

INFOSOFT IT SOLUTIONS

Training | Projects | Placements

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Adobe Analysis Workspace Course Content

Introduction to Adobe Analytics

- What is Adobe Analytics?
- Basics of Analytics
- Customising UI

Analysis Workspace

- Basis of Analysis Workspace
- Navigate Workspace Projects
- Working with Panels
- Building Freeform Tables
- Applying Segments
- Metrics
- Dimensions
- Calendar and Date Ranges
- Curation and Sharing in Analysis Workspace
- Cohort Analysis
- Voice Analytics
- Reports and Analytics

Administration

- Managing Report Suites
- Data Governance and GDPR
- Traffic Management
- Logs

Implementation

- Basics of Implementation
- Using JavaScript
- Validating and Troubleshooting
- SPA Pages

Components

- Segmentation
- Calculated Metrics
- Classification
- Virtual Report Suites
- Activity Map

Exporting

- From UI
- Data Warehouse
- Data Feeds

- Report Builder

Integrations

- Audience Manager
- Ad Cloud
- Ad Hoc Analysis
- Power BI
- Magento

Data Science

- Using Adobe Analytics ML and AI
- Anomaly Detection in Analysis Workspace
- Contribution Analysis in Analysis Workspace

Vertical-Specific

- Retail Variables and Events
- Add Basic Retail Variables and Events
- Add Launch Rule for Purchase Event

Media and Mobile App Analytics

- Measuring Voice or Audio
- Mobile App Analytics Implementation
- Measuring Mobile Analytics