

Analytics for Technical Professionals: Mastering Data Collection

Course Description

This discussion offers a deeper dive into the Webtrends Analytics data collection engine. You will learn the architecture and process flow, the JavaScript and meta tagging process and how to configure and implement basic profile and data source functionality provided in the Webtrends Analytics administration tools. This course is designed for technical professionals who are responsible for configuring Webtrends Analytics features to produce reports required by business users and/or for the web development required. The course utilizes multiple training methodologies such as lecture, discussion, hands on exercises and demonstration to promote learning. Participants will learn the Webtrends tagging engine and how to configure basic administrative options.

Learning Outcomes

After finishing this course, you will be able to:

- Understand website data collection
- Understand profile processing
- Gain insight into advanced tagging that affect reports
- Understand Mobile data collection

Products Covered

Webtrends Analytics On Demand and On Premises through v 9.2.

Who Should Attend?

Business and Technical Professionals interested in learning how tagging and data collection function and to configure basic administrative options. Existing Webtrends customers or new Webtrends customers will benefit.

Prerequisites

None, although knowledge of Webtrends administrative functions or attendance to the Technical Essentials course is desired.

Availability and Pricing

You may choose to attend a public course online or schedule a private online class.

- Public: \$750 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

- Profile processing architecture
- SmartSource data collection
- Understanding the base tag
- Understanding meta tags
- Understanding Visitor History
- Advanced tracking
- Mobile data collection