

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_tags	STRING	Tags assigned to the user, stored as a JSON-encoded array of tag-name strings (e.g. ["Brand","Creative Studio"]; a single tag appears as ["Brand"]). Null when the user has no tags.
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user_revoked_date	DATE	Date when access was revoked (null if still active)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

Field	Type	Description
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
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

Field	Type	Description
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
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

Value	Description
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)

Field	Type	Description
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)
grid_id	STRING	Identifier of the grid where content was generated (if applicable)
grid_name	STRING	Name of the grid (if applicable)
generation_type	STRING	Type of content generated
generation_feature	STRING	Jasper feature used to produce the content
api_endpoint	STRING	API endpoint called, with path parameters anonymized (populated only for API-originated generations)
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
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</code> (<code>member_user_id</code> or <code>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.