Module 1 - Planning and strategy

This toolkit is designed for <u>Professional Exam Aspirants</u>. There are 4 Modules. Study Each module per week to stick to schedule. Technical Parts of applications are depicted in Videos, you can learn more about them from experience League. You can visit [Get prep page](#) to understand the contents and anticipate the learning journey.

This is Professional Exam, Business Practitioner toolkit Module 1. This module contains sections.

Analytics Tools Guide

The Analytics Tools Guide includes information about product features, use cases, task instructions, and best practices for the following Analytics tools:

Tool	Description
Analysis Workspace	Analysis Workspace is a flexible browser tool that allows you to quickly build analyses and share insights. Using the drag-and-drop interface, you can craft your analysis, add visualizations to bring data to life, curate a dataset, share and schedule projects with anyone in your organization.
Analytics dashboards	Analytics dashboards and their mobile scorecards allow executive users to view a broad rendering of important summary data quickly and easily on their own mobile devices. Curators add visualizations to mobile scorecard projects and share them with executives. Scorecards provide a way to target and measure KPIs and provide a clear indication of how well organizations are working to achieve their targets.
Activity Map	Activity Map is an Adobe Analytics application that is designed to rank link activity using visual overlays and provide a dashboard of real-time analytics to monitor audience engagement of your web pages. Activity Map lets you set up different views to visually identify the acceleration of customer activity, quantify marketing initiatives, and act on audience needs and behaviors."
Report Builder	Report Builder is an add-in for Microsoft Excel. Report Builder lets you build customized requests from Adobe Analytics data that are inserted into your Excel worksheets. Requests can dynamically reference cells within your worksheet, and you can update and customize how Report Builder presents the data.
Analytics APIs	Analytics APIs allow you to directly call Adobe's servers to perform almost any action that you can perform in the user interface. You can create reports to explore, get insights, or answer important questions about your data. You can also manage components of Adobe Analytics, such as the creation of segments or calculated metrics.

Tool	Description
Reports & Analytics	Reports & Analytics is a tool with dozens of pre-built reports and visualizations. These are now available within Analysis Workspace. **Effective December 31, 2023, Adobe intends to discontinue Reports & Analytics and its accompanying reports and features. Adobe recommends using Analysis Workspace for most reporting needs.** For additional information, see Analysis Workspace.

- To learn about Adobe Analytics basics, check out the *Intro to Adobe Analytics - Skill Builder Webinar* video below. The video walks you through the basics of how data is captured, how data is sent to Adobe Analytics, and what visualization capabilities you can use within Adobe Analytics. The video provides a foundation for you to build, deploy, collect, and interpret data…allowing you to provide actionable insights and recommendations based on the collected data

Analytics Components Guide

Analytics components help you fine tune and empower your analysis of data. Components include:

- **Dimensions:** Reference for dimensions usable in Adobe Analytics.
- **Metrics:** Reference for metrics usable in Adobe Analytics.
- **Segmentation:** Focus on a subset of your data.
- **Calculated metrics:** Use simple formulas to combine metrics, or advanced functions for statistical analysis.
- **Virtual report suites:** Create a virtual silo of data based on a report suite. Allows the ability to cleanse or segment data for a better user experience. Some features can only be used in virtual report suites.
- **Cross-Device Analytics**: A special type of virtual report suite allows you do configure Cross-Device Analytics.
- **Alerts:** Receive notifications any time data goes above or below a threshold.
- **Classifications:** Reorganize and group dimensions to obtain additional insight.
- **Real-time reporting:** Get reports and trends the minute they are available.
- **Marketing channels:** Understand how visitors arrive to your site and determine which channels are most successful.

Implement Adobe Analytics

Adobe requires code on your site or app to send data to Adobe's data collection servers. The following steps indicate how a typical implementation works.

1. When a visitor comes to your site, a request is made to your web server.

2. Your site's web server sends the page code information, and the page displays in the browser.

3. The page loads, and the Analytics JavaScript code runs.
The JavaScript code sends an image request to Adobe data collection servers. Page data that you defined in your implementation are sent as part of a query string in this image request.

4. Adobe returns a transparent pixel image.

5. Adobe servers store collected data in one or more *report suites*.

6. Report suite data populates the reports that you can access in a web browser.

The JavaScript code execution occurs quickly and does not noticeably affect page load times. This approach allows you to count pages that were displayed when a visitor clicked **Reload** or **Back** to reach a page, because the JavaScript runs even when the page is retrieved from cache.

Adobe Analytics requires code within your website, mobile app, or other application to send data to data collection servers. There are several methods to implement this code, depending on platform and your organization's needs.

Website implementation methods

For your **website**, the following implementation methods are available:

- **Web SDK extension**: The standardized and recommended method to implement Adobe Analytics for new customers. Install the **Adobe Experience Platform Web SDK extension** in Adobe Experience Platform Data Collection **Tags**, use a loader tag on each page, and send data to Adobe Experience Platform **Edge Network** in a format convenient to your organization. The Edge Network forwards incoming data to Adobe Analytics in the correct format.
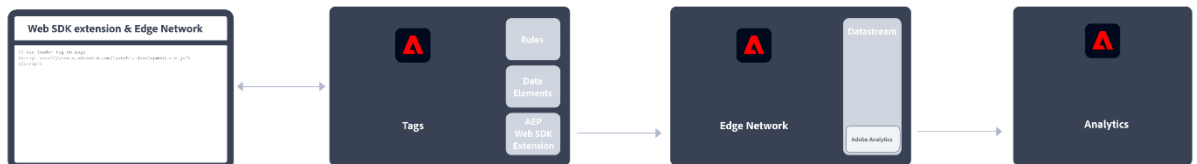

See How to implement Adobe Analytics using the Adobe Experience Platform Web SDK extension. for more information.

- **Web SDK**: You can manually load the Web SDK libraries on your site if you do not want to use Adobe Experience Platform Data Collection. Reference the Web SDK library (alloy.js) on each page, and send the desired tracking calls to the Adobe Experience Platform **Edge Network** in a format convenient to your organization. The Edge Network forwards incoming data to Adobe Analytics in the correct format.
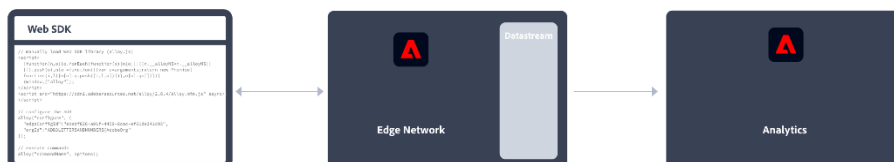
See How to implement Adobe Analytics using the Adobe Experience Platform Web SDK for more information.

- **Analytics extension**: Install the **Adobe Analytics extension** in Adobe Experience Platform Data Collection **Tags**. Place a loader tag on each page, and use the Adobe Analytics extension to determine how each variable is defined. Use this implementation method if you do want the convenience of Tags, but not want to use the Edge Network infrastructure.

  See [How to implement Adobe Analytics using the Analytics extension](#) for more information.

- **Legacy JavaScript**: The historical manual method to implement Adobe Analytics. Reference the AppMeasurement library (AppMeasurement.js) on each page and then outline variables and settings used in an implementation.
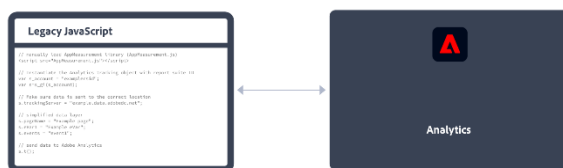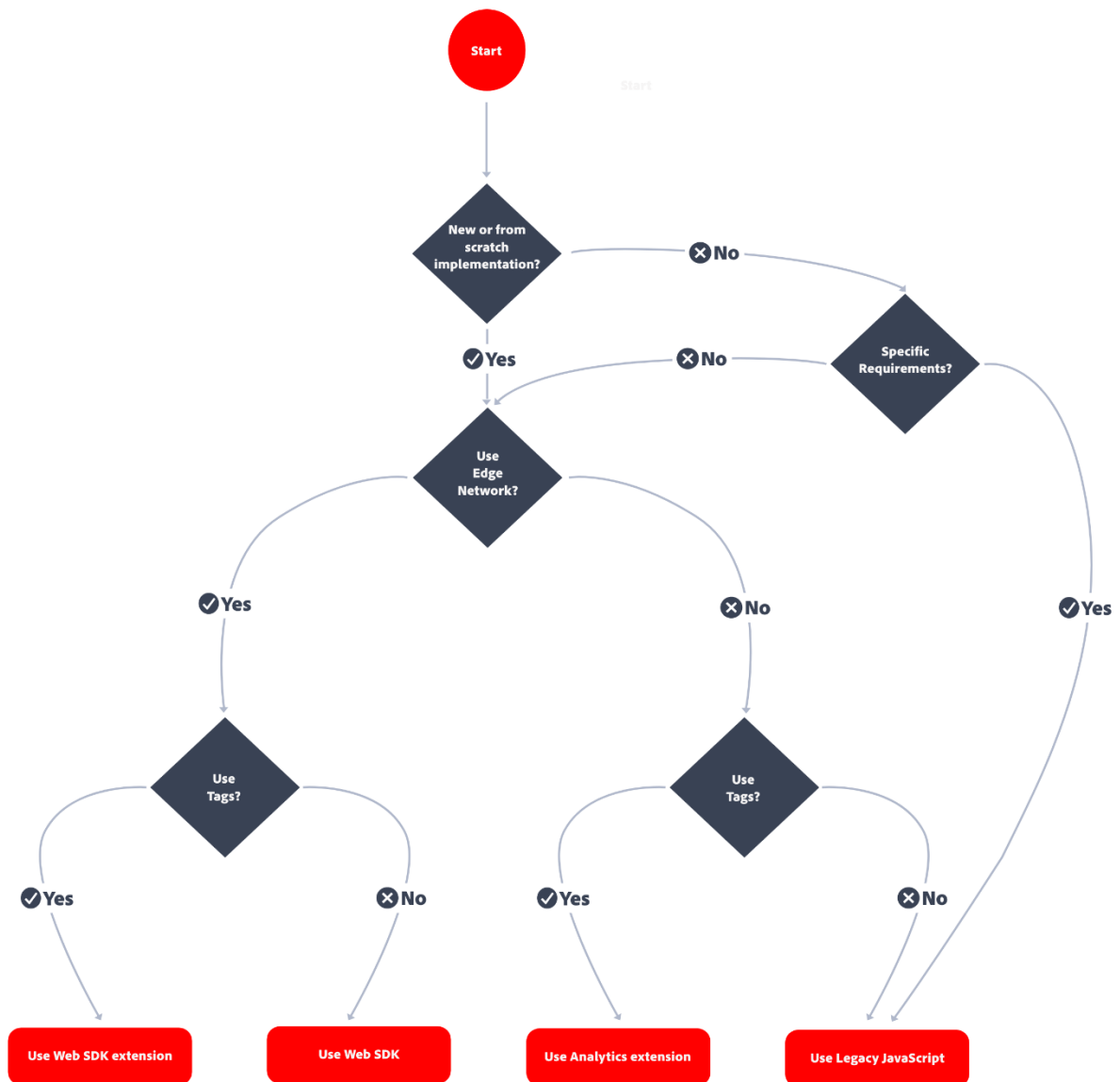

  This implementation method can be useful for implementations using custom code and is still recommended when you (want to) use:

  - [activity map data](#),

INFO

Using the latest Web SDK, Activity Map is supported. See [Enable Activity Map](#) for more information.

  - [streaming media measurement](#),

  - [livestream API or livestream triggers](#),

  - [AMP page tracking](#)

TIP

Please contact Adobe for advice and best practices on which implementation to choose based on your current situation.

Mobile app implementation methods

For your **mobile app**, the following implementation methods are available:

- **Mobile SDK extension**: The standardized and recommended method to implement Adobe Analytics in your mobile app. Use dedicated libraries to easily send data to Adobe from within your mobile app. Install the **Adobe Experience Platform Mobile SDK extension** in Adobe Experience Platform Data Collection **Tags** and implement the correct code in your app to import libraries, register extensions and load the tag configuration. This sends data to Adobe Experience Platform **Edge Network** in a format convenient to your organization.

Experience Edge forwards incoming data to Adobe Analytics in the correct format.
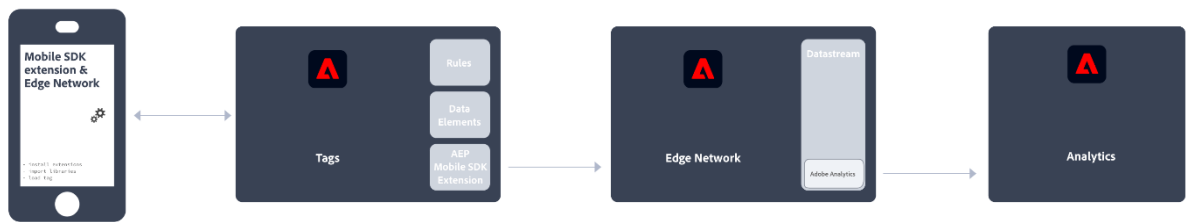
See Implement Adobe Analytics using the Adobe Experience Platform Mobile SDK for more information.

- **Analytics extension**: Install the **Adobe Analytics extension** in Adobe Experience Platform Data Collection **Tags**, and implement the correct code in your application to import libraries, register extensions and load the tag configuration. Use the Analytics extension to determine how each variable is defined. Use this implementation method if you do want the convenience of Adobe Experience Platform Data Collection, but not want to use Adobe's Experience Platform Edge network infrastructure.
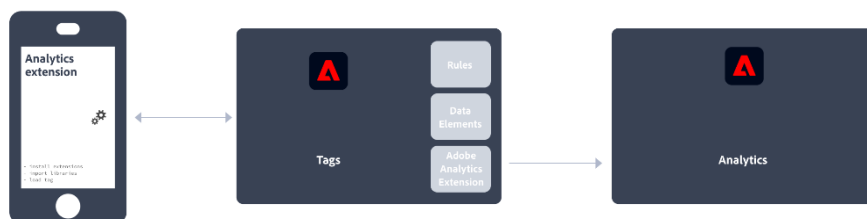
See Implement Adobe Analytics using the Analytics extension for more information.

Data Workbench Help

Data Workbench is part of Adobe Analytics. It has highly-flexible, powerful, multi-channel capabilities designed to collect, process, analyze, and visualize data from online and offline customer interactions across all types of web, CRM, POS, and other data types. Interactive reports in Data Workbench let you analyze and react to pertinent statistical information to monitor activity and predict customer trends.

- Analytics Documentation

- Download All Data Workbench documentation in PDF

Key Topics

Data Workbench includes these predictive analytics features, data visualizations, and reports:

- Best Fit Attribution

- Propensity Scoring

- Decision Trees

- Correlation Matrix

- [Clustering](#)

- [Chord Visualization](#)

- [Attribution Profile](#)

- [Master Marketing Profile Export and Integration](#)

More Analytics user guides

[Analytics User Guides](#)

Data Workbench Release Notes and New Features

[Data Workbench 6.6.1](#) is now released. It includes updates to MMP configuration for splitting record files.

[Data Workbench 6.6](#) is now released. It includes updates to Propensity Score and a new Segment Export Wizard.

[Data Workbench 6.52](#) is released. It includes an AVRO upgrade for processing data source log files.

[Data Workbench 6.51](#) is released. It includes a new AVRO Feed and gradient overlays to the Bar Graph display.

[Data Workbench 6.5](#) is released. Install the latest version of Data Workbench with new features, including:

- [Associations Table](#) and [Associations Chord](#) visualizations.

- [Regression Tree option](#) and other updates for Decision Trees.

[Data Workbench 6.4](#) includes:

- [Exporting to Analytics Core Services](#)

- [Workstation Setup Wizard](#)

- [Presentation Layer for Annotating Visualizations](#)

- [Metric Dim Wizard](#)