

Analytics for Technical Professionals II: Custom Reporting

Course Description

Many organizations have sophisticated reporting requirements that are not met with standard Webtrends Analytics features. In this Custom Reporting course, you will learn how to configure and implement custom reporting features to create advanced reports to meet the specific needs of your organization.

Our expert instructors use demonstrations, hands-on labs and lecture to guide you through the configuration and use of custom reports. You will learn how to design reports using the vast number of preconfigured components supplied in Webtrends Analytics and how to build your own customized dimensions and measures. In addition, you will also learn how to design custom drilldown reports for campaigns, products and other business processes.

Learning Outcomes

As a result of attending the course, participants will be able to:

- Navigate the Webtrends Analytics custom reporting interface
- Understand the importance of visitor history
- Design and create custom reports
- Create custom report hit and visit filters to segment traffic
- Create custom components such as dimensions and measures
- Understand lookup tables and how to implement them
- Implement advanced campaign and product reporting
- Design and create drilldown reports

Products Covered

- Webtrends Analytics On Demand and On Premises through v. 9.2.

Who Should Attend?

Administrators of Webtrends Analytics and anyone responsible for configuring custom reports to meet the reporting needs of their organization.

Prerequisites

Webtrends Analytics for Technical Professionals I: Essentials or equivalent experience. Participant must be able to configure profiles, create and manage data sources, use filters and configure advanced features such as content groups and path analysis

Note: Custom Report functionality covered in this course is only available in the Advanced Marketing or Commerce Package, or Advanced Analysis package of Webtrends Analytics On Premise. All Analytics On Demand packages include custom report functionality.

Availability and Pricing

You may choose to attend a public course online or schedule a private class online or on-site at your location.

- Public: \$900 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 5 hours, 9:00 am – 2:00 pm US Pacific Time

Agenda

- Visitor History
 - Importance and use of visitor history
- Basic Custom Report Components and Setup
 - Navigating the Webtrends Analytics custom reports interface
 - Creating categories
 - Setting up your templates to auto populate custom reports
 - Custom report structure
- Filters and Calculated Measures
 - Create and apply custom report filters
 - Create calculated measures
- Custom Dimensions and Measures
 - Creating new dimensions and measures
 - Using custom tags in reports
 - Lookup tables
- Drilldown Reports
 - Building hierarchy reports
 - Advanced campaign and product reporting