



Advanced Analysis with Adobe Analytics and R

Trevor Paulsen & Tim Wilson

The background of the slide is a complex, colorful abstract composition of various geometric shapes, including triangles, squares, circles, and polygons. The colors range from bright primary colors (red, yellow, blue) to muted tones (teal, grey, black). The word 'SUMMIT' is prominently displayed in the center in large, white, 3D block letters. The letters have a slight shadow and are set against a dark blue background. The overall aesthetic is modern and dynamic, suggesting a high-tech or data-driven environment.

SUMMIT

Sometimes Excel Just Doesn't Cut It.







Trevor Paulsen

Senior Product Manager,
Adobe Analytics
tpaulsen@adobe.com

Tim Wilson

Senior Director of Analytics,
Search Discovery
tim.wilson@searchdiscovery.com



1

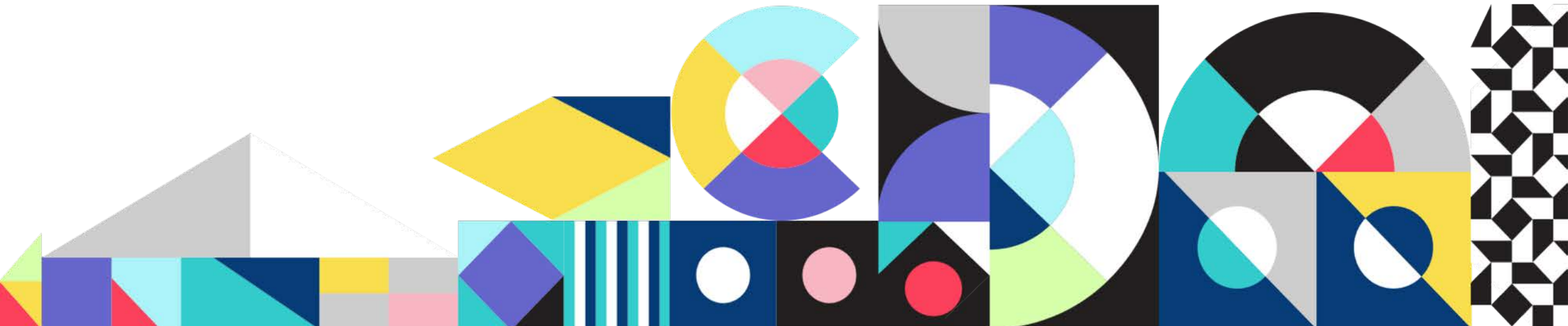
R + Adobe
Analytics Primer

2

Demonstrations

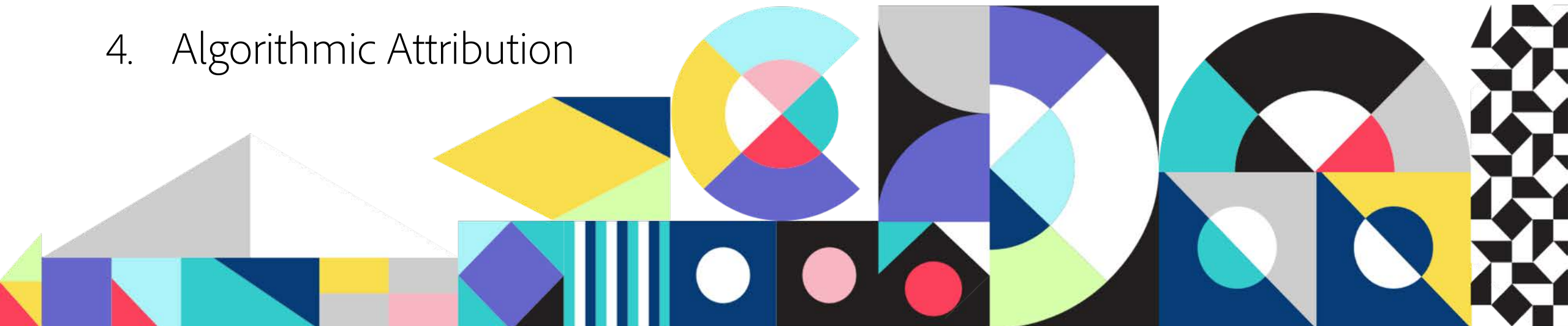
3

Making Your
Analysis Viral!

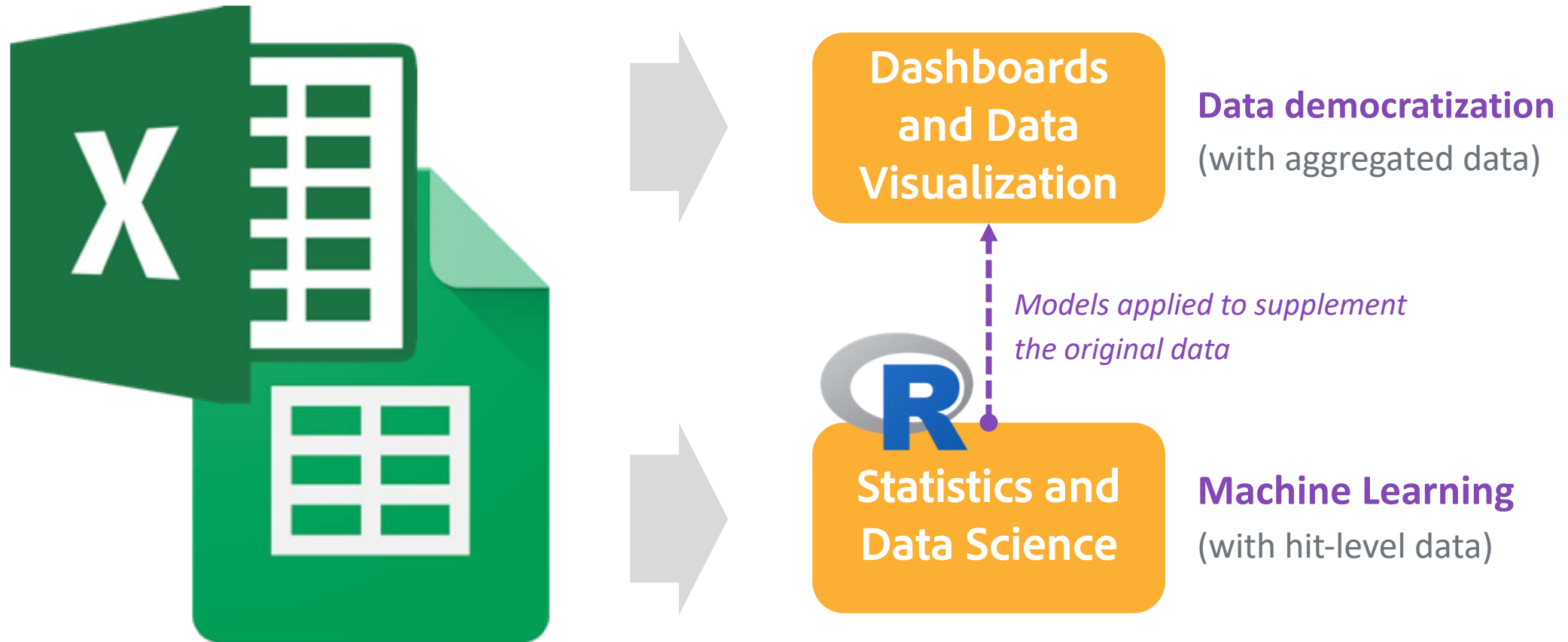


What You'll Be Able To Do After This Session

1. Site Search Term Text Mining
2. Analyze Adobe Analytics Data Feeds with R
3. Build a Customer Propensity Model
4. Algorithmic Attribution



Two Simultaneous Paths Forward



What is R?



An **Open Source** (Free!*)

Programming Language

Of, For, and By the **Analyst/Data Scientist**

That Readily Connects to **Many Data Sources**

And Has **Robust Sharing/Distribution Options**

* TANSTAAFL

A REALLY Simple Example

```
# Load the necessary libraries
library(RSiteCatalyst)
library(tidyverse)

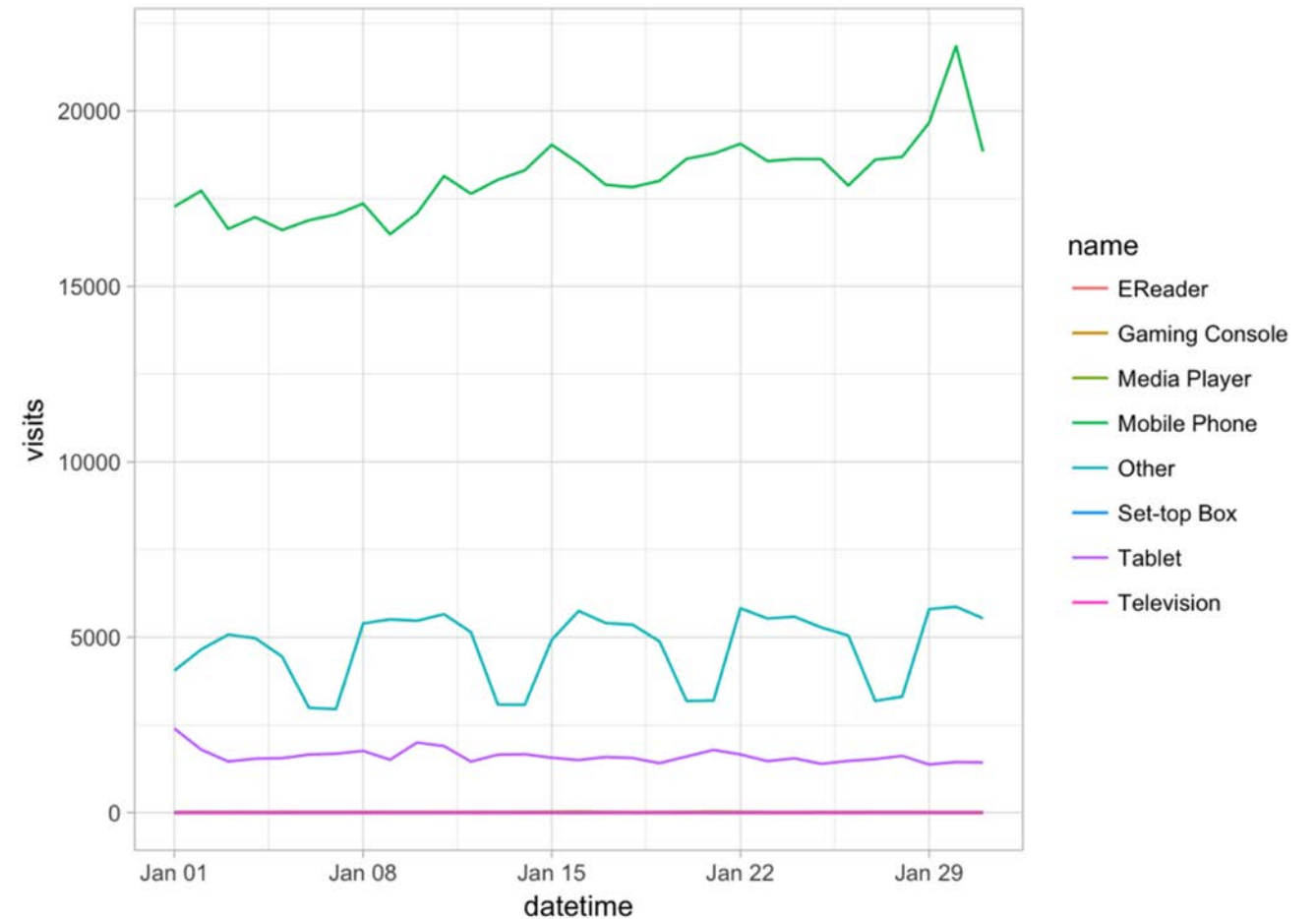
# Load the username and shared secret
username <- Sys.getenv("ADOBE_API_USERNAME_SS3")
secret <- Sys.getenv("ADOBE_API_SECRET_SS3")

# Authorize Adobe Analytics.
SCAuth(username, secret)

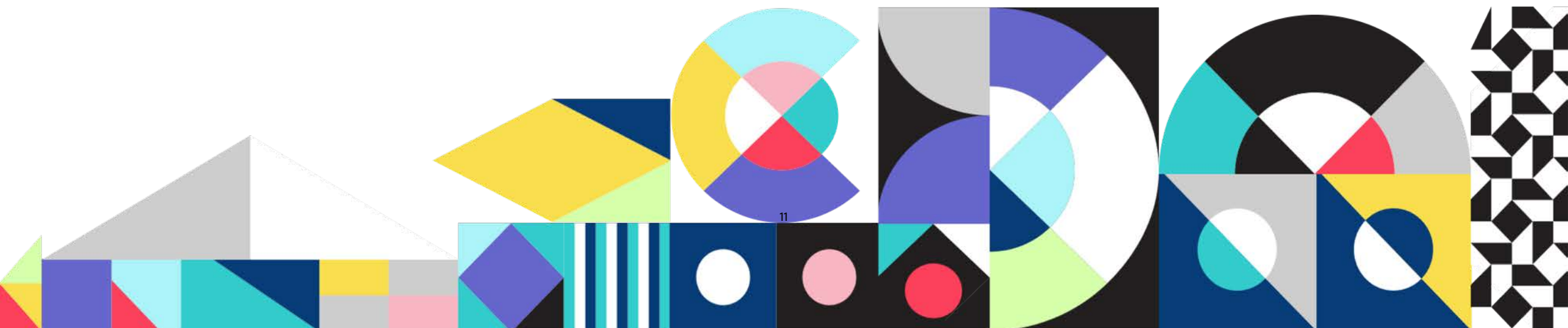
# Set the RSID.
rsid <- Sys.getenv("ADOBE_RSID_SS3")

# Pull the data.
aa_data <- QueueTrended(rsid,
                        date.from = "2018-01-1",
                        date.to = "2018-01-31",
                        metrics = "visits",
                        elements = "mobiledevicetype",
                        date.granularity = "day")

# Create the plot.
ggplot(aa_data, mapping = aes(x = datetime, y = visits,
                              colour = name)) +
  geom_line() + theme_light()
```



(Light) Text Mining of Site Search



“Site search is the
voice of the
customer!”



Nancy Koons



Sébastien Brodeur

But...Some Text Mining Gymnastics Are Required

Site Search Term (v1)	Searches (e1)
coupon	865
check order	476
:	
coupons	211
where to buy	205
return policy	187
:	
get coupons	34
:	
Where can I get a coupon?	3
:	



Let's jump into it!





Workspace



My Favorite Projects

You have not marked any projects as favorites.

Frequently Viewed Projects

- Datafeed Toolbox
- Saturday Night Live
- SNL Starter Demo
- Uber Pickups
- Adobe Analytics + Microsoft Dynamics CRM
- Compression Ratio Test
- Cross Device Measurement
- Sparklyr Attribution Test

Name



Adobe Analytics + Microsoft Dynamics CRM

Saturday Night Live

SNL Starter Demo

Admin Tools Home

Report Suites

User Management

Classification Importer

Classification Rule Builder

Data Connectors

Data Feeds

Data Sources

Dynamic Tag Management

Tag Management

Code Manager

Company Settings

Create New Project

[Manage Projects](#) | [View Tutorials](#)

Created By

Tags

Trevor Paulsen

Trevor Paulsen

Trevor Paulsen



Data Feeds

Feeds

Jobs



> Report Suites (0)

28

> Owner (0)

72

> Status (0)

5



Add

Search By Feed Name



FEED NAME

REPORT SUITE



prod_jun2015_s3 adbadoben...

Global Production



trial

Global Production



adobe prod

Global Production



New Data Feed

Cancel

Save

Feed Information ?

NAME
My Data Feed 

REPORT SUITE
Datafeed Toolbox 
Select Report Suite 

EMAIL WHEN COMPLETE
tpaulsen@adobe.com

FEED INTERVAL
Daily 
DELAY PROCESSING
No Delay 

START & END DATES
Feb 27 2018 - Feb 28 2018 ☐ CONTINUOUS FEED

Destination ?

TYPE
FTP 

HOST
Enter FTP Host (ftp.domain.com/subdomain)

PATH ☐ APPEND REPORT SUITE ID TO PATH
Enter Path

USERNAME
Enter Username 

PASSWORD
Enter Password 


CONFIRM PASSWORD
Re-Enter Password 


☒ REMOVE ESCAPED CHARACTERS

COMPRESSION FORMAT Gzip 


PACKAGING TYPE Multiple Files 

MANIFEST Manifest File 

Select Column Template 

 Download CSV

AVAILABLE [Add All](#)

 Search

accept_language

aemassetid

aemassetsource

aemclickedassetid

browser


browser_height

browser_width


c_color

carrier

channel

[Add](#) 

INCLUDED COLUMNS [Remove All](#)

 Search

1. campaign


2. post_visid_high

3. post_visid_low

4. hit_time_gmt

5. event_list

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Classification Importer

[Download Template](#)[Import File](#)[Browser Export](#)[FTP Export](#)

Overview

When you download a Classification file, the file format must follow the Classifications guidelines. Here you can download a template to use as a guide for data import. Click on the "Download" button below to immediately download the template and comments for the selected base attribute and report suite.

Download Template

Select Report Suite:

Datafeed Toolbox

Data Set to be classified:

Campaign

Export Numeric 2 *beta*:☒ No ☐ Yes

Encoding:

<Default>

[Download](#)[Admin Tools Home](#)[Report Suites](#)[User Management](#)[Classification Importer](#)[Classification Rule Builder](#)[Data Connectors](#)[Data Feeds](#)[Data Sources](#)[Dynamic Tag Management](#)[Tag Management](#)[Code Manager](#)[Company Settings](#)

Classification Importer

Download Template

Import File

Browser Export

FTP Export

Source

Select Report Suite:

Available Report suites

Report Suite 1
Report Suite 2
Report Suite 3
Report Suite 4
Report Suite 5

>>

<<

Selected Report Suites

Datafeed Toolbox

Data Set to be classified:

Campaigns

Filter Data

Select Number of Rows:

☒ All

☐ Limit Data Rows to

Filter by Date Received:

Download rows that were received between Jan 2015 and Oct 2017

Note: This applies to rows received via Classifications or through standard collection methods.

Apply Data Filter:

Download rows that match all of the following selected filters

☐ Rows where: Campaigns = (Use * as a wildcard)

☐ Rows with empty column: --All Columns--

Date Filter:

☒ No Filter

☐ Only Active Campaigns (Includes all open campaigns and those with no end date assigned)

☐ Show ONLY Campaigns that:

☐ Began: Between 7 October, 2017 7 October, 2017

1

3



Analytics



Social

Activation

Assets

Exchange

Feed

Mobile Services

Profiles & Audiences

2



Audience Manager



Campaign



Experience Manager



Media Optimizer



Primetime



Target

Name & Description

Clustering Algorithm Classifications

Using a clustering of visitors in R, and bringing them into Adobe Analytics for reporting

Alias ID

To track data, enter a unique ID that will be used in your Customer Attribute Source Code. ID should be unique, all lowercase with no spaces. Click [here](#) for instructions.

aaid



File Upload

Your data file must comply with the file [Upload Requirements](#) and must not exceed 100MB. If your file is too big or you have data that will need to be uploaded on a recurring basis you can [FTP](#) your files instead.

Drag and drop CSV/ZIP/GZIP file here, or [Browse](#)

File Name	Date Uploaded	Upload Type	Records	New Records	Updated Records	Status
All Data	-	-	629998	314999	0	-
cluster_mapping.csv	Sun Apr 02 05:27:49 UTC 2017	http	314999	0	0	COMPLETE
cluster_mapping.csv	Sun Apr 02 05:26:15 UTC 2017	http	314999	314999	0	COMPLETE

Configure Subscription

Solution		Attributes Mapped	
×	Analytics	1	▼
×	My Report Suite	1	

Activate

☒ Active ☐ Inactive



Takeaways

1

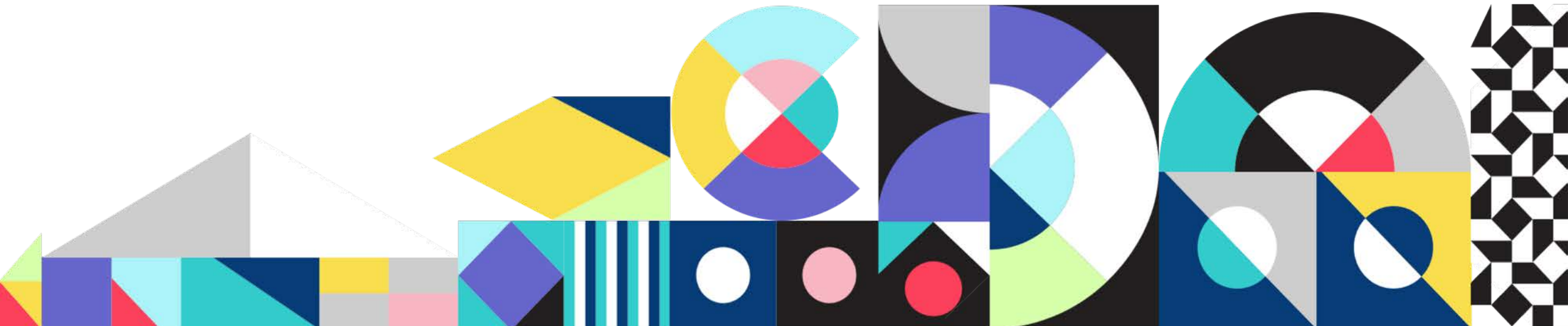
Get Adobe Analytics data into R
with RSiteCatalyst & Data Feeds

2

Advanced Statistics?
There's a library for that.

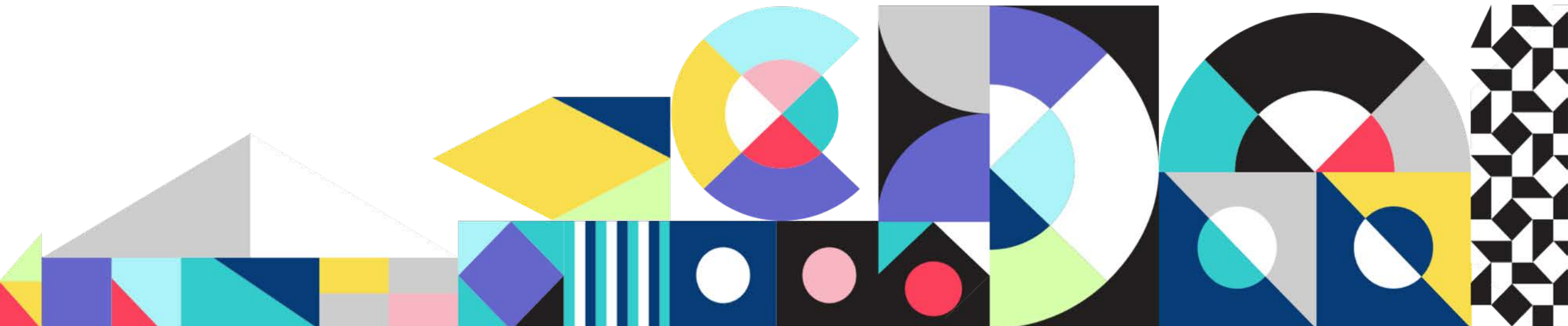
3

Share your analysis over the
web using RMarkdown, Shiny,
and Analysis Workspace!



Resources

1. Code samples from this session: Take the Survey!
2. R and Adobe Analytics Examples: <http://dartistics.com/adobeanalytics>
3. R with the Adobe Data Feed: <http://datafeedtoolbox.com>
4. Getting Started with R: <http://r-marketing.r-forge.r-project.org/>
5. Getting Started with Shiny & R Studio: <http://rstudio.com>



Q & A

Trevor Paulsen

tpaulsen@adobe.com

Twitter: @TrevorHPaulsen

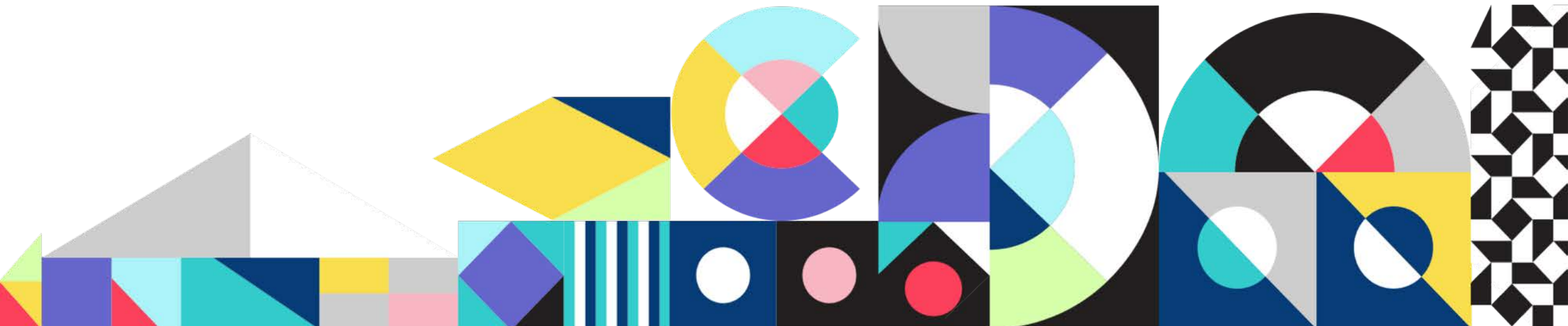
LinkedIn: /trevorpaulsen/

Tim Wilson

tim.wilson@searchdiscovery.com

Twitter: @tgwilson

LinkedIn: /tgwilson/



Take the Survey to win!

(Survey section of the mobile app)

SESSION PRIZE

one per session



STARBUCKSCARD

\$10 Starbucks
Card

DAY 1



Bash
Experience

DAY 2



Signed football
helmet

DAY 3



Amazon Echo Show
& Cloud Cam Bundle

The background is a dense, colorful collage of various geometric shapes including squares, triangles, circles, and polygons. The colors are primarily blue, yellow, red, and grey, with some white and black accents. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to overlap others. The overall effect is a vibrant, modern, and abstract composition.

SUMMIT

ADOBE SUMMIT | MARCH 25-29, LAS VEGAS



Adobe

MAKE IT AN EXPERIENCE