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
The Data Analysis with Analysis Workspace eLearning enables Business Users, Analysts, and Marketers to create data-centric projects using a set of analysis tools which answer unique business questions. The course introduces you to the Workspace interface to create engaging, customized reports for effective decision-making. Through hands-on exercises, you will learn how to create a project, implement powerful visualizations, segment your data, create calculated metrics, and share reports.

After completing this course, you will be able to:
• Describe capabilities and requirements for using Analysis Workspace
• Explore the Analysis Workspace UI
• Create projects in Analysis Workspace
• Share and distribute a project
• Apply Panels, Visualizations, and Components in a project
• Understand Visitor Acquisition, Identification, Activity, and Retention reports in Analysis Workspace
• Explain Segmentation and Calculated Metrics in Analysis Workspace

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.
Data Analysis with Analysis Workspace
[4 hour eLearning]

Course Outline
1. Overview of Analysis Workspace
   • Introduction to Analysis Workspace
   • Exercise 1.1: Analysis Workspace UI
   • Exercise 1.2: Creating Templates and Projects
   • Exercise 1.3: Creating Reports
   • Exercise 1.4: Sharing and Curating Projects

2. Customization Features in Analysis Workspace
   • Drop Zone
   • Exercise 2.1: Breaking Down a Single Line Item
   • Exercise 2.2: Breaking Down Multiple Line Items
   • Exercise 2.3: Product Breakdown
   • Exercise 2.4: Multi-dimensional Breakdown
   • Data Range
   • Exercise 2.5: View Metrics by Day
   • Exercise 2.6: Compare Date Ranges
   • Exercise 2.7: Trend by Date

3. Analysis Workspace Visualizations
   • Exercise 3.1: Cohort Analysis Visualization
   • Exercise 3.2: Fallout Analysis Reports
   • Exercise 3.3: Flow Visualization
   • Exercise 3.4: Bullet Visualization
   • Exercise 3.5: Histogram Visualization
   • Exercise 3.6: Line graph visualization and Contribution Analysis
   • Exercise 3.7: Scatter Visualization
   • Exercise 3.8: Summary Number and Summary Change Visualizations
   • Exercise 3.9: TreeMap Visualization
   • Exercise 3.10: Venn Visualization

4. Visitor Acquisition and Identification Reporting in Analysis Workspace
   • Exercise 4.1: Identifying a Top Search Engine
   • Exercise 4.2: Identifying a Top Search Keyword
   • Exercise 4.3: Identifying Referrer Type by Top Referring Domains
   • Campaigns Reports
   • Exercise 4.4: Identifying Tracking Code
   • Exercise 4.5: Creating Campaign Classification reports
   • Geo Segmentation
   • Exercise 4.6: Create a GeoSegmentation Report
   • Technology Reports
   • Exercise 4.7: Run a Browsers Report

5. Visitor Activity and Retention Reports in Analysis Workspace
   • Page Dimension Reporting
   • Exercise 5.1: Finding Out Page Views
   • Exercise 5.2: Exploring Site Section Dimension
   • Link Component
   • Path Visualization
   • Exercise 5.3: Finding Out Product Revenue
   • Exercise 5.4: Analyzing Video Visits
   • Exercise 5.5: Creating Mobile Report
   • Exercise 5.6: Identifying Return Frequency
   • Exercise 5.7: Finding Out Visit Number
   • Exercise 5.8: Identifying Return Visits

6. Segmentation in Analysis Workspace
   • Segment Container Hierarchy
   • Exercise 6.1: Identifying Visitor Purchase and Visits
   • Using Operators and Rolling Date Range
   • Nested Container Hierarchy
   • Exercise 6.2: Identifying Campaign Visits
   • Exercise 6.3: Creating Advanced Segments
   • Exercise 6.4: Identify Products Generating the Most Revenue
   • Exercise 6.5: Creating a Logic Group Segment
   • Exercise 6.6: Ad Hoc Segment and Cross Tab Analysis
   • Exercise 6.7: Comparing Segments

7. Create and Customize Calculated Metrics in Analysis Workspace
   • How to Access the Calculated Metric Builder
   • Exercise 7.1: Add Traffic Metrics to the Page Dimension
   • How do Participation Metrics Work?
   • Exercise 7.2: Conversion Metrics Report
   • Calculated Metrics
   • Exercise 7.3: "Newsletter Signups" Calculated Metric
   • Metric Type and Allocation
   • Exercise 7.4: Site-Section Calculated Metric
   • Exercise 7.5: Filtered Metric with an Advanced Function
   • Exercise 7.6: Z-Score Calculated Metric
   • Calculated Metrics Workflow

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