eLearning for Adobe Analytics

Data Analysis with Reports and Analytics

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 Reports and Analytics is designed to help busy teams of business users, marketers, analysts, developers and architects use Reports & Analytics to solve business questions. This eLearning will teach you how to navigate the reporting interface, run reports to get the answers you are looking for, and configure reports for effective decision-making. You will learn how to distribute reports, create useful dashboards, and segment data to get the right information to the right people at the right time.

After completing this course, you will be able to:
• Understand Web Analytics
• Navigate the Reports & Analytics User Interface
• Generate and analyze Metric-based Reports and Traffic Sources to your site
• Understand Campaign reports and their effect on website success
• Generate and analyze Visitor Profile reports
• Generate Site Content reports
• Learn how to use custom reports to measure visitor retention and growth on your site
• Understand different graph types in Reports & Analytics
• Create and customize Calculated Metrics
• Understand Page, Visit, Visitor and Item-based Segments
• Use the dashboard in Reports & Analytics
• Add Custom Reportlets to the dashboard

Prerequisites: None. All user roles will benefit from attending.

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.
Data Analysis with Reports and Analytics
[3.5 hour eLearning]

Course Outline

1. Introduction to Web Analytics
   - Overview of Web Analytics
   - Align Measurement Strategy with Business Requirements

2. Reports & Analytics Basics
   - What is Reports & Analytics?
   - How Reports & Analytics Collects Data
   - Metrics, Report Suites, Segmentation
   - Menu Navigation
   - Exercise 2.1: Logging into Reports & Analytics

3. Exploring the Reports & Analytics Interface
   - Adding Notes, Changing Date Range and Segments
   - Exercise 3.1: Recommended Reports
   - Dashboard, Bookmark Access, Tool Bar
   - Report Suite Selector and Segment Selector Tools
   - Easy Access to Frequently Used Reports
   - Running Default Reports
   - Exercise 3.2: Run a Report
   - Report Structure of Reports & Analytics
   - Filters and Configuration
   - Graph Selector

4. Reports & Analytics Metrics
   - Types of Metrics in Reports & Analytics
   - Metrics in Metric-based and Item-based Reports
   - Current Data
   - Exercise 4.1: Run a Traffic Metrics Report
   - Exercise 4.2: Add Metrics to a Pages Report
   - Entries, Exits, and Single Access Metrics
   - Bounce Rate and Conversion Events
   - Exercise 4.3: Run a Conversion Metrics Report
   - Exercise 4.4: Examine Relationships between Metrics
   - Participation Metrics

5. Visitor Acquisition
   - Traffic Sources, Search Engine and Keyword Reports
   - Exercise 5.1: Identifying Top Searches
   - Referrers and Referring Domains
   - Exercise 5.2: Run a Traffic Sources Report
   - Tracking Code
   - Exercise 5.3: Run Campaign Reports
   - Custom Traffic and Conversion Reports
   - Exercise 5.4: Run a Marketing Channel Campaign (Tracking Code) Report

6. Visitor Identification and Segmentation
   - Exercise 6.1: Run a Geosegmentation Report
   - Exercise 6.2: Geosegmentation Conversions
   - Exercise 6.3: Run a Technology Report
   - Languages Reports
   - Visitor State and Visitor Zip/Postal Code Reports
   - Custom Traffic (s.props) and Conversion (eVar) Reports
   - Exercise 6.4: Custom Visitor ID and Segmentation
   - Exercise 6.5: Add Visitor ID and Segmentation Reports to a Dashboard

7. Visitor Activity and Content Consumption
   - Conversion Events (Success Events)
   - Site Content Reports, Pages Reports, Conversion Metrics
   - Exercise 7.1: Configure a Pages Report
   - Exercise 7.2: Run Conversion Events (Success Events)
   - Exercise 7.3: Breaking Down Mobile Reports
   - Path Analysis and Reporting
   - Next and Previous Page Flow Reports
   - Identifying Paths of Interest
   - The Fallout Report (Checkpoints)
   - Exercise 7.4: Run an Exit Page Report
   - Exercise 7.5: Run a Product Report
   - Video Reports, Metrics, Engagements, Variables, Paths
   - Custom Traffic and Conversion Reports
   - Exercise 7.5: Run Internal Search Terms Reports

8. Visitor Retention and Growth
   - Return Frequency and Visits
   - Sales Cycle Reports
   - Unique Customer and Loyalty Reports
   - Exercise 8.1: Run a Visit Number Report
   - Custom Traffic and Conversion Reports
   - Exercise 8.2: Add Retention Report to a Dashboard

9. Understanding Reports & Analytics Graphs
   - Graph Types Overview
   - Metric Based Reports Trending One/Multiple Items
   - Graphs in Line-Item Reports
   - Stacked Graphs, Pie Charts, Scatter Plots, Bubble Graphs

10. Calculated Metrics
    - Creating a Calculated Metric
    - Metric Types
    - Allocation
    - Exercise 10.1: Create a Registrations Per Calculated Visit
    - Segmented Metrics

11. Segmentation
    - Segmentation Example: Splitting Up the Traffic
    - Report and Line Item Levels
    - Unified Segmentation
    - Segmentation Workflows and Reports
    - And, Or, and Then Operators
    - Nested Container Hierarchy
    - Logic Groups
    - Segment Manager
    - Exercise 11.1: Build a One-Time Big Purchase Visitor Segment
    - Exercise 11.1: Build a One-Time Big Purchase Visit Segment
    - Exercise 11.3: Build a Purchase Segment

12. Reports & Analytics Dashboards
    - Exercise 12.1: Add Custom Reportlet to Dashboards
    - Exercise 12.2: Interpret Reportlet Data
    - Arranging Dashboard Pages
    - Reportlets: Metric Gauge, Text, Image, Company Summary, Report Suite Summary, RSS, HTML, External, Usage Summary
    - Exercise 12.3: Add Visitor Acquisition Report to Dashboards
    - Scheduling Dashboards for Automatic Delivery
    - Exercise 12.4: Remove Dashboards

13. Final Assessment

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