



Adobe® Analytics

Reports & Analytics User

Duration: 3 Days | 24 Hrs



Know Tomorrow Today

Course Description:

Formerly SiteCatalyst User training, this three-day training is tailored to help you use Reports & Analytics to find answers to your business questions. You will learn how the reporting interface and navigation work, how to run reports to get the answers you are looking for, and how to configure reports for effective decision-making. You will learn how to distribute reports, create useful dashboards and segment your data so that you can get the right information to the right people at the right time.

Target audience:

This course is specifically designed for the Reports & Analytics user working on the Version 15 platform. Anyone using Reports & Analytics to create, customize, analyze and distribute reports to optimize their Web site will benefit from attending.

Objective:

This three-day course provides new users with the skills required to use Reports & Analytics effectively in real-world business settings. This includes showing you how to ask the right questions about your online business so that you can optimize your business by making appropriate site and marketing changes to increase conversion. This course will help you leverage Reports & Analytics to maximize your web site goals and conversion by

- Understanding the Web site conversion process.
- Customizing reports to answer business questions.
- Automating report delivery throughout your organization.
- Understanding how reports fit into the conversion process.
- Segmenting data to discover new insights.

📌 Agenda: Day 1

Morning Session (9 a.m. - noon)

- Introduction to Web Analytics
- Reports & Analytics Basics
- Exploring the Interface

Afternoon Session (1–5 p.m.)

- Calculated Metrics
- Visitor Acquisition Reports
 - GeoSegmentation, Technology and Visitor Profile Reports

📌 Agenda: Day 2

Morning Session (9 a.m.–noon)

- Visitor Activity and Content
- Consumption Reports
 - Site Content, Video and Mobile Reports

Afternoon Session (1–5 p.m.)

- Visitor Activity and Content
- Consumption (continued)
 - Path and Product Reports
- Visitor Retention and Growth

📌 Agenda: Day 3

Morning Session (9 a.m. - noon)

- Segmentation and Breakdowns

Afternoon Session (1–5 p.m.)

- Adding Context to Reports
- Distributing Reports
- Dashboards

Start Learning Today

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