



# WebAbacus Advanced User Workshop Agenda

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Rationalise  
Optimise





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## Version Control

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Version	Author	Release Date	Reason	Approved by
1.0	Sean Burton	24/01/2006	Initial release	



## Overview

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The *WebAbacus Advanced User Workshop* is intended to give attendees an in depth knowledge of extracting meaningful information from the WebAbacus tool. It is intended as a follow-on from the *WebAbacus User Training Workshop* providing a full range of data manipulation, integration, and dissemination of WebAbacus reports.

➤ **Objectives**

- Comprehensive knowledge of data manipulation within WebAbacus
- Provide attendees with the ability to produce meaningful and relevant reports within WebAbacus
- Provide attendees with the ability to configure scheduled emails containing relevant reports
- Enable attendees to act as first point of contact with an organisation running WebAbacus

➤ **Includes**

- Advanced report creation
- Row Masks
- Transforms
- Email Tasks and Schedules
- Multi-Value Fields
- Visitor profiling

➤ **Excludes**

- Complex transforms
- Data Sources
- Administrative tasks, such as user creation.

➤ **Prerequisites**

- Attendance on the WebAbacus 'User Orientation', or 'Intermediate User Training' workshops.
- Alternatively, an in depth experience of web analytics, with a technical, or statistical background.

➤ **Intended for**

- Managers who require a detailed and refined knowledge of their web site, such as Web site managers, e-Commerce managers, and Data Analysts.
- Those who will champion the use of Web Analytics within an organisation, and act as the first point of contact for supporting WebAbacus.

➤ **Duration:** Two days

➤ **Max people:** Four



## Agenda

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### Day One

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#### Morning

(09.00 – 12.30)

1. Web Terminology and its meaning
2. Tagging vs. Log files
3. Identifying visits and unique visitors
  - a. IP Addresses
  - b. Cookies
  - c. User Identification
4. WebAbacus data processing
5. Overview of WebAbacus Interface
6. Overview of the report types
  - a. Row report
  - b. Ranked report
  - c. Category report
  - d. Visits
  - e. Summary report
  - f. Traffic Visualisation
7. Date Ranges
  - a. Other Date range options
  - b. Dynamic ranges
8. WebAbacus Configurator (back-end) interface
  - a. Overview
  - b. Security overview
  - c. How to sort items
  - d. How to create, copy, disable, delete items
9. How to create a transform, check the results (row reports)
  - a. Create a Data Group Transform for Site Areas
  - b. Create a row report to check groupings
10. How to create a category report
  - a. Add in Site Area Transform
  - b. Add in Summary Fields for Page Impressions, Visits, and Visitors
  - c. Add in Computed Field to show Page Impressions percentage
  - d. Add in the Top 5 Resources
  - e. Add a pie chart
  - f. Add a horizontal bar chart as a separate tab



11. How to create a funnel report using the category report template
  - a. Create a new Category report
  - b. Create a transform (Data Group) to label each step in the process
  - c. Create a summary field to count the number of page impressions
  - d. Create a computed field to show drop-out rate at each step
  - e. How to create a row mask to remove unwanted pages
12. How to use computed transform
  - a. Use in a category report, along with row mask
13. How to summarise data (Classifier, Event, and Summary transforms)
  - a. Classify visits to a particular page, and use a category report to display reports
  - b. Use Event transform to show visits to Site Areas
  - c. Use Summary Transform to show use of 'First', 'First non-null', 'Last', 'Last non-null', 'Count', and 'Sum' operators
14. *\*Time Permitting: Introduction to Multi-Value fields*
  - a. *Follow-on from use of Summary transform by showing use of 'DistinctValues', and 'AllValues' operators and their use in a ranked report.*
15. How to email data from WebAbacus
  - a. How to email a report
  - b. How to create a schedule to run above task.
16. Summary of day one and Questions



## Day Two

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### Morning

(09.00 – 12.30)

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17. How to create advanced reports
  - a. Channel reports – requires touch-down parameters
  - b. Home Page Clicks
  - c. Traffic Visualisation
  - d. Page view duration, based on site areas
  
18. Additional Transform use
  - a. Classifier
  - b. Computed
  - c. Split
  - d. Summary
  - e. Lookup
  - f. Cascade
  
19. Optimising Reports
  - a. Data Extension task
  - b. Pre-processing
    - i. Log file based transforms
    - ii. Computed fields
  
  - c. Pre-caching of reports

**Afternoon**

(13.30 – 17.00)

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20. Multi-Value fields
    - a. How to create MV fields
      - i. Summary transforms
      - ii. Computed transform: Implode and Explode operators
      - iii. Computed fields
    - b. How to manipulate MV fields
      - i. Use of standard transforms
      - ii. Use of specific multi-value transforms
    - c. Possible uses and techniques
      - i. Visits to site areas
      - ii. What happened next?
      - iii. What happened two pages ago?
      - iv. Thumbnail views, e.g. product views.
  21. How to export data to different data sources
    - a. Publish task
    - b. Email task
    - c. Database export task
  22. *\*Time permitting: Visitor Profiling*
    - a. *Compile Visitors task*
    - b. *Concepts of Visitor profiling*
  23. Summary of workshop and Questions



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