

Adobe Customer Journey Analytics Business Practitioner Training (Professional)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E608

COURSE MODULES & TOPICS

Components (30%)

- Translate business questions into relevant components
- Create a subset of data using appropriate components and filters
- Build non-admin components to address business questions

Reporting (32%)

- Determine appropriate visualizations or tables to address business questions
- Determine which data view to use based on data sources, identities, and date ranges
- Determine how to use and apply date ranges

Distribution (12%)

- Schedule and share reports with key stakeholders
- Curate fields available in a particular report or dashboard
- Organize projects in a logical manner

Data Analysis (26%)

- Perform exploratory analysis and interpret results to provide insights
- Evaluate audiences to share with other AEP tools
- Choose correct components for analysis