This course provides an overview of state-of-the-art Web analytics, as well as applications that are suitable to the context of the Web. It will provide a sound mix of theory and practice, illustrated by several real-life cases and hands-on exercises using SAS® Web Analytics, SAS® Enterprise Miner™, and SAS/STAT® software.

Learn how to:
• gain a deep understanding of Web analytics and Web intelligence, and recognise how they can leverage Web site effectiveness and marketing measurement
• identify and interpret key Web metrics and Key Performance Indicators (KPIs)
• understand the main data collection techniques, their impact on metrics, and their limitations
• move from mere reporting of Web metrics to gaining actionable insights about how to optimise site design or online marketing efforts
• explore the potential of data mining and predictive analytics in the context of the Web, and gain an understanding of the techniques involved and how to apply them.

Who should attend:
Web analysts who want to learn more about current best practices and trends, SAS® solutions, and/or how to apply data mining techniques as part of their analyses; BI professionals, data analysts, or data miners, with experience in other areas of customer intelligence, who are in the process of incorporating Web channel data into their data warehouses or models, or developing custom BI solutions for Web analytics/mining; CRM/marketing analysts who want to improve their understanding of Web analytics/mining and its role within marketing.

Prerequisites:
Before attending this course, you should:
• have a basic understanding of the functioning of the Web and know how to use it for e-commerce and online advertising
• have a basic background in descriptive statistics. You can review basic statistics by completing the Introduction to Statistics using SAS: ANOVA, Linear Regression and Logistic Regression course.

Course contents:
Introduction
• definition, examples, and brief history
• review of some basic WWW technologies and standards
• clickstream analysis: core concepts
• surveys: site-/page-level and post-visit surveys
• usability research: expert review, lab/remote usability testing, and field research.

Clickstream Data Collection Techniques
• log analysis
• page tagging
• cookies (transient versus persistent, first- versus third-party)
• Web bugs/beacons and packet sniffing
• techniques compared: advantages and limitations; impact on the accuracy of metrics
• vendors and tools; SAS Web Analytics Solution and services.

See over for Training Path
Web Metrics and KPIs
- page views, visits (sessions), unique/new/return/repeat visitors
- sessionisation
- engagement: time on site/page, pages/visit, bounce rates, and so on
- content: most popular pages, top entry/exit pages
- event-driven metrics
- measuring outcomes/actions: the conversion chain; conversion rates, drop-off (abandonment) rates, revenue, ROI, task completion rates, and so on.

From Metrics to Actionable Insights: Monitoring and Analysis
- monitoring; anomaly detection
- trends analysis
- benchmarking
- dashboards
- segmentation; OLAP, drill-down, slicing, and dicing
- navigation analysis (path analysis funnel plots, site overlay)
- experimentation: A/B or multivariate testing.

Search Analytics and Search Engine Marketing (SEM) Measurement
- internal site search analytics
- search engine optimisation (SEO)
- paid search or pay per click (PPC).

Descriptive Modeling for Web Intelligence
- recap of hypothesis testing (comparing time on site, conversion rates).

Knowledge Discovery in Data (KDD) for Web analytics
- data preprocessing
- data mining postprocessing
- association rules for advanced Web usage mining
- support/confidence/lift measures
- sequence analysis for path detection
- clustering (k-means).

Predictive Modeling for Web Intelligence
- linear/logistic regression, decision trees, neural networks
- performance measurement (confusion matrix, ROC analysis, lift, and so on).

Recommender Systems and Collaborative Filtering
- examples (ebay, Netflix, and so on)
- personalisation
- content filtering (text mining)
- collaborative filtering

Social Networks and Learning Using Networked Data
- examples (Twitter, Facebook, and so on)
- blog metrics
- social network metrics (closeness, betweenness, and so on)
- mining Web communities
- social network inference
- social network diffusion and viral marketing
- components of a network learning system
- relational classifiers (relational neighbor classifier, and so on)
- collective inference (Gibbs sampling, iterative classification, and so on)
- applications.

Software addressed:
This course addresses SAS Enterprise Miner software.

Training Path for Customer Insight Analyst

Marketing Automation
Designing and Executing Marketing Campaigns Using "SAS® Customer Intelligence Studio"

Managing the SAS® Marketing Automation Data Environment

Predictive Modeling for Web Intelligence
Linear/Logistic Regression, Decision Trees, Neural Networks

Recommender Systems and Collaborative Filtering
Examples (eBay, Netflix, and so on)

Social Networks and Learning Using Networked Data
Examples (Twitter, Facebook, and so on)

Software addressed:
SAS Enterprise Miner software.

SAS UNITED KINGDOM WITTINGTON HOUSE HENLEY ROAD MEDMENHAM MARLOW BUCKS SL7 2EB
+44 1628 486933 WWW.SAS.COM/UK

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