

Jasper Usage Report Data Dictionary

Reference Guide for Usage Report Export Logs

Logs

The Usage Report contains the following five exportable logs:

| # | Log Name | Description |
|---|-------------------|--|
| 1 | User Log | Current snapshot of all users across your workspaces |
| 2 | Group Members Log | Groups and their member assignments |
| 3 | Agents Log | Catalog of custom agents created in your workspaces |
| 4 | User Activity Log | Daily login activity per user (rolling 1-year window) |
| 5 | Generation Log | Aggregated content generation activity (rolling 1-year window) |

1. User Log

A current-state roster of all users provisioned in your Jasper workspaces. One row per user per workspace.

| Field | Type | Description |
|-------------------------------|---------|---|
| workspace_id | STRING | Unique identifier for the workspace |
| workspace_name | STRING | Display name of the workspace |
| user_id | STRING | Unique identifier for the user |
| user_name | STRING | Display name of the user |
| user_email | STRING | Email address of the user |
| user_role | STRING | Role assigned to the user within the workspace |
| user_department | STRING | Department the user belongs to (if set) |
| user_active | BOOLEAN | Whether the user currently has active access (true = active, false = revoked) |
| user_created_date | DATE | Date when the user was added to the workspace |
| user_revoked_date | DATE | Date when access was revoked (null if still active) |
| first_login_date | DATE | Date of the user's first login |
| last_login_date | DATE | Date of the user's most recent login |
| first_content_generation_date | DATE | Date of the user's first content generation |
| last_content_generation_date | DATE | Date of the user's most recent content generation |

| Field | Type | Description |
|------------------------|--------|---|
| invite_sent_from_email | STRING | Email address of the person who sent the invite (if applicable) |
| invite_sent_date | DATE | Date when the invite was sent (if applicable) |

user_role values:

| Value | Description |
|-----------|---|
| admin | Full administrative access to the workspace |
| manager | Can manage users and workspace settings |
| member | Standard user access |
| developer | API/developer-level access |

2. Group Members Log

Current-state mapping of groups and their members. One row per member per group.

| Field | Type | Description |
|-----------------------------|---------|---|
| workspace_id | STRING | Unique identifier for the workspace |
| workspace_name | STRING | Display name of the workspace |
| group_id | STRING | Unique identifier for the group |
| group_name | STRING | Display name of the group |
| group_visibility | STRING | Access scope of the group |
| creator_user_id | STRING | User ID of the group creator |
| creator_user_email | STRING | Email of the group creator |
| creator_user_name | STRING | Name of the group creator |
| group_created_date | DATE | Date when the group was created |
| member_user_id | STRING | User ID of the group member |
| member_user_email | STRING | Email of the group member |
| member_user_name | STRING | Name of the group member |
| member_added_date | DATE | Date when the member was added to the group |
| group_has_knowledge_applied | BOOLEAN | Whether the group has a Knowledge asset applied |
| group_has_voice_applied | BOOLEAN | Whether the group has a Brand Voice applied |

| Field | Type | Description |
|----------------------|---------|--|
| assets_in_group | INTEGER | Number of assets associated with the group |
| group_has_iq_applied | BOOLEAN | Whether the group has any Jasper IQ feature applied (Knowledge or Voice) |

group_visibility values:

| Value | Description |
|---------|----------------------------------|
| Public | Visible to all workspace members |
| Private | Visible only to group members |

3. Agents Log

Catalog of custom agents created in your workspaces. One row per agent.

| Field | Type | Description |
|--------------------|---------|---|
| workspace_id | STRING | Unique identifier for the workspace |
| agent_id | STRING | Unique identifier for the agent |
| agent_name | STRING | Display name of the agent |
| agent_created_date | DATE | Date when the agent was created |
| agent_type | STRING | Classification of how the agent was created |
| agent_active | BOOLEAN | Whether the agent is currently active |
| studio_agent | BOOLEAN | Whether the agent was built using Jasper Studio (true = Studio-built) |
| creator_user_id | STRING | User ID of the agent creator |
| creator_user_name | STRING | Name of the agent creator |
| creator_user_email | STRING | Email of the agent creator |
| agent_visibility | STRING | Access scope of the agent |

agent_type values:

| Value | Description |
|---------------------------|---|
| Custom – User Saved | Agent saved by an individual user |
| Custom – Studio (Private) | Agent built in Jasper Studio, visible only to the creator |
| Custom – Studio (Public) | Agent built in Jasper Studio, shared with the workspace |
| Custom – Services Built | Agent built via the Jasper API/services layer |

agent_visibility values:

| Value | Description |
|---------|------------------------------------|
| Public | Available to all workspace members |
| Private | Available only to the creator |

4. User Activity Log

One row per user per day they logged in. Covers a rolling 1-year window (yesterday back through 365 days).

| Field | Type | Description |
|-----------------|--------|-------------------------------------|
| workspace_id | STRING | Unique identifier for the workspace |
| workspace_name | STRING | Display name of the workspace |
| user_id | STRING | Unique identifier for the user |
| user_name | STRING | Display name of the user |
| user_email | STRING | Email address of the user |
| user_login_date | DATE | Date the user logged in |

5. Generation Log

Aggregated content generation activity. One row per unique combination of user, date, content location, generation type, feature, and agent context. Covers a rolling 1-year window (yesterday back through 365 days).

| Field | Type | Description |
|----------------------|--------|--|
| run_time | STRING | Timestamp (UTC) of when the data export ran |
| workspace_id | STRING | Unique identifier for the workspace |
| workspace_name | STRING | Display name of the workspace |
| user_id | STRING | User who triggered the generation (null for API-originated requests) |
| user_name | STRING | Name of the user (null for API-originated requests) |
| user_email | STRING | Email of the user (null for API-originated requests) |
| content_created_date | DATE | Date when the content was generated |
| canvas_id | STRING | Identifier of the canvas where content was generated (if applicable) |
| canvas_name | STRING | Name of the canvas (if applicable) |
| document_id | STRING | Identifier of the document where content was generated (if applicable) |

| Field | Type | Description |
|-----------------------|---------|---|
| document_name | STRING | Name of the document (if applicable) |
| generation_type | STRING | Type of content generated |
| generation_feature | STRING | Jasper feature used to produce the content |
| generation_agent_type | STRING | Classification of the agent used (null if no agent context) |
| agent_id | STRING | Identifier of the agent used for the generation (if applicable) |
| generation_agent_name | STRING | Display name of the agent used (if applicable) |
| generation_used_iq | BOOLEAN | Whether any Jasper IQ feature was used in the generation |
| content_generations | INTEGER | Count of individual content generation events for this row's grouping |

generation_type **values:**

| Value | Description |
|-------|--------------------------|
| Text | Text content generation |
| Image | Image content generation |

generation_feature **values:**

| Value | Description |
|------------|--|
| Chat | Generated via Jasper Chat |
| Agent | Generated via a Jasper Agent |
| Command | Generated via the inline Command feature in a document |
| Ask Jasper | Generated via the Ask Jasper feature in a document |
| API | Generated via the Jasper API |
| Extension | Generated via the Jasper browser extension |
| Other | Other generation sources (legacy features) |

generation_agent_type **values:**

| Value | Description |
|---------------------------|---|
| Advanced Agent | Jasper's advanced AI agents (Deep Research, SEO, ABM, etc.) |
| Public | Jasper-provided public agent |
| Custom – User Saved | Agent saved by an individual user |
| Custom – Studio (Private) | Studio-built agent, private to the creator |
| Custom – Studio (Public) | Studio-built agent, shared with the workspace |

| Value | Description |
|-------------------------|---|
| Custom – Services Built | Agent built via the API/services layer |
| Single Use | One-time ephemeral agent, configuration not saved |

Joining the Logs

All logs share `workspace_id` as a common key. The following join keys connect the logs:

| From Log | To Log | Join Key |
|------------|-------------------|---|
| User Log | User Activity Log | <code>workspace_id + user_id</code> |
| User Log | Generation Log | <code>workspace_id + user_id</code> |
| User Log | Group Members Log | <code>workspace_id + user_id (member_user_id or creator_user_id)</code> |
| Agents Log | Generation Log | <code>workspace_id + agent_id</code> |

Notes:

- Generation Log rows originating from API calls may have null `user_id`, `user_name`, and `user_email` fields. These records can still be joined to Agents Log via `agent_id`.
- User Activity Log and Generation Log contain a rolling 1-year window of data. User Log, Group Members Log, and Agents Log reflect current state.
- Generation Log data is aggregated — `content_generations` contains the count of individual generation events for each unique grouping. To get total generations for a user or workspace, sum the `content_generations` field.