Analytics for Technical Professionals: Advanced Custom Reports

Course Description

This discussion offers a deep dive into how to design and build solid, effective custom reports for your constituents. Building a custom report is easy. Building a useful custom report, though, requires more than just putting the right dimensions and measures in place. You will look at the technical architecture to more fully understanding how the data is represented and understand system processes that support reporting and affect report design.

Learning Outcomes

After finishing this course, you will be able to:

- Understand Analytics data structure in relation to building better custom reports
- Recognize what's needed for good custom report design
- Gain insight into other processes that affect reports
- Be able to use the custom reports tool effectively
- Evaluate reporting needs and custom reports
- Understand the documentation available

Products Covered

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

Who Should Attend?

Business and technical professionals interested in learning how to design and build advanced custom reports with Webtrends Analytics. Both new and existing Webtrends Analytics customers will benefit.

Prerequisites

Analytics for Technical Professionals II: Custom Reporting class.

Availability and Pricing

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

- Public: $600 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 4 hours, 9:00 am – 1:00 pm US Pacific Time

Agenda

- General reporting design considerations
  - Identifying pieces needed in the report
  - Creating tag strategies
  - Considerations in profile and report designs

- Building custom reports
  - Dimensions
  - Measures
  - Filters
  - Other customizable options

- Other tools in the toolbox
  - UI options
  - Scheduling data extraction
  - ODBC/REST connections

- Case studies

555 SW Oak Street, Suite 300
Portland, OR 97204

1.877.932.8736
sales@webtrends.com

Page 2

ADVANCED CUSTOM REPORTS