



# Building Real-time Dashboards with Adobe Analytics

L4363

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# SUMMIT

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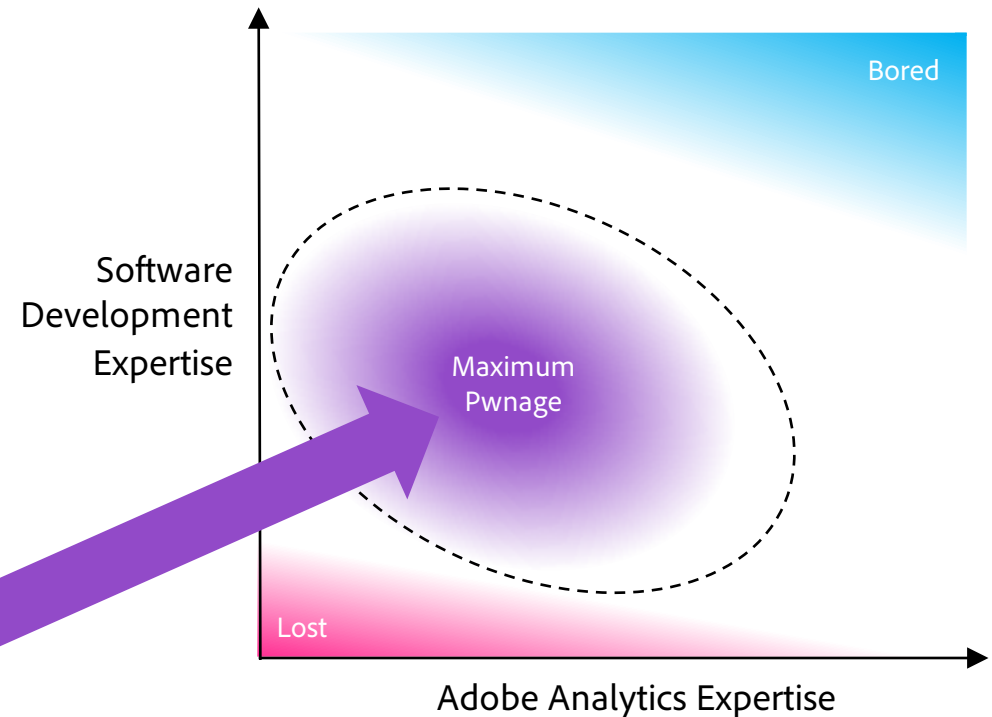
Bē  
Ari Weinkle

# The Hands-on Lab Challenge: Finding the Right Balance

## Building Real-time Dashboards with Adobe Analytics

L4363

Learn how to use the Real-time API to construct a basic, fully functional dashboard. All you need is general familiarity with HTML and JavaScript and basic code-editing experience. Exposure to web APIs is helpful but not required.







# Getting Data Out



	Granularity	Richness	Latency	Responsiveness	Access
Live Stream	hit-level	unprocessed	1-5 seconds	streaming	socket
Data Feeds	hit-level	unprocessed	hourly	hourly	FTP & S3
Data Warehouse	hit-level	partial	20m-1hr	1m-72h	FTP
Reporting API	hour	full	20m-1hr	2s-6h	HTTP API
Real-time API	minute	partial	5-30 seconds	< 10 seconds	HTTP API



## Common Use Cases

Live Stream

Dashboards, Event Monitoring & Triggering

Data Feeds

Custom Data Processing

Data Warehouse

Historical Data, Segmentation, Exporting

Reporting API

Report Builder, Custom Reporting

Real-time API

Dashboards & Visualizations



## The Plan

See Some Amazing Examples

Lesson 1: Getting Real-time Reports using API Explorer

Lesson 2: Getting Real-time Reports using JavaScript

Lesson 3: Using Real-time Report Data to Create a Dashboard

Extra Credit: Enable Real-time Reports on *Your* Report Suite (Advanced)





# Real-time Dashboard Examples





<https://marketing.adobe.com/developer/summitlab>



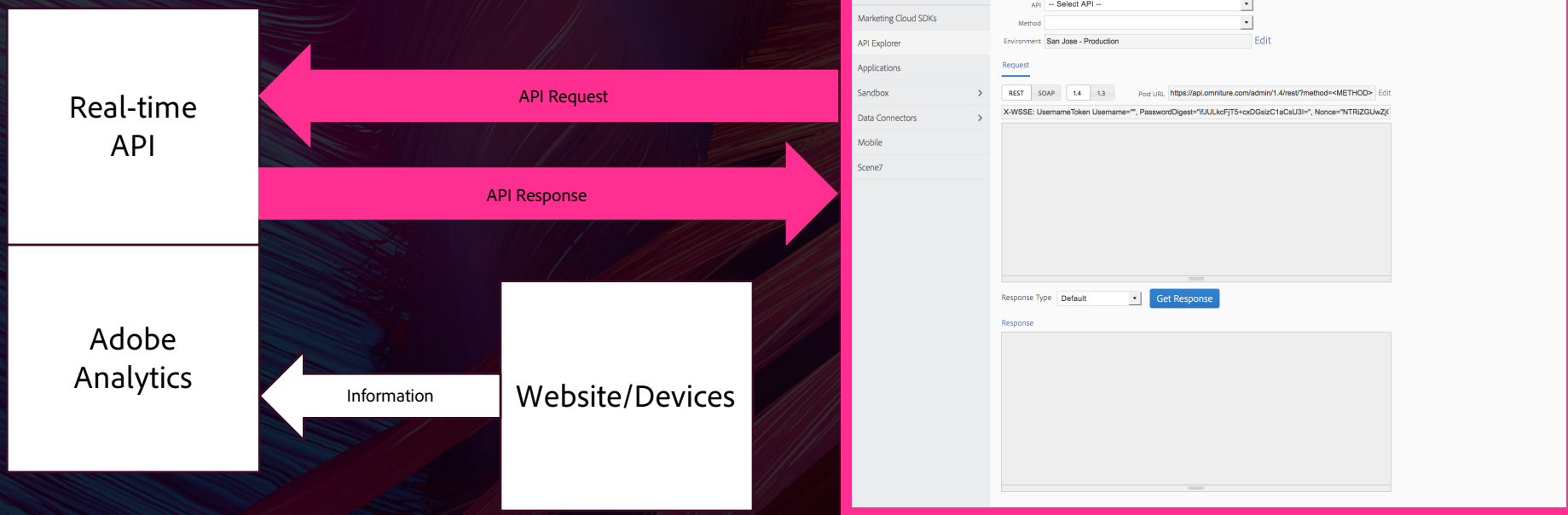
## Lesson 1: Getting Real-time Reports using API Explorer

# API

## Application Programming Interface



# Lesson 1: Getting Real-time Reports using API Explorer





# Lesson 1: Getting Real-time Reports using API Explorer

## API Request

`https://api.omniture.com/admin/1.4/rest/?method=Report.Run`

Endpoint URL & API Method

`labuser:Real Time Dashboard Lab`

`cefbf493bca6277b3a67866dd3a723c0`

API Authentication Credentials

```
{
  "reportDescription": {
    "source": "realtime",
    "reportSuiteID": "rtd-example",
    "metrics": [
      {
        "id": "pageviews"
      }
    ]
  }
}
```

Request JSON



# Lesson 1: Getting Real-time Reports using API Explorer

## API Request

`https://api.omniture.com/admin/1.4/rest/?method=Report.Run`

`labuser:Real Time Dashboard Lab`

`cefbf493bca6277b3a67866dd3a723c0`

```
{
  "reportDescription": {
    "source": "realtime",
    "reportSuiteID": "rtd-example",
    "metrics": [
      {
        "id": "pageviews"
      }
    ]
  }
}
```

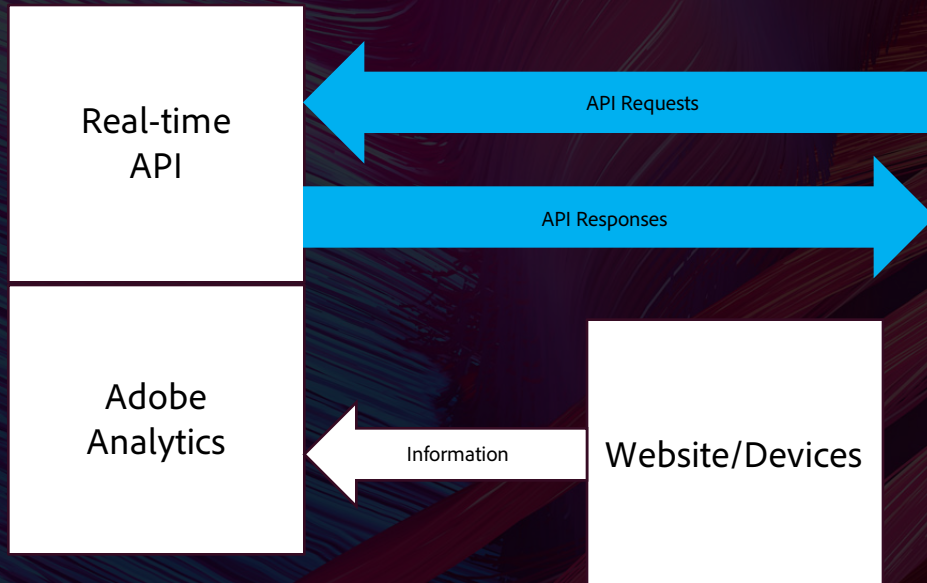
## API Response

```
{
  "report": {
    "type": "realtime",
    "reportSuite": {
      "id": "rtd-example",
      "name": "Real Time Dashboard Lab"
    },
    "period": "2017-03-14T14:37:19-0600\\2017-03-14T15:37:19-0600",
    "elements": [{ "id": "datetime", "name": "Date" } ],
    "metrics": [{ "id": "instances", "name": "instances", "type": "number", "decimals": 0 } ],
    "data": [
      {
        "name": "2017-03-14T14:37:19-0600",
        "year": 2017,
        "month": 3,
        "day": 14,
        "hour": 14,
        "minute": 37,
        "counts": [ "0" ]
      },
      ...
    ],
    "totals": [ "0" ],
    "version": "1.4.17.2"
  }
}
```



## Lesson 2: Getting Real-time Reports using JavaScript

### JavaScript



```
47
48
49 // most popular report
50 report = new RealTimeReport({
51   dataElement: "#data-table",
52   refreshInterval: 30
53 });
54 report.run({
55   "reportDescription": {
56     "source": "realtime",
57     "reportSuiteID": "rtd-example",
58     "metrics": [
59       { "id": "pageviews" }
60     ], "elements": [
61       { "id": "page" }
62     ],
63     "algorithm": "most popular",
64     "dateGranularity": "minute:60",
65     "dateFrom": "-20 hours",
66     "sortMethod": "mostpopular"
67   }
68 });
69
70 // gainers report
71 report = new RealTimeReport({
72   dataElement: "#gainers-table",
73   refreshInterval: 30
74 });
75 report.run({
76   "reportDescription": {
77     "source": "realtime",
78     "reportSuiteID": "rtd-example",
79     "metrics": [
80       { "id": "pageviews" }
81     ], "elements": [
82       { "id": "page" }
```



## Lesson 2: Getting Real-time Reports using JavaScript





## Lesson 2: Getting Real-time Reports using JavaScript

### Comments in JavaScript

```
alert("This will be executed");

// alert("This will be ignored");

/*
alert("This will be ignored too");
*/
```



## Lesson 3: Using Real-time Report Data to Create a Dashboard

JavaScript → HTML

Real-time  
API

API Requests

API Responses

Adobe  
Analytics

Information

Website/Devices

Adobe Real-time Dashboard Made by YOU

10,210



Page	Page Views
Treasure Island	5,267
Stratosphere	4,305
Bellagio	2,565
Monte Carlo	1,840
Encore	1,710
The Quad	1,540
Venetian	1,225
Harrah's	1,190
The Cromwell	1,030
Casino Royale	1,005

Page	Page Views
Venetian	1,120
Stratosphere	3,500
Monte Carlo	1,410
Encore	1,295
The Quad	1,195
Bellagio	2,065
Flamingo	710
Riviera	755
Casino Royale	805
Treasure Island	4,042

Page	Page Views
Wynn	140
Aria	310
Caesars Palace	625
Cosmopolitan	380



## Lesson 3: Using Real-time Report Data to Create a Dashboard

### Real-time Report Options

dateFrom

dateTo

Absolute: 2017-03-15T17:14:53

Relative: now

-1 hour

-30 minutes

dateGranularity

hour

minute

minute:30

minute:15

minute:1

minute:n

sortMethod

gainers

losers

mostpopular

algorithm

count

linear

elements

maximum of 2

metrics

maximum of 1



# Q&A

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All feedback is greatly appreciated!



