



Speed-Trap Model Configuration Course Overview

Overview

This course covers the establishment of configuration rules for the models and patterns used in the Speed-Trap data analysis process. That is the identification of web site features for the Analysis process to interpret.

Intended Audience

People who are responsible for the configuration and administration of Speed-Trap Analysis systems.

Duration

2 days

Pre-requisite Skills

Attendees should have a level of technical competence including: Wild-cards, HTML tag structures & preferably use of RegEx expressions

Capabilities on completion

Attendees should learn to configure a standard Speed-Trap system to:

- Analyse campaigns & promotions.
- Understand which models to choose to analyse a feature.
- Understand how to define a configuration given a specific site design or business process.
- Understand what changes might be needed to a site to support or extend analysis.

It does not include the development of new reports or dashboards, or the installation and commissioning of Speed-Trap systems. These skills are covered in other Speed-Trap training courses.

Agenda & Content

The course follows the following structure and agenda:

- Basic Structures & Architecture
- Overview of Models, Patterns & Terminology
- Core Configuration Concepts: Matching, Extraction & Translation
- Basic Model Concepts: Site, Pages & Timing, Aliases, Session
- Traffic: Unique Visitors, Dead Ends, Path Tree, Popular Objects/Links
- Classification: Classifiers, Segmentation & Dimensions



- Advanced Models: Including transactions, goals, promotions, basket analysis and all others.

Format

The course is taught as a classroom course with practical exercises and notes.

Minimum class size is four persons.

Maximum class size is 8.

For more information on the courses available please contact:

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