



Adobe Analytics

Data Analysis With Analysis Workspace

Course description: Data Analysis with Analysis Workspace is a 2-day, instructor-led (in-classroom and virtually) course designed to introduce you to Analysis Workspace and get you up and running with this powerful capability within the Adobe Analytics solution. You will learn how to navigate the reporting interface, create engaging reports to get answers to your business questions, and configure reports for effective decision-making. Using hands-on exercises, you will learn how to segment your data, create calculated metrics, implement powerful visualizations for analysis, and share your reports. This course is suitable for business analysts.

Prerequisites: None

Target audience: Business users accessing this capability for site use and marketing

Objectives

After completing this course, you will be able to:

- Define Digital Analytics and explain the process
- Introduce Adobe Analytics capabilities and functionalities
- Configure projects using Analysis Workspace
- Determine which channels help you acquire site visitors
- Identify and group visitors based off of attributes and site behavior
- Find out which pages visitors visit and if they convert on the site
- Analyze how frequently visitors return to the site and if they convert again
- Create custom segments and use them to filter reports
- Create calculated metrics and apply them to reports
- Describe Analysis Workspace visualizations

Course Materials

- Data Analysis With Analysis Workspace Student Guide

TOPICS

- Digital Analytics: An Introduction
- Adobe Analytics: An Overview
- Introduction to Analysis Workspace
- Contextual Menus and Report Breakdowns in Analysis Workspace
- Adobe Analytics Metrics
- Introduction to Segmentation
- Introduction to Calculated Metrics
- Visitor Acquisition Reporting in Analysis Workspace
- Visitor Identification Reports in Analysis Workspace
- Visitor Activity Reports in Analysis Workspace
- Content Consumption Reports in Analysis Workspace
- Visitor Retention and Growth Reports in Analysis Workspace
- Analysis Workspace Visualizations
- Products and Capabilities of Adobe Analytics

Start Learning Today

Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • adls@adobe.com
EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • adlsemea@adobe.com
learning.adobe.com

38049680: Bank of Funds, NS