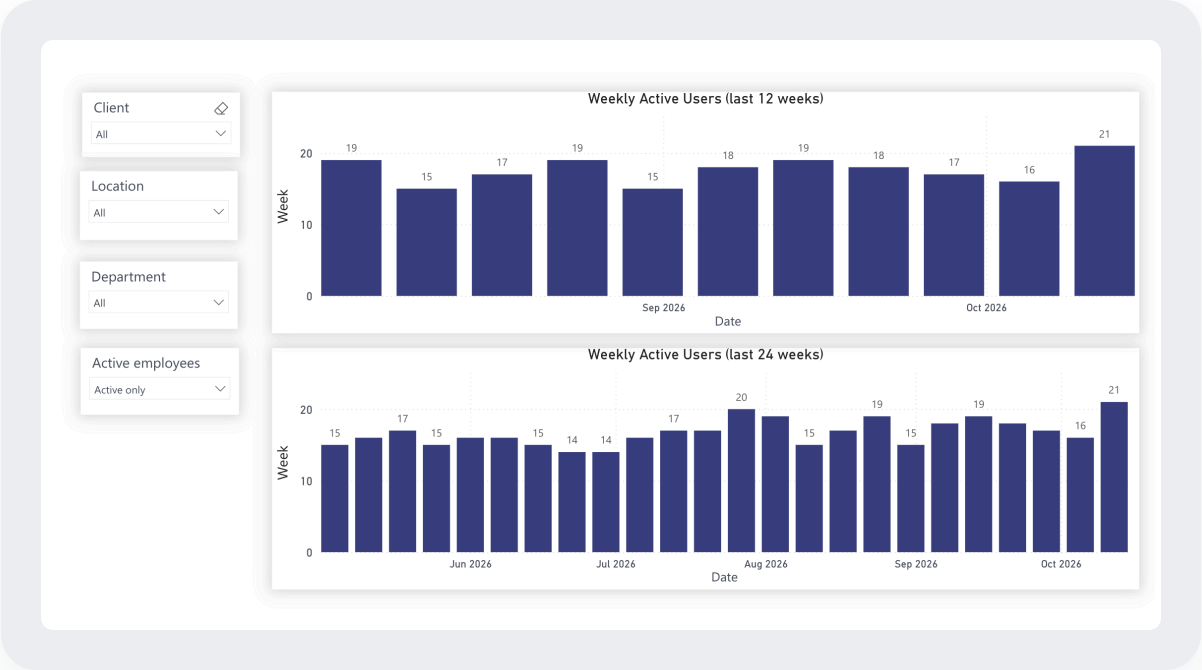
> *i* **Same filters everywhere**
>
> Every report shares the same filters: **Date**, **Location**, **Department**, and **Employee**. Use **Clear all slicers** to reset.

OVERVIEW

Overview: Is the Platform Being Used?

Start here for a quick health check of basic usage.

1. **Daily Active and Weekly Active Users**: how many people sign in each day and each week
2. **Interactions**: total activity across the platform
3. **Top Kudos! Senders**: who is driving recognition



Weekly Active Users over the last 12 and 24 weeks

Count the people who are here

Set **Active employees** to **Active only** so people who have left don't pull your numbers down.

ACTIVITY

Activity: Who Did What?

Activity is the new home for everything tied to the weekly lesson, Pulse Surveys, and individual employee activity.

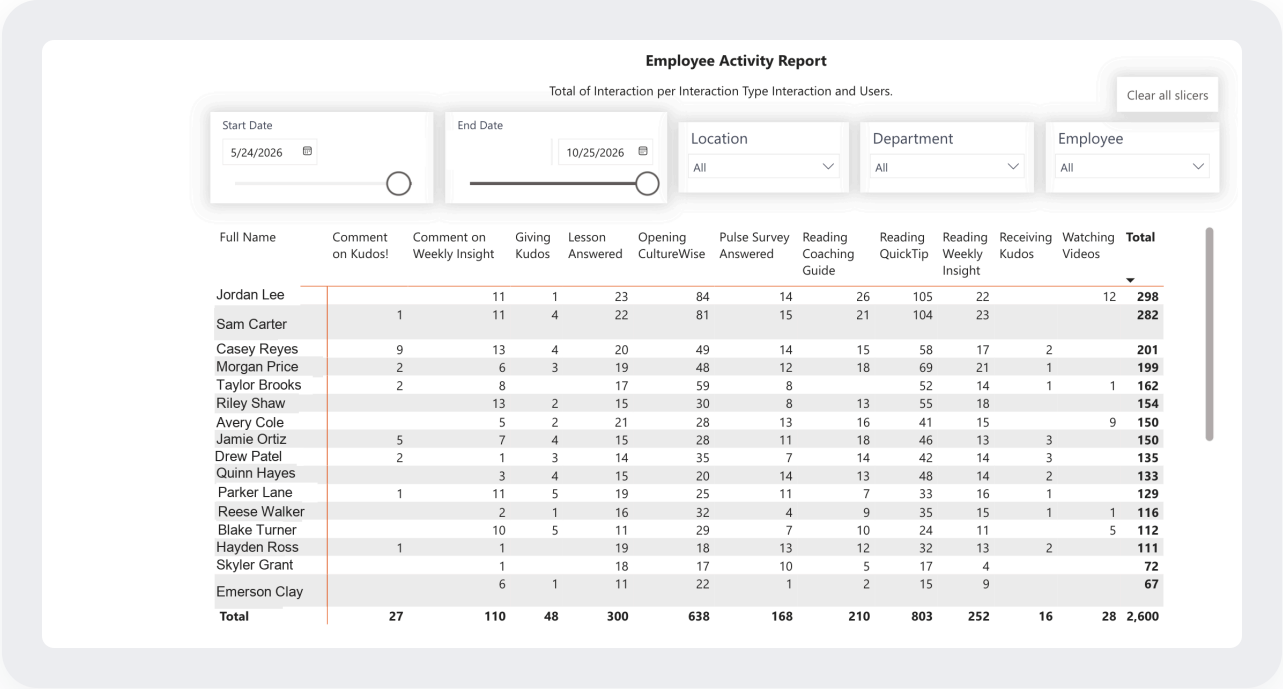
REPORT	QUESTION IT ANSWERS	WHAT YOU'LL SEE
Survey	Are people answering Pulse Surveys, and is that changing?	Participation and trend over time, by employee and department
Lesson	Are people completing the weekly lesson, and is that changing?	Participation and trend over time, by employee and department
Employee Activity Report	What has each person done over a period?	One row per employee, one column per activity (Kudos! given and received, comments, lessons, surveys, QuickTips, Coaching Guides, Weekly Insights, and videos), with a total
Employee Activity Detail	How did each employee earn points this week?	An audit trail: every activity by name, department, location, date, and points earned; the same detail appears when you expand a person on the Leaderboard
Employee Performance	Who completed the lesson, and who got it right?	Correct Answer %, participation, and Participation Rate per person; green means complete or correct, red means missed or incorrect

ACTIVITY CONTINUED

Employee Activity Report

Every activity, and how many, by employee over the period you choose.

1. Set the **Start Date** and **End Date**
2. Filter by **Location**, **Department**, or **Employee** if needed
3. Read across a row to see where each person spends their time



Full Name	Comment on Kudos!	Comment on Weekly Insight	Giving Kudos	Lesson Answered	Opening CultureWise	Pulse Survey Answered	Reading Coaching Guide	Reading QuickTip	Reading Weekly Insight	Receiving Kudos	Watching Videos	Total
Jordan Lee		11	1	23	84	14	26	105	22		12	**298**
Sam Carter	1	11	4	22	81	15	21	104	23			**282**
Casey Reyes	9	13	4	20	49	14	15	58	17	2		**201**
Morgan Price	2	6	3	19	48	12	18	69	21	1		**199**
Taylor Brooks	2	8		17	59	8		52	14	1	1	**162**
Riley Shaw		13	2	15	30	8	13	55	18			**154**
Avery Cole		5	2	21	28	13	16	41	15		9	**150**
Jamie Ortiz	5	7	4	15	28	11	18	46	13	3		**150**
Drew Patel	2	1	3	14	35	7	14	42	14	3		**135**
Quinn Hayes		3	4	15	20	14	13	48	14	2		**133**
Parker Lane	1	11	5	19	25	11	7	33	16	1		**129**
Reese Walker		2	1	16	32	4	9	35	15	1	1	**116**
Blake Turner		10	5	11	29	7	10	24	11		5	**112**
Hayden Ross	1	1		19	18	13	12	32	13	2		**111**
Skyler Grant		1		18	17	10	5	17	4			**72**
Emerson Clay		6	1	11	22	1	2	15	9			**67**
Total	**27**	**110**	**48**	**300**	**638**	**168**	**210**	**803**	**252**	**16**	**28**	**2,600**

Activities by employee, with a total for each person

Spot your champions

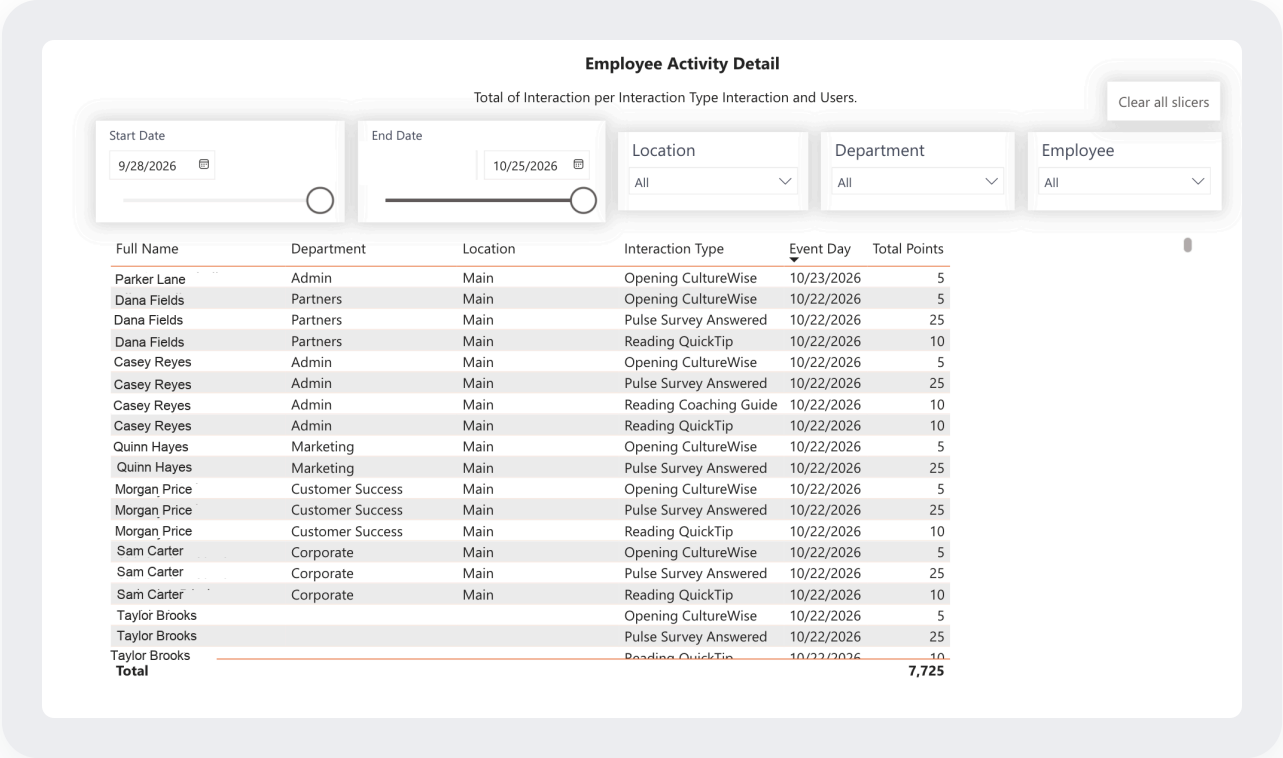
Sort by **Total** to see who is most engaged, and who might need a nudge.

ACTIVITY CONTINUED

Employee Activity Detail

An audit trail of every activity: who did what, when, and how many points it earned.

1. Set the date range, for example a single week
2. Sort by **Event Day** or filter by **Employee**
3. Read **Interaction Type** and **Total Points** to see how each person earned their points



Full Name	Department	Location	Interaction Type	Event Day	Total Points
Parker Lane	Admin	Main	Opening CultureWise	10/23/2026	5
Dana Fields	Partners	Main	Opening CultureWise	10/22/2026	5
Dana Fields	Partners	Main	Pulse Survey Answered	10/22/2026	25
Dana Fields	Partners	Main	Reading QuickTip	10/22/2026	10
Casey Reyes	Admin	Main	Opening CultureWise	10/22/2026	5
Casey Reyes	Admin	Main	Pulse Survey Answered	10/22/2026	25
Casey Reyes	Admin	Main	Reading Coaching Guide	10/22/2026	10
Casey Reyes	Admin	Main	Reading QuickTip	10/22/2026	10
Quinn Hayes	Marketing	Main	Opening CultureWise	10/22/2026	5
Quinn Hayes	Marketing	Main	Pulse Survey Answered	10/22/2026	25
Morgan Price	Customer Success	Main	Opening CultureWise	10/22/2026	5
Morgan Price	Customer Success	Main	Pulse Survey Answered	10/22/2026	25
Morgan Price	Customer Success	Main	Reading QuickTip	10/22/2026	10
Sam Carter	Corporate	Main	Opening CultureWise	10/22/2026	5
Sam Carter	Corporate	Main	Pulse Survey Answered	10/22/2026	25
Sam Carter	Corporate	Main	Reading QuickTip	10/22/2026	10
Taylor Brooks			Opening CultureWise	10/22/2026	5
Taylor Brooks			Pulse Survey Answered	10/22/2026	25
Taylor Brooks			Reading QuickTip	10/22/2026	10
Total					**7,725**

Every activity by name, department, location, date, and points

Also on the Leaderboard

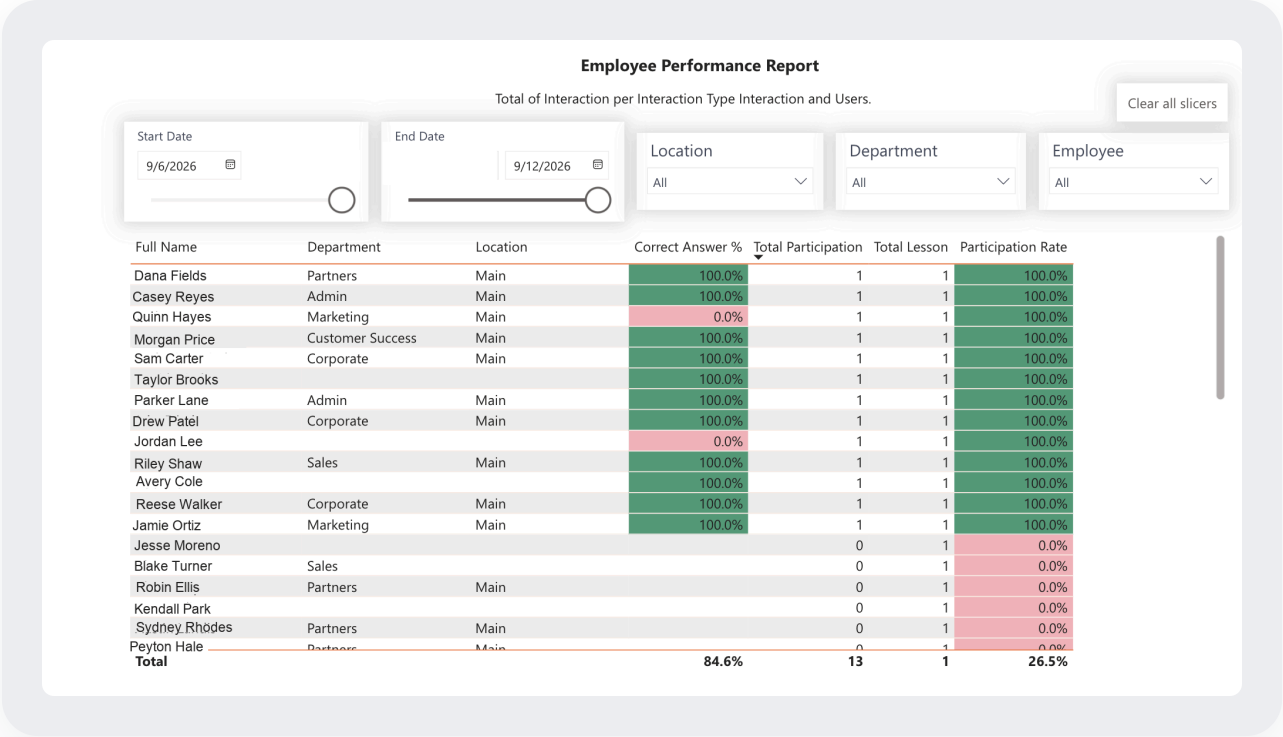
Expand a person's results on the Leaderboard to see the same detail.

ACTIVITY CONTINUED

Employee Performance Report

Lesson participation and results: who completed it and who got it right.

1. Set the **Start Date** and **End Date** to a single lesson week
2. Check **Participation Rate** to see who completed the lesson
3. Check **Correct Answer %** to see who got it right



Full Name	Department	Location	Correct Answer %	Total Participation	Total Lesson	Participation Rate
Dana Fields	Partners	Main	100.0%	1	1	100.0%
Casey Reyes	Admin	Main	100.0%	1	1	100.0%
Quinn Hayes	Marketing	Main	0.0%	1	1	100.0%
Morgan Price	Customer Success	Main	100.0%	1	1	100.0%
Sam Carter	Corporate	Main	100.0%	1	1	100.0%
Taylor Brooks			100.0%	1	1	100.0%
Parker Lane	Admin	Main	100.0%	1	1	100.0%
Drew Patel	Corporate	Main	100.0%	1	1	100.0%
Jordan Lee			0.0%	1	1	100.0%
Riley Shaw	Sales	Main	100.0%	1	1	100.0%
Avery Cole			100.0%	1	1	100.0%
Reese Walker	Corporate	Main	100.0%	1	1	100.0%
Jamie Ortiz	Marketing	Main	100.0%	1	1	100.0%
Jesse Moreno				0	1	0.0%
Blake Turner	Sales			0	1	0.0%
Robin Ellis	Partners	Main		0	1	0.0%
Kendall Park				0	1	0.0%
Sydney Rhodes	Partners	Main		0	1	0.0%
Peyton Hale	Partners	Main		0	1	0.0%
Total			**84.6%**	**13**	**1**	**26.5%**

Participation and results for one lesson week

Reading the colors

Green means complete or correct. Red means missed or incorrect.

CONTENT REACH

Content Reach: Is Our Content Landing?

Content Reach shows whether people are seeing and engaging with what you send, and how that is trending.

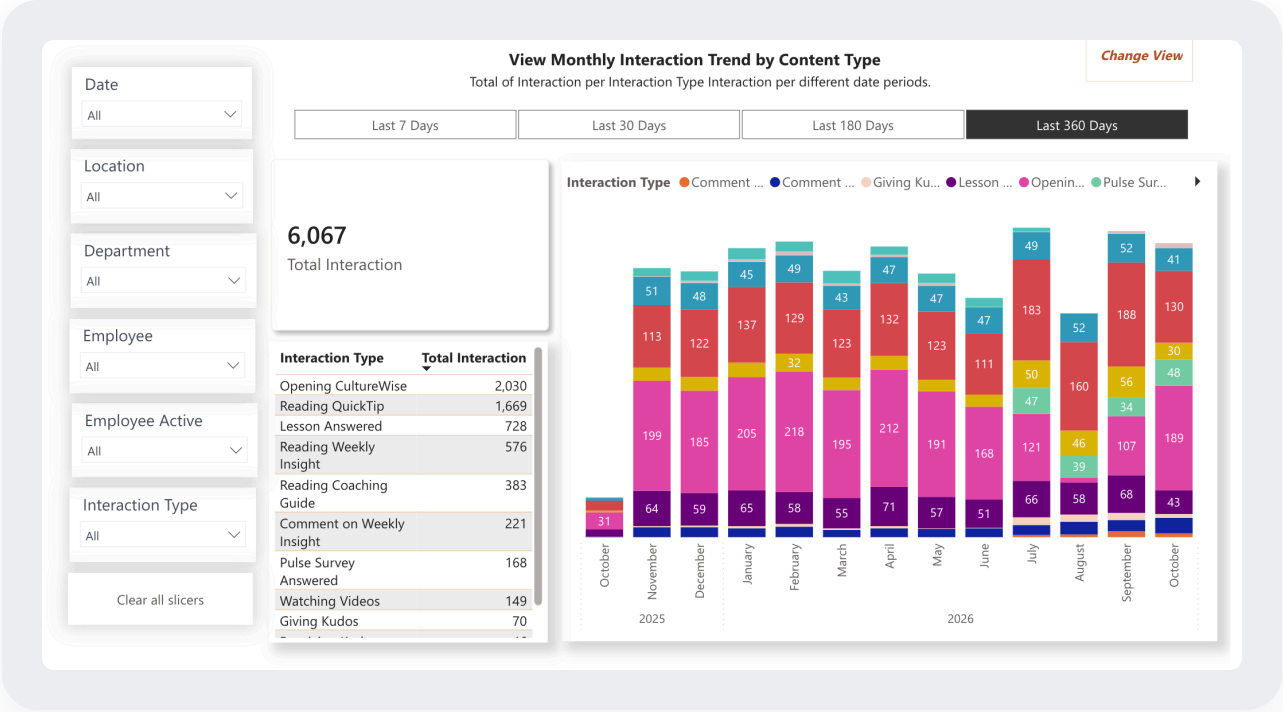
REPORT	QUESTION IT ANSWERS	WHAT YOU'LL SEE
Monthly Interaction Trend	How is engagement trending over time?	Monthly interactions by type (opening CultureWise, QuickTips, lessons, Weekly Insights, Coaching Guides, Kudos!, comments, and surveys); toggle Last 7, 30, 180, or 360 Days
Employee Interaction Breakdown	Which kinds of content does each person engage with?	Like the Activity Report, with added analytics: total interactions, interaction types, and a breakdown by type
Email Funnel Performance	Which emails are sent, and are they being delivered, opened, and clicked?	A sent, delivered, opened, and clicked funnel, plus open rate and click-through rate for each email subject

CONTENT REACH CONTINUED

Monthly Interaction Trend

How engagement is trending, month by month and by type of activity.

1. Choose **Last 7**, **30**, **180**, or **360 Days**
2. Read each bar's colors to see the mix of activity by month
3. Use the table on the left for totals by interaction type



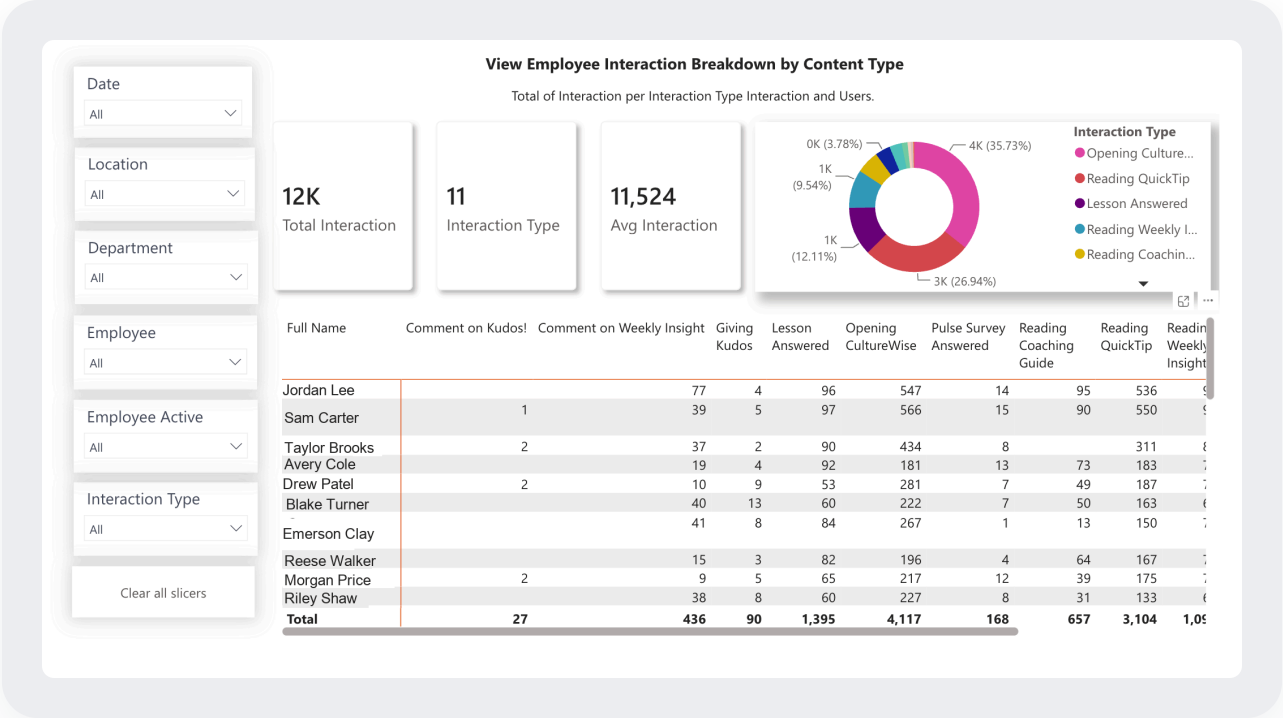
Monthly interactions by type over the last 360 days

CONTENT REACH CONTINUED

Employee Interaction Breakdown

Which kinds of content each person engages with, and how often.

1. Check total interactions and interaction types at the top
2. Use the chart to see which content types draw the most engagement
3. Scroll the table for each person's counts by type



Full Name	Comment on Kudos!	Comment on Weekly Insight	Giving Kudos	Lesson Answered	Opening CultureWise	Pulse Survey Answered	Reading Coaching Guide	Reading QuickTip	Reading Weekly Insight
Jordan Lee		77	4	96	547	14	95	536	
Sam Carter	1	39	5	97	566	15	90	550	
Taylor Brooks	2	37	2	90	434	8		311	
Avery Cole		19	4	92	181	13	73	183	
Drew Patel	2	10	9	53	281	7	49	187	
Blake Turner		40	13	60	222	7	50	163	
Emerson Clay		41	8	84	267	1	13	150	
Reese Walker		15	3	82	196	4	64	167	
Morgan Price	2	9	5	65	217	12	39	175	
Riley Shaw		38	8	60	227	8	31	133	
Total	**27**	**436**	**90**	**1,395**	**4,117**	**168**	**657**	**3,104**	**1,09**

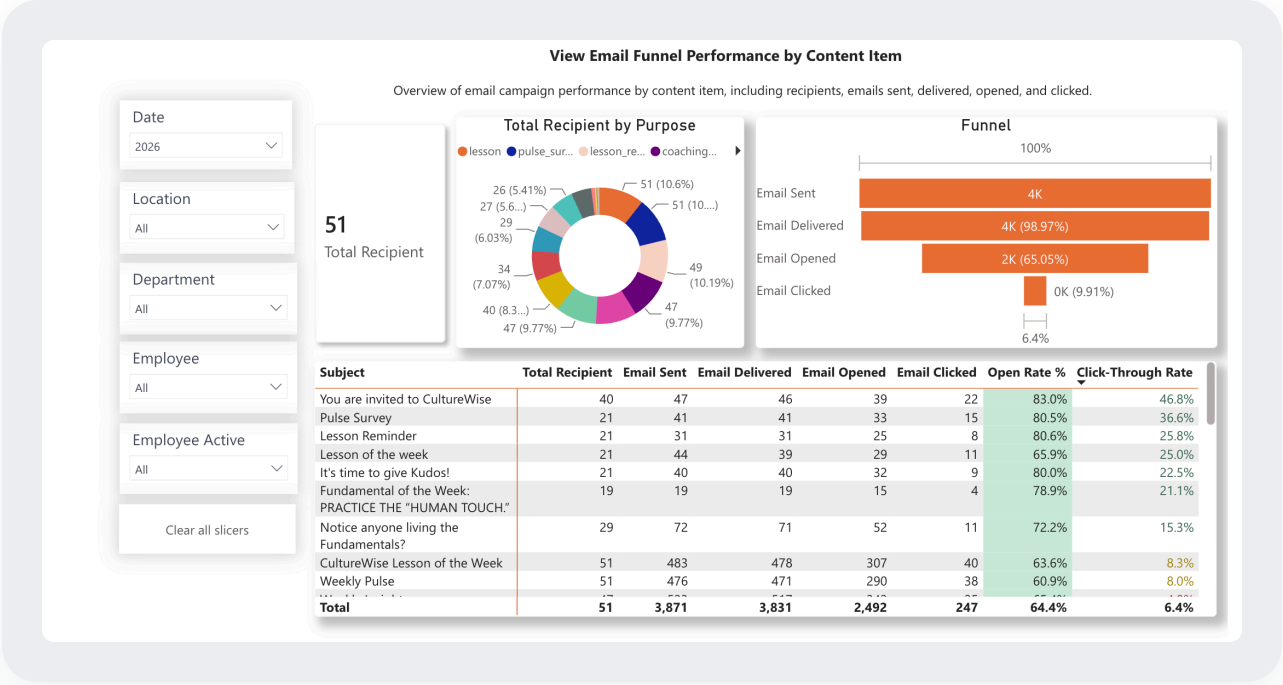
Interactions by person and content type

CONTENT REACH CONTINUED

Email Funnel Performance

Which emails are being sent, and whether they are delivered, opened, and clicked.

1. Read the funnel from sent to delivered to opened to clicked
2. Compare open rate and click-through rate by email subject
3. Sort by **Click-Through Rate** to see which emails move people into the platform



Subject	Total Recipient	Email Sent	Email Delivered	Email Opened	Email Clicked	Open Rate %	Click-Through Rate
You are invited to CultureWise	40	47	46	39	22	83.0%	46.8%
Pulse Survey	21	41	41	33	15	80.5%	36.6%
Lesson Reminder	21	31	31	25	8	80.6%	25.8%
Lesson of the week	21	44	39	29	11	65.9%	25.0%
It's time to give Kudos!	21	40	40	32	9	80.0%	22.5%
Fundamental of the Week: PRACTICE THE "HUMAN TOUCH."	19	19	19	15	4	78.9%	21.1%
Notice anyone living the Fundamentals?	29	72	71	52	11	72.2%	15.3%
CultureWise Lesson of the Week	51	483	478	307	40	63.6%	8.3%
Weekly Pulse	51	476	471	290	38	60.9%	8.0%
Total	**51**	**3,871**	**3,831**	**2,492**	**247**	**64.4%**	**6.4%**

The email funnel and performance by subject

Need help?

If a report doesn't answer your question, contact CultureWise Support at **culturewise.com/technical-support** and tell us what you're trying to learn.