



# Adobe Analytics

## Advanced Analysis with Analysis Workspace

**Course description:** Advanced Analysis with Analysis Workspace is a 2-day, instructor-led (classroom and virtual) course designed to introduce you to the advanced features in Analysis Workspace and increase your insights within the Adobe Analytics solution. You will go beyond the basics to create more complex reports that will reinforce and strengthen your decision making. Using hands-on exercises, you will learn about product enhancements, advanced segmentation, Virtual Analyst, advanced calculated metrics, attribution modeling, data storytelling and executive dashboards, and Activity Map.

**Prerequisites:** The users should have already taken the Data analysis with Analysis Workspace course.

**Target audience:** Business practitioners and analysts

### TOPICS

- Product Enhancements
- Advanced Segmentation
- Virtual Analyst
  - > Anomaly Detection
  - > Contribution Analysis
  - > Alerts
- Advanced Calculated Metrics
- Attribution Modeling
- Data Storytelling using Executive Dashboards
- Activity Map for Content Marketers

### Objectives

After completing this course, you will be able to:

- Explore the new Analytics product enhancements
- Create advanced Segments using Include Everyone, Only Before, Only After Sequences, and Distinct Dimension Count
- Understand how Virtual Analyst uses predictive algorithms and machine learning to deliver insights into anomalies impacting your business.
- Create advanced calculated Metrics using Content Velocity, Z-Score, Cumulative Average Function, and IF function
- Perform sophisticated and intelligent analysis on marketing performance using attribution modeling
- Learn about data storytelling and executive dashboards
- Use the Activity Map capability of Analytics

### Course Materials

- Advanced Analysis with Analysis Workspace Student Guide

### Start Learning Today

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