



# Adobe Analytics: Digital Analyst



**Course Duration:** 4 days

## Description

This four-day course focuses on giving you the knowledge and skills to enable you to become a successful digital analyst. Not only will we discuss the framework within which a web analytics program will thrive, we will also discuss a multitude of reporting examples spread across several industries. This course has been designed to provide you with the broadest possible view without sacrificing attention to very specific reporting and data interpretation scenarios. The best fit for this class would be a student who is either just stepping into digital analyst space or who has a minimum to moderate level of experience with web analytics data or web analytics tools.

Note: Experience with a Web analytics tool, such as Adobe Analytics or other tools, is recommended, but not required to take this course.

## Target Audience

Marketers and Analysts who wish to improve their analytical skills.

## Course Objective

The objective of this course is to help turn Adobe Marketing Cloud users into analysts so that they can make informed decisions using data to optimize their business. Topics covered include:

- The support structure that you need around you to succeed
- How to align your measurement strategy with your organization's strategy
- Techniques to identifying analysis opportunities
- Tips and recommendation for generating effective reports & insights that will be valued by your business stakeholders
- How to promote and sell your analysis within your organization
- Optimization areas for the following industries: Finance & Lead generation, Media & Advertising, Retail & E-commerce, Travel, Telco and Hi Tech & Self service

## Course Outline

### Day 1

Role of the Analyst

Web Analytics Challenges  
Optimization Framework for Success  
Identifying KPIs and Measurement  
Data Segmentation  
Advanced Data Analysis Tools

## Day 2

Content Analysis: Page, Content Affinity, Featured Content, Navigation, Mobile, Video, Internal Search  
Conversion Analysis: Macro & Micro Conversion, Fallout & Path Analysis, Product Merchandising

## Day 3

Campaigns, SEM, SEO  
Social Media  
Customer Loyalty & Retention  
Visitor Segmentation  
Vertical Specialization

## Day 4

Vertical Specialization  
Optimization  
Creating a Data-driven Organization

# Testimonials

Himanshu has a very composed and serene way of training people. His knowledge on Adobe Marketing cloud (especially Adobe analytics) is immense. He also makes sure to answer each and every queries that his trainees have. I was glad to have attended the training conducted by him.

Shivanandana Hegde, Analytics Advisory Specialist at Accenture

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I took the Adobe Digital Analyst and Adobe Reports & Analytics User courses with Himanshu. Having taken courses with other instructors, I cannot express my appreciation enough for Himanshu's knowledge on the subject- he delivered the course with such clarity, understanding and a real interest in our development. His ability to pace the learning and manage the class it so that we all achieved maximum benefit is no small feat. Extremely impressed by his level of professionalism and am inspired to continue learning with him. Can't thank you enough Himanshu.

Mbali Manana, Digital Strategist at KPMG South Africa

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Course taken from Tekno Point - Specialists in Adobe Marketing Cloud and AEM Training in India - <http://teknopoint.in>  
URL to Course: <http://teknopoint.in/course/adobe-analytics-digital-analyst/>