



## Advanced Analysis with Adobe Workspaces Course

A detailed, practical introduction to Adobe Workspaces. This course will cover all core functions, with emphasis on driving value through appropriate analytical methods. The role of panels, visualisations and components will be demonstrated along with the added power of segments and calculated metrics to get to the really valuable insights you're searching for. This course will give you the perfect platform to better understand the potential of your Adobe Implementation, and how to gain genuine value from your data.

### Course Summary

This course will be custom-made and delivered by one of our highly experienced Adobe Analytics consultant. Drawing upon experience working alongside industry leaders across many verticals, we have an arsenal of practical examples which form a key part of this offering. The course will be detailed, intensive and very hands-on, and as such attendees should be prepared for a fast-pace learning environment. Supporting materials and follow up email support will also be provided to ensure attendees achieve the greatest possible value.

### Course Description

This course will:

- Show you how to use all panels and visualisations available.
- Demonstrate the value of components (metrics / dimensions / segments) and their most efficient use in answering common analysis scenarios.
- Introduce in-line segmentation and calculated metrics as methods of focusing data in order to draw deeper, more meaningful insights.
- Show you how to effectively use visualisations to draw conclusions and answer common business questions.
- Walk you through management, sharing and curation of Workspace projects to ensure that relevant colleagues can benefit from the advances you have made.

### Intended Audience

This course is designed for those who are new to Workspace but not to Adobe Analytics. You may have previously been focused on the Reports interface or be looking to convert from using Ad Hoc Analysis or possibly even Workbench. If delegates on the course have experience using other systems such as Google Analytics the trainer will also be able to put the learning in context of other tools.



## Prerequisites

Attendees need to have access to the Adobe Analytics reporting interface and have Workspaces enabled within their account. They should have a good working knowledge of the Adobe Analytics Reports interface or have completed one of the following courses:

From Adobe = [Data Analysis with Reports & Analytics](#)

From DMPG = [Adobe Analytics Fundamentals](#) or [Adobe Analytics Quick Start](#)

## Agenda

09:00 - 09:15	Introduction - Reception & welcome.
09:15 - 10:00	Overview of how Workspaces operates: Guided run through of the standard interface.
10:00 - 10:45	Creating basic Workspace projects: Applied training with delegates creating simple Projects alongside trainer. Segmentation or Calculated Metrics will not be covered at this point.
10:45 - 11:00	BREAK.
11:00 - 11:30	Segmentation & Calculated Metric refresher: Guided run through of the standard interface.
11:30 - 12:30	Segments & Calculated Metrics exercises: Applied training with delegates creating Segments alongside trainer.
12:30 - 13:15	LUNCH.
13:15 - 14:30	Workspaces Exercises (Part 1): Applied training with delegates creating simple Workspace projects themselves with the trainer providing support as required for each delegate.
14:30 - 15:00	Workspaces Exercises (Part 1 Review): Review as a group how each delegate has chosen to create their project and what insight is delivered.

14:45 - 15:00	BREAK.
15:00 - 16:30	Workspaces Exercises (Part 2): Applied training with delegates creating more complex Workspace projects with support from the trainer to answer common business questions/scenarios. This will require the application of Workspaces, Segments, Calculated Metrics, some investigation skills and creativity.
16:30 - 17:00	Workspaces Exercises (Part 2 Review): Review as a group how each delegate has chosen to create their project and what value it delivers.
17:00 - 17:30	Closing & follow up support discussion.

## About Your Trainers

Steve has over 12 years' experience as a digital analyst, 7 years of which he has spent consulting with clients such as BBC, Virgin Media, The Economist, Time Inc, ITV, Boden, Barclays, Education First and many more. He has built and continues to manage a successful consulting business providing essential support and training services on Data Layers, Adobe Analytics, DTM and Target for clients.



Steve Carrod  
Head of Analytics & Optimisation  
DMPG

Patrick is a senior consultant specialising in digital analytics, optimisation and implementation. His expertise is in solving complex problems and bringing focus to large volumes of data. Drawing upon experience with Education First, Snapfish, Boden, Sky, Carnival Corporation, Mondelez and Johnson & Johnson (amongst others), Patrick has an arsenal of examples to bring any course to life.



Patrick Retallick  
Senior Analytics Consultant  
DMPG