



Speed-Trap Reporting Studio Course Overview

Overview

This course provides an in depth treatment of the use of the Speed-Trap Reporting Studio to both perform in depth analysis and to provide specialist dashboards to present data to others.

It is based on the “Automating Your e-business Analysis” guide

Intended Audience

This course is designed for Analysts who are planning to use Speed-Trap Enterprise Reporting Studio to analyse their sites and to provide dashboards for other users.

Duration

3 days

Pre-requisite Skills

This course assumes no prior knowledge of Speed-Trap systems but requires:

- Knowledge of web site technology (pages, links etc.).
- Analytical mind.
- Familiarity with data segmentation, graphical & tabular data manipulation.

Content

The course covers the following topics:

Background Concepts: A discussion of the basic concepts, terminology used by speed-trap systems and an overview of the collection and analysis architectures

Reporting Studio: How to use the Reporting studio to

- View Standard Reports
- Arrange reports into page layouts
- Manipulate those reports to produce custom presentations.
- Export to dashboards for untrained users
- Export to formats such as Excel or pdf

Interpretation and Information Seeking: The course includes a set of practical exercises, using anonymous data from a real site, which are designed to teach students how locate the information and results they need to analyse their own site, visitors and audience.

The Analysis Models: The course includes a discussion of the analytical models that the system uses to analyse visitor



behaviour and the performance of the functions of a site.

Using the Campaign & Promotional Models: The course discusses how to utilise the Campaign and Promotional Models together with their default configurations to set-up, track and report on campaigns (including PPC, Banner, e-mail and Print campaigns).

Reporting: The course discusses the configuration of the automated (scheduled) e-mail reporting system, the use of the Word, Excel and HTML export functions and the development custom Dashboards” for executive users and others.

The course does not cover:

- the set-up or administration of speed-trap systems
- the configuration of speed-trap models

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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