



# Adobe Analytics

## Create Reports and Visualizations Using Adobe Analytics

**Course description:** Create Reports and Visualizations Using Adobe Analytics is a 2-day instructor-led (in class or virtual) course, where you will learn how to navigate the reporting interface, create engaging reports and visualizations to get answers to your business questions, and configure reports for effective decision-making using Adobe Analytics. Through hands-on activities, you will learn about Adobe's 4-step methodology and create reports and visualizations in Analysis Workspace to analyze visitor acquisition, visitor identification, visitor activity, and visitor retention. You will learn how to create custom Segments and Calculated Metrics to customize your reports and visualizations. This course is suitable for business users and analysts.

**Prerequisites:** None

**Target audience:** Business users and Analysts

### Objectives

After completing this course, you will be able to:

- Create Reports and Visualizations in Adobe Analytics to analyze:
  - › Visitor Acquisition
  - › Visitor Identification
  - › Visitor Activity and Content Consumption
  - › Visitor Retention
- Create quick Segments in reports and custom Segments using Segment Builder.
- Create custom Calculated Metrics in Calculated Metric Builder.
- Understand Customization Ideas and Techniques.

### Course Materials

- Create Reports and Visualizations Activity Guide
- Create Reports and Visualizations PDF of PowerPoint Presentation

### TOPICS

- Get Started with Analysis Workspace
  - › Monthly KPI Dashboard
  - › Favorite and Tag Components
  - › Segment filter drop-down list
  - › Time Periods and Contextual Visualizations
- Visitor Acquisition
  - › Referrer Types, Referrer Domains, and Referrers
  - › Search Engines and the top Entry Pages
  - › Tracking Codes and Marketing Channels
- Visitor Identification
  - › Geo Cities report
  - › Technology Overview report
  - › Product Journey
  - › Page Views
- Visitor Activity and Content Consumption
  - › Site Sections and Page Names
  - › Conversion Dimensions
- Visitor Retention
  - › Cohort Analysis
  - › Return Frequency
  - › Customer Loyalty
  - › Compare the Return Visits and First Visits
- Segmentation
  - › Quick Segment
  - › Segment Builder
  - › Overlap and Intersection of Segments
  - › Segment Comparison
- Calculated Metrics
  - › Metric from selection
  - › Calculated Metric Builder
  - › Compare Time Periods
- Customization ideas and techniques

### 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](https://learning.adobe.com)

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