



WebAbacus Advanced User Workshop Agenda

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Version Control

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



Overview

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

Day One

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

Morning

(09.00 – 12.30)

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)

-
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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