Adobe Analytics

What’s New in Analytics: Fall 2016

Adobe Analytics enables organizations to architect engaging experiences by delivering unique and intelligent insights for data-driven decision making.

With the Adobe Analytics Fall 2016 Release, Adobe is delivering more intelligent, automated tools that aid in the discovery of actionable insights faster and smarter than ever before.

Analysis Workspace is fast becoming the analysis tool of choice for tens of thousands of analysts. In this release, Adobe has continued with enhancements aimed at making Analysis Workspace easier and more effective to use. Brand new features, such as Flow Exploration and Fallout Analysis, Intelligent Alerts, and Histograms allow you to discover even deeper insights about your customers. Analysis Workspace Starter Projects and additional enhancements to Anomaly Detection and Contribution Analysis enable new and longtime users of the solution to discover insights faster.
Flow Exploration

Improving customer experience is the new corporate imperative. Delivering a personalized, relevant, and consistent experience across every brand interaction is at the heart of this goal.

Flow Exploration in Analysis Workspace allows you to visualize how customers are moving through all of your sites and mobile apps. Analysts can easily overlay key metrics to further breakdown and explore user behavior, allowing you to drive improvements on content and flow which increases the likelihood of conversion and retention. When you discover a common usage pattern, you can now create a dynamic audience segment of that cohort of users.

Click on any node to quickly visualize multi-directional flow amongst your properties.
Fallout Analysis

Understanding where customers leave your properties is necessary to building a richer customer journey. Pinpointing areas of departure can fuel content and personalization decisions leading to increased conversion rates and customer satisfaction.

The new Fallout Analysis in Analysis Workspace allows brands to easily drag, drop and rearrange steps along the user experience to better understand at what points users are disengaging, in addition to insight around where they go after the fallout. With this data available, brands can implement the necessary adjustments to retain users and improve the experience. Comparing multiple segments at one time allows you to quickly see how segments differ.

Additionally, the conversion funnel segment builder, using fallout analysis, enables you to create audience segments from users who stay in the funnel, or those who fall out at any stage to drive remarketing and personalization.

Fallout analysis works on all of your Adobe Analytics data and allows you to compare multiple segments at the same time.
**Intelligent Alerts**

Sourcing insights from all of the data that customers generate can be a tremendous undertaking. Understanding when something significant changes in your business can have a substantial impact to your bottom line.

Intelligent Alerts ensures that you are focusing on the most critical, significant changes in your business. The algorithms from Anomaly Detection ensure that alerts are signaled based on your organization’s unique data; eliminating false positives. By constantly monitoring your data, Intelligent Alerts allows you to worry less about the fluctuations in your underlying metrics, freeing you up to focus your energy on actionable insights that drive your KPIs.

Intelligent Alerts are created and managed in Analysis Workspace. Alerts, which can be delivered through email or SMS, contain links to auto-generated Analysis Workspace projects displaying all related anomaly detail.

![Image of Analysis Workspace](image-url)

When creating an alert, the system will predict how frequently it will be triggered based on past performance.

![Image of alert creation](image-url)

Start a new alert based on information you discover within Analysis Workspace.
Analysis Workspace Starter Projects

Organizations are increasingly pushing every team member to become more data-driven in their decision-making. Given that, tools must appeal to the most novice user while still serving the needs of the most advanced analysts.

The new Starter Projects in Analysis Workspace will provide a more natural ramp-up for those trying Analysis Workspace for the first time. With out-of-the-box answers to common business questions across the web and mobile apps, as well as specific templates for vertical industries including Retail and Media & Entertainment, no one should have to be a data scientist to leverage insights to improve their work.

There are a number of out-of-the-box workspaces to choose from for new users.

Workspaces can be changed and improved to better fit your business needs.
Enhancements to Anomaly Detection and Contribution Analysis

Understanding if a change in trended data is significant, determining where the trend will likely go in the future and uncovering the cause of the change can fuel important business decisions throughout an organization.

Anomaly Detection, released in 2013, has been helping organizations save time and money by surfacing statistically significant spikes or dips across metrics. The Contribution Analysis feature, released in 2015, goes even deeper, by analyzing all of your data to intelligently identify the potential "causes" or contributing factors of these changes.

The new performance improvements to the algorithms used in Anomaly Detection and Contribution Analysis include year over year comparisons, holiday detections, and weekend/weekday identification. To build upon the daily granularity of Anomaly Detection, there is now added support for hourly, weekly, and monthly granularities.

By adding the Anomaly Detection and Contribution Analysis features into Analysis Workspace, the Anomaly Detection report is automatically available on every single trended report directly in Analysis Workspace. Within line graphs, users can now forecast expected future outcomes or automatically detect data anomalies and run contribution analysis in a single click to determine the cause of unexpected performance.

Understand the contributing factors to anomalies happening on your site with even more granularity.

Contribution Analysis provides curated segments so you can take immediate action on your anomalies.
New Time Dimensions

Every business has different demands and expectations. Context covering how your business is doing today compared to similar time periods allows executives to understand the health of the business, while allowing marketers and analysts to better understand and target new segments.

Dynamic Time Segments
Dynamic Time Segments allows users to build segments that contain rolling date ranges in order to answer questions about ongoing campaigns or events. For example, now you can easily build a segment that includes "everyone who has made a purchase over the past 60 days."

Time Comparisons
The new Time Comparison feature in Analysis Workspace allows users to take any column containing a date range and create a common date comparison, such as: year-over-year, quarter-over-quarter, month-over-month, etc. Time Comparisons automatically include a “difference” column, which shows the percentage change.
Custom Histograms

The new histogram visualization in Analysis Workspace allows you to visualize distributions of customer behavior quickly and easily. This feature allows you to spot outliers in your data quickly, so you can concentrate marketing or product development on the right sources – not generalized averages.

Improved Segment Management for multiple requests in Report Builder

The new experience for editing multiple request provides the ability to add, remove, replace, and replace all segment(s) within the target requests block. This will enable better management and editing of segments across multiple requests.

Expanded User & Group Management

New changes to the user and group management controls now allow Adobe Analytics administrators to individually permission dimensions and edit pre-defined groups (e.g. all report access.) Marketing Cloud administrators can now create Marketing Cloud users and assign them to permission sets in the Enterprise Dashboard.