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IBM Digital Analytics Explore
Information

Length: 0.5 Day
__Ref: 9T611G-X 
Delivery method: Classroom
Price: EUR

Overview

This program, for beginner to intermediate users, is a bundle of 3 courses comprised of traditional interactive lectures as well as a hands-on lab component. Included courses are as follows: Introduction to Explore, Lab: Creating Explore Reports, and Getting More out of Explore.

Public

Please refer to course overview for description information.

Prerequisites

There are no prerequisites for this course.

Objective

- View and build Flat List, Hierarchy, Filtered Groups, and Segment Compare Reports
- Efficiently use relational zooms, segments, and filters
- Utilize the Best Practice Reports and create Dashboards
- Create Attribute-based reporting using customizable fields
- Utilize Registration data, Multi-channel Intelligence, and Lifecycle to increase behavioral awareness
- Expand analysis using advanced features, such as, Retargeting Impression Attribution, and the Twitter Solution.

Topics

Please refer to course overview for description information.