

Module 2 - Analytics in the Adobe Experience Cloud ecosystem

This toolkit is designed for Professional Developer Exam Aspirants. There are **five** 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, Developer toolkit Module 2. This module contains five sections.

Analytics Admin Guide

- Adobe Analytics currently has two areas for administrators:
- Adobe Admin Console: Use this area for provisioning Experience Cloud tools, and managing user permissions. It is located at adminconsole.adobe.com.
- Analytics Admin Tools: Use this area for report suite and variable management. It can be accessed by clicking Admin in the top header of Adobe Analytics.
- This guide covers:
- All tasks that are done in Analytics Admin Tools. This area includes setting up report suites, variables, classifications, or data governance. See Admin Tools for a list of report suite and company settings available.
- All Analytics-specific tasks that are done in the Adobe Admin Console. This area includes product provisioning and user permission management. See Adobe Analytics in the Adobe Admin Console for a list of actions that can be done in the Adobe Admin Console.
- This guide does not cover many of the generic capabilities that the Adobe Admin Console offers. Instead, see Admin Console in the Enterprise user guide.

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.

Tool	Description
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.
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.

[Visualization Overview](#)

Workspace offers a number of visualizations that let you generate visual representations of your data, such as bar charts, donut charts, histograms, line charts, maps, scatterplots, and others. Most visualization types will be familiar to you if you use Adobe Analytics. However, Analysis Workspace provides visualization settings and many new or unique visualizations types with interactive capabilities.

Visualization types

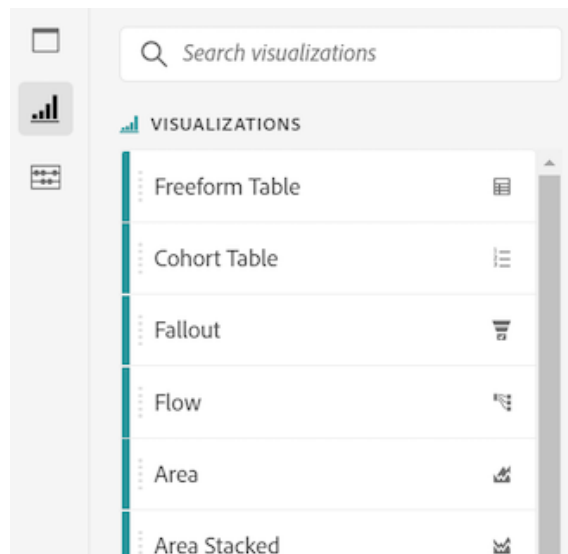
The following visualization types are available in Analysis Workspace:

Visualization name	Description
Area	Like a line graph, but with a colored area below the line. Use an area graph when you have multiple metrics and want to visualize the area expressed by the intersection of two or more metrics.
Bar	Shows vertical bars representing various values across one or more metrics.
Bullet graph	Shows how a value you are interested in compares to or measures against other performance ranges (goals).
Cohort table	A <i>cohort</i> is a group of people sharing common characteristics over a specified period. Cohort Analysis is useful for retention, churn or latency analysis.
Donut	Similar to a pie chart, this visualization shows data as parts or segments of a whole.
Fallout	Fallout reports show where visitors left (fell out) and continued through (fell through) a predefined sequence of pages. Can be set to eventual or exact sequences
Flow	Shows exact customer paths through your websites and apps.
Freeform table	A Freeform table is not merely a data table, but also an interactive visualization. It is the foundation for data analysis in Workspace.
Histogram	A histogram buckets visitors, visits or hits into buckets based on a metric volume.
Horizontal bar	Shows horizontal bars representing various values across one or more metrics.
Key metric summary	Shows how a metric is trending within a single timeframe, or lets you compare metric performance across two timeframes.
Line	Represents metrics using a line in order to show how values change over a period of time. A line chart uses time along the x-axis.

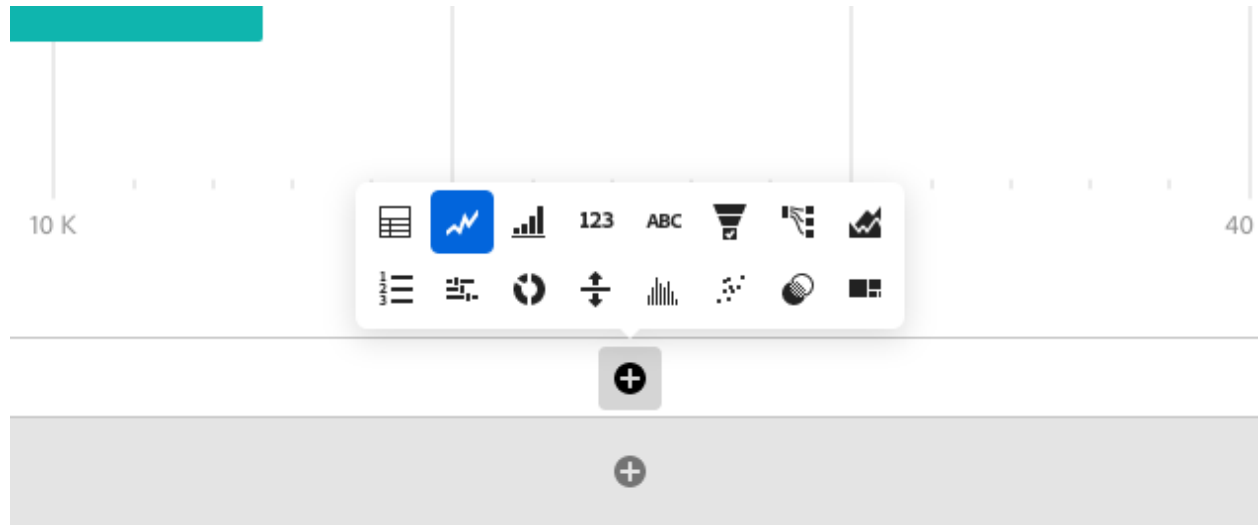
Map	Lets you build a visual map of any metric (including calculated metrics).
Scatterplot	Shows the relationship between dimension items and up to three metrics.
Summary number	Shows the selected cell as 1 large number.
Summary change	Shows the change between the selected cells as 1 large number/percent.
Text	Lets you add user-defined text to your Workspace. Helpful for adding additional context to your analysis and insights, in addition to leveraging panel/visualization descriptions
Treemap	Displays hierarchical (tree-structured) data as a set of nested rectangles.
Venn	Uses circles to depict the metric overlap of up to 3 segments.

Add visualizations to a panel

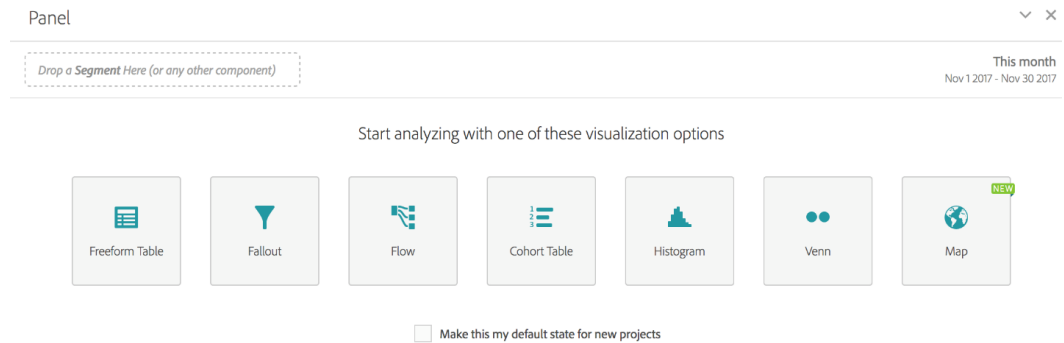
1. Open the Analysis Workspace project where you want to add a visualization.
2. Use any of the following methods to add the visualization:
 - In the left rail, select the **Visualizations** icon , then drag a visualization to the panel where you want to add it.



- On the panel where you want to add the visualization, select the **Plus** icon, then choose the icon that represents the visualization that you want to add. Hover over the icon for each visualization to see its name.



- Add a [blank panel](#), then choose the visualization that you want to add.



- Right-click an existing panel in your Analysis Workspace project, then select **Duplicate visualization** or **Copy visualization**.

Customize visualization settings

You can customize visualization settings for an individual visualization, or for all visualizations that you create.

Customize visualization settings for a single visualization. To access Visualization Settings for an individual visualization:

1. In Analysis Workspace, hover over the visualization whose settings you want to customize.
2. Click the gear icon.

Each type of visualization has unique settings that you can customize. For information about available settings, see [Settings](#).

Customize visualization settings for all visualizations you create

You can customize settings for all visualizations that you create. For more information, see [User preferences](#).

Settings

Visualization type

▾

Granularity

▾

GENERAL

- Percentages
- Legend visible
- Limit max items

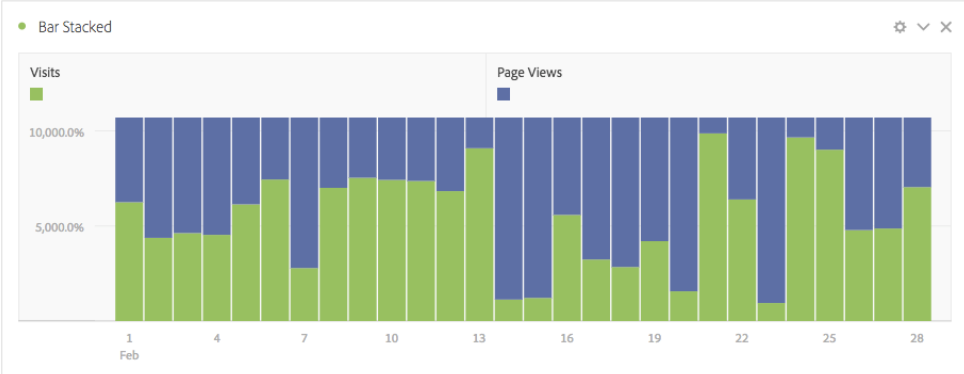
AXIS

- Display dual axis
- Normalization
- Show X-axis
- Show Y-axis
- Anchor Y-axis at zero
- Allow anomalies to scale Y-axis

OVERLAYS

- Show anomalies
- Show min
- Show max
- Show trendline

Setting	Description
Visualization Type	Change the type of visual used to depict the data.

Setting	Description
Granularity	For trended visualizations, you can change the time granularity (day, week, month, etc.) from this drop-down list. This change also applies to the data source table.
Percentages	Displays values in percentages.
100% Stacked	<p>This setting on area stacked, bar stacked or horizontal bar stacked visualizations turns the chart into a “100% stacked” visualization.</p>  <p>Example:</p>
Legend Visible	Lets you hide the detailed legend text for the Summary Number/Summary Change visualization.
Limit Max Items	Lets you limit the number of items that a visualization displays.
Anchor Y Axis at Zero	If all the values plotted on the chart are considerably above zero, the chart default will make the bottom of the y-axis NON-ZERO. If you check this box, the y-axis will be forced to zero (and it will re-draw the chart).
Normalization	Forces metrics to equal proportions. This is helpful when plotted metrics are of very different magnitudes.
Display Dual Axis	Only applies if you have two metrics - you can have a y-axis on the left (for one metric) and on the right (for the other metric). This is helpful when plotted metrics are of very different magnitudes.

Setting	Description
Show Anomalies	Enhances line graphs and freeform tables by displaying anomaly detection. Anomaly detection in line visualizations includes an expected value (dashed line) and an expected range (shaded band).

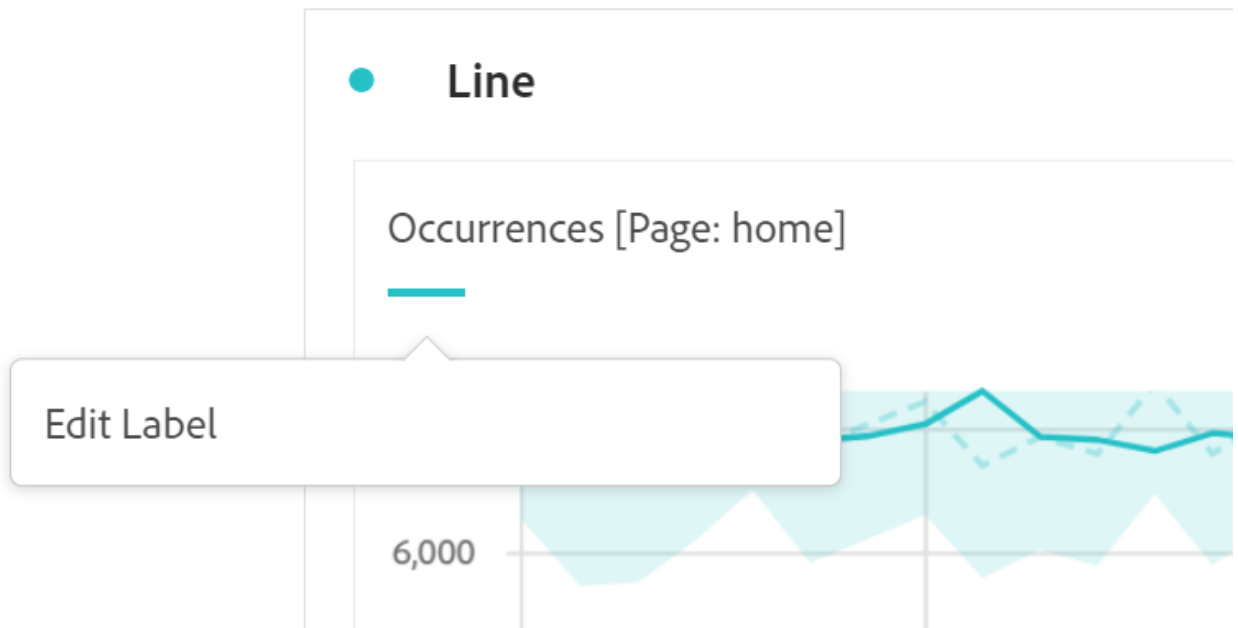
Legend

A visualization legend helps you to relate data in a source table to plotted series in the visualization. The legend is interactive - you can click a legend item to show/hide a series in the visualization. This is helpful if you want to simplify the data being visualized.

Additionally, you can rename legend labels to help you make visuals more consumable. Note: legend editing does **not** apply to: Treemap, Bullet, Summary Change/Number, Text, Freeform, Histogram, Cohort or Flow visualizations.

To edit a legend label:

1. Right-click one of the legend labels.
2. Click **Edit Label**.



3. Enter the new label text.
4. Press **Enter** to save.

Right-click menu

Additional functionality for a visualization is available by right-clicking on the visualization header. Settings will vary by visualization. Some of the settings available are:

Freeform Table

Page: 1 / 188 > Rows: 50

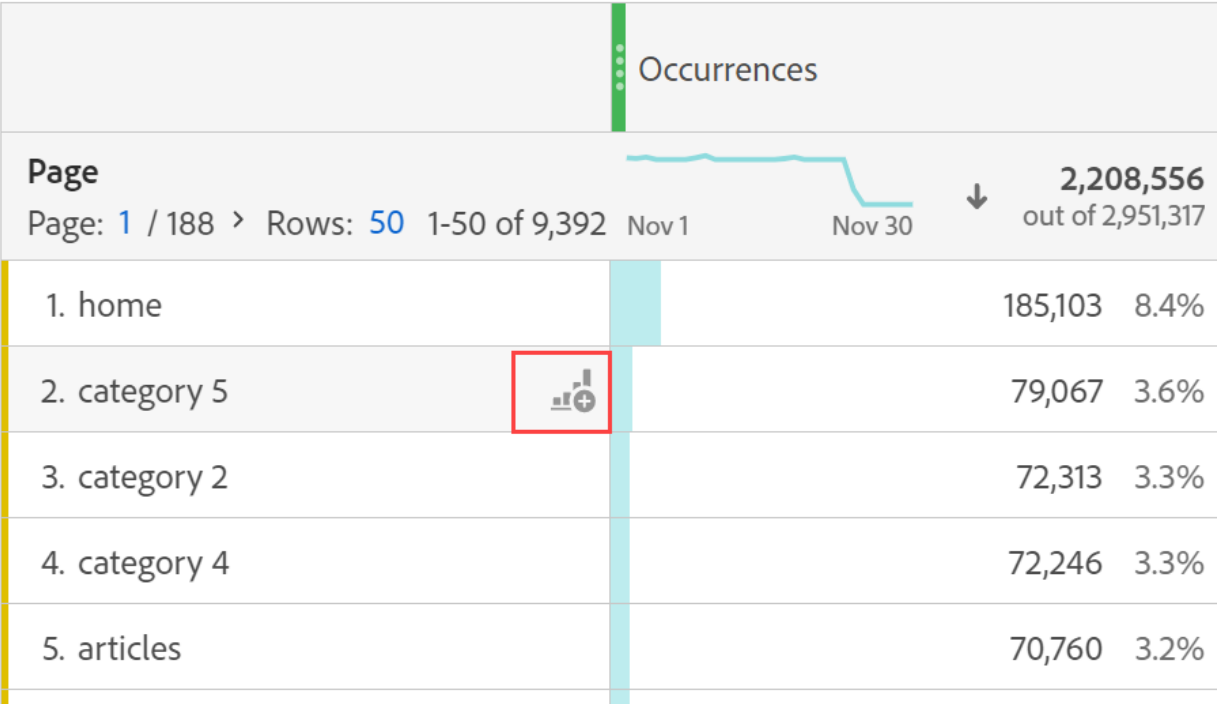
Page	Count	Percentage
1. home	208,556	8.4%
2. category 5	2,951,317	3.6%
3. category 2		3.3%
4. category 4		3.3%
5. articles		3.2%
6. category 3	69,176	3.1%
7. search results	68,947	3.1%

Setting	Description
Insert Copied Panel/Visualization	Lets you paste (“insert”) a copied panel or visualization to another place within the project, or into a completely different project.
Copy Visualization	Lets you right-click and copy a visualization, so that you can insert it to another place within the project, or into a completely different project.
Download items as CSV	Download up to 50,000 dimension items for the selected dimension as a CSV.
Download data as CSV	Download visualization data source as a CSV.
Duplicate Visualization	Makes an exact duplicate of the current visualization, which you can then modify.
Edit Description	Add (or edit) a text description for the visualization.

Setting	Description
Get Visualization Link	Lets you direct someone to a specific visualization within a project. When the link is clicked, the recipient will be required to login before being directed to the exact visualization linked to.
Start Over	(Works for Flow, Venn, Histogram) Deletes the configuration for the current visualization so you can re-configure it from scratch.

Create Visual icon

If you are not sure which visualization to pick, click the **Create Visual** icon in any table row (available on hover). This is the fastest way to add a visualization. Clicking it prompts Analysis Workspace to take an educated guess at which visualization would best fit your data. For example, if you have 1 row selected, it will create a trended line graph. If you have 3 segment rows selected, it will create a Venn diagram.



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.

[Customer Journey Analytics Guide](#)

This technical documentation guide provides self-help assistance for Customer Journey Analytics. Customer Journey Analytics allows you to bring your customer data from any channel you choose — both online and offline — into Adobe Experience Platform, and then analyze this data just as you would your existing digital data using Analysis Workspace today.

Customer Journey Analytics lets you control how you connect your online and offline data in Analysis Workspace on any common customer ID, finally allowing you to do attribution, filters, flow, fallout, etc. across your entire customer dataset in Customer Journey Analytics.

Analytics Select, Prime, and Ultimate customers are eligible to purchase this add-on product. Please contact your Adobe account team for further details.