Webtrends Certified Analytics Professional: Marketing Analyst Certification Prep

Course Description

This case-based course will prepare you to help your organization become analytics-driven. You will learn common misconceptions about web analytics and how to overcome them and come to understand that analyst's role in developing an organization-wide approach to analytics. **Most important, you will look at real-world data and business cases, determine potential answers to questions, and learn how to communicate those potential answers to key constituents.**

At the end of this course, you will be prepared to take the Exam to become a Webtrends Certified Analyst.

Prior completion of Analytics for Marketing Professionals Foundations and Analytics for Marketing Professionals Report Analysis is strongly recommended.

Learning Outcomes

After finishing this course, you will be able to:

- Help your organization develop an analytics process, based on your organization's goals and needs
- Define the analysts' role on an analytics team
- Recognize the skills needed to be a good web analyst
- Help build support within your organization for web analytics
- Recognize and respond to key analytics questions
- Understand how to communicate analytics results to key constituencies
- Move from data farming to data exploration, bringing greater value to your organization's analytics efforts

Products Covered

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

Who Should Attend?

Professionals interested in learning how to use Webtrends Analytics to drive change not just on their web site, but throughout their organization, as well as anyone who wants real-world practice in making decisions based on analytics data.

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Prerequisites

- Webtrends Analytics for Marketing Professionals: Foundations
- Webtrends Analytics for Marketing Professionals: Report Analysis
- Or approval from Webtrends Training Management

Availability and Pricing

You may choose to attend a public course online or schedule a private class online or on-site at your location.

- Public: $1,200 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 8 hours across 2 half-days, 9:00 am – 1:00 pm US Pacific Time

Agenda

- Introduction
  - Common misconceptions about web analytics
  - What web analysts are expected to do

- Building an Analytics Organization
  - Why an analytics organization?
  - Data-driven decision making
  - Performance-driven design
  - The analytics team
  - The analytics organization

- The Skills You Need
  - Web skills
  - Analytics skills
  - Data skills
  - Communication skills
  - Other skills

- Creating and Following an Analytics Process
  - Building an analytics process
  - The analyst's role in the process
  - Building Toward Success

- Where to start
  - Building support
  - Communicating wins
  - Finding value-add opportunities

- The Key Questions
  - Trend changes
  - Evaluative questions
  - Site optimization questions
  - Segmentation questions

- Communicating Results

- Case Studies

- Certification exam review

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