



Web Analytics

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Module 0. About the Course (7 min)

Module 1. The Business Case for Web Analytics (18 min)

- Overview
- Value Density of Data
- Before Web Data was “Big”
- Data Value Increases with Volume
- Web Data is Too Valuable to Ignore
- Web Analytics “Moneyball”
- Analytics Needs of a Modern Business
- Web Analytics Health Check
- Building a Business Case
- Example Problem Statements
- Example Benefits
- Example of Scope
- Example of Dependencies
- Example Stakeholders

Module 2. Anatomy of Web Analytics (29 min)

- Overview
- Page Views
 - Page View
 - Who? Visitor/User
 - What? Method 1: URL
 - What? Method 2: Page Tags
 - When? Timestamps
 - Where? Referrals
 - Why? Patterns
- Sessions
 - Sessions
 - Bounced Visitor
 - Social Activity/Engagement
 - Goal Conversions
 - Goal Conversion Funnel, Parts 1 & 2
- Summary

Module 3. Dimensions and Metrics (29 min)

- Overview
- Dimensions Versus Metrics
- Metrics as Dimensions
- Common Dimensions and Metrics
 - Common Dimensions: Visitors
 - Common Metrics: Visitors
 - Common Dimensions: Sessions
 - Common Metrics: Sessions
 - Common Dimensions: Referral Sources
 - Common Metrics: Referral Sources
 - Common Dimensions: Goals
 - Common Metrics: Goals



BA-05: Web Analytics

- Common Dimensions & Metrics: Social Activities
- Common Dimensions: Page Views Parts 1 & 2
- Common Metrics: Page Views Parts 1 & 2
- Other Dimensions and Metrics
- *Summary*

Module 4. Visualizations (26 min)

- *Overview*
- *Self Service Web Analytics*
- *Shrinking Business Proximity*
- *Business Consonance*
- *Cooperative Analytics Workflows*
 - Cooperative Analytics Workflow
 - Analytics Co-creation
 - Agile Web Analytics
- *Visualizations*
 - The Art of Web Analytics
 - Add Detail Parts 1 & 2
 - Declutter
 - Color
 - Tell a Story Parts 1 & 2
- *Summary*

Module 5. Web Analytics Setup (25 min)

- *Overview*
- *Create a Google Analytics Account*
- *Tracking Code Snippet*
- *Tagging Pages*
- *Define Goals*
- *Back Up Your Data*
- *Mobile Visitors*
- *Disseminating Reports*
- *Configuring Google Analytics*
 - Tracking FAQ Parts 1 & 2
 - Tracking Cookies
 - Virtual Page Views
 - Event Tracking Parts 1 & 2
- *Summary*

Module 6. Taking the Next Steps (12 min)

- *Guidelines for Getting the Most*
- *Key Performance Indicators*
- *KPI Examples Parts 1&2*
- *Google Universal Analytics*
- *Web Analytics from Sensors/IoT*
- *Integrated Web Analytics*
- *Web Analytics Additive to Other Data*
- *Summary*



Module 7. Advanced Integration of Web Analytics (38 min)

- *Module Overview*
- *What is Hadoop?*
- *Hadoop and Data Integration*
- *Hadoop and Data Integration Use Cases*
- *Hadoop Tools for Data Integration*
- *Real Life Example*
- *Real Life Example: Relational Source*
- *Review: Analytics Needs of a Modern Business*
- *Real Life Example: Web Log*
- *Real Life Example: Simple Integration*
- *Real Life Example: Other Sources, Coupon Log*
- *Real Life Example: Other Sources, Recommendation Log*
- *Real Life Example: Multiple Integrations*
- *Real Life Example: Increasing Performance*
- *Integrated Web Analytics: Types of Analysis*
- *Integrated Web Analytics: Methods of Analysis*
- *Summary*