



Maximize Insights Using Adobe Reports & Analytics Administrative Functions



Course Duration: 3 Days

Description

This three-day course will teach you how to use the administrative functions in Reports & Analytics in order to manipulate data collection, create and configure Analytics data environments, and manage your analysts. You will learn how to create campaigns, group granular data to create informative reports, and integrate your Reports & Analytics data with offline data in order to understand your business from end to end.

Target Audience

This course is designed for experienced Reports & Analytics administrators.

Prerequisites

Students should attend the Reports & Analytics User Training or have significant experience with Reports & Analytics. Report Builder is a plug-in for Microsoft Excel that students should install before class. Windows XP and Excel 2007 or higher are required for the Report Builder chapter. ad hoc Analysis is a Java-based capability.

HW & SW Requirements

Video card supporting OpenGL2.0
Cookies: Required
Operating System: Windows and Mac OS
Monitor Resolution: 800x600 (1024x768 recommended)
Colour Depth: 16-bit or greater
JavaScript: Enabled
Java Version: Java - 6 update 10 or later; Java - 6 update or later

Course Objectives

This course dives deep into the administrative functions in Reports & Analytics. You will also have the chance to practice using other Analytics capabilities such as Analysis Workspace, Report Builder, and Ad Hoc Analysis. Reports & Analytics experts will help you leverage this powerful tool by providing insight into the following areas:

- Monitoring and measuring marketing efforts
- Grouping granular data into Classification reports
- Integrating offline data into Analytics
- Modifying Analytics data using client-side and server-side methods
- Learning how Analytics variables work
- Creating Analytics segments
- Creating customized Analytics dashboards in Excel

Course Outline

Day 1

- Advanced Reporting in Reports & Analytics
- Data Warehouse
- Analysis Workspace
- Report Builder
- Ad Hoc Analysis
- Data Workbench

Day 2

- How Analytics Variables Work
- Campaign Management
- Classifications
- Report Suites
- User Management
- Report Suite Settings
- Company Settings
- Marketing Channels

Day 3

- VISTA and Plug-Ins
- Activation
- Processing Rules
- Data Sources
- Data Connectors
- Customer Attributes
- Analytics Integrations
- Live Stream

Testimonials

You know your training objectives will be achieved when the assigned trainer asks the right business questions and tries to understand the trainees' needs. Mody is an expert in his field for Adobe Analytics reporting and implementation. I enjoyed working with him for DBS Adobe Analytics training series. His detailed extensive preparation for my training series, and the passion he displayed, gave me much confidence and assurance. I would highly recommend Mody for Adobe Analytics related training for your corporation's needs.

Christine Goh, Vice President, Regional e-Business - Strategy, Sales & Marketing (Consumer Banking Group)

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 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

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

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/maximize-insights-using-adobe-reports-analytics-administrative-functions/>