eLearning for Adobe Analytics

Data Analysis with Analysis Workspace

About our eLearning
Adobe’s eLearning is the perfect complement to instructor-led training, especially when you need flexibility and the convenience of real-time how-to’s. Course content is hosted on your learning management system or accessible directly via your web browser. Customizable targeted modules let the team refresh skills exactly when they need it.

Learn any time, any place, at any pace.

Course Overview
Data Analysis with Analysis Workspace is a crucial course designed for Analysts who need to provide recommendations to improve their site and marketing efforts, increase conversion, and decrease marketing costs. This eLearning introduces you to Analysis Workspace and gets you up and running with this powerful capability within the Adobe Analytics solution. You will learn how to navigate the reporting interface, run reports to answer your key business questions, and configure reports for effective decision-making. You will develop skills to share reports, segment your data, and create useful visualizations for analysis.

After completing this course, you will be able to:
• Create projects in Analysis Workspace
• Apply Panels, Visualizations, and Components in a project
• Analyze segment and metrics builder
• Share and distribute a project

Prerequisites
None

Your Benefits
• Save time. Easily deploy real-time 24/7 training to your teams across multiple sites.
• Save money. A great solution when travel budgets are tight.
• Stay productive. Quick targeted hits of training mean your team has the right resources at the right time to feel confident in their skills.
Course Outline

1. Overview of Analysis Workspace
   - Introduction to Analysis Workspace
   - Exercise 1.1: Logging in to Analysis Workspace
   - Analysis Workspace Landing Page
   - Exercise 1.2: Creating a New Project
   - Panels, Visualizations, and Components
   - Exercise 1.3: Tagging a Component
   - Demo: Explore the Menu Bar in Analysis Workspace
   - Managing Projects

2. Adding Panels and Components to Projects
   - Types of Panes
   - Types of Components
   - How to Place a Component
   - Exercise 2.1: Creating a Report
   - Common Traffic Metrics
   - Demo: Options Available in a Freeform Table
   - Exercise 2.2: Breaking Down by Line Item
   - Exercise 2.3: Applying and Modifying Products Breakdown

3. Creating Report Breakdowns and Alerts
   - Ad Hoc Segments
   - Exercise 3.1: Creating Ad Hoc Segments
   - Exercise 3.2: Cross-tab Analysis
   - Adding Alerts and its criteria
   - Exercise 3.3: Create Alerts for Metrics and Dimensions
   - Exercise 3.4: Applying Multi-dimensional Breakdowns

4. Configuring Time and Date Ranges
   - Time Presets
   - Set Dimensions of Time Period
   - Exercise 4.1: Add the Time Dimension to a Metrics
   - Comparing Dates
   - Date Range Builder
   - Exercise 4.2: Compare Date Ranges
   - Exercise 4.3: Show data trend by Date Range

5. Adding Visualization to Reports
   - Types of Visualization
   - Anomaly detection
   - Visualization Settings
   - Exercise 5.1: Add Visualization to Line Items
   - Exercise 5.2: Adding Summary Numbers and Summary Change Visualization
   - Cohort Analysis
   - Exercise 5.3: Adding a Cohort Table to your project

6. Segment Builder Overview
   - Scenario: Segment Container Hierarchy
   - How to Access the Segment Builder
   - Exercise 6.1: Creating Segments
   - Using Operators and Date Range in Segment
   - Nested Container Hierarchy
   - Segment Manager
   - Exercise 6.2: Create Two Segments and Apply these Segments in Analysis Workspace
   - Exercise 6.3: Segment Comparison
   - Venn Visualization
   - Exercise 6.4: Create a Venn Diagram

7. Creating and Customizing Calculated Metrics
   - How to Access the Calculated Metric Builder
   - Exercise 7.1: Creating a Calculated Metric
   - Metric Type and Allocation
   - Exercise 7.2: Create a “Registrations per Visit” Calculated Metric
   - Exercise 7.3: Place a Calculated Metric in a Project

8. Sharing and Distributing Reports
   - Project Curation
   - Exercise 8.1: Curate a Project
   - Share a Project
   - Quick Copy
   - Download a Project
   - Exercise 8.2: Send and Schedule a Report

9. Data Analysis with Analysis Workspace Assessment
   - Final Assessment

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