problem

Adobe Analytics is hard to master. Implementations are complex, nuanced and dynamic. And documentation can be a challenge to navigate and consume to find the needed information.

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opportunity

Enterprise companies use Adobe across their **entire** digital landscapes. These companies have armies of analysts and implementation specialists as well as third-party vendors leveraging the tools in the Adobe suite.

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goal

Make these implementations more accessible and teams more efficient in their respective roles by providing powerful implementation awareness and AI support in data analysis and data collection.

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what is yellowbird

yellowbird is an intelligent Adobe Analytics chatBot used for analysis AND implementation. It has awareness of the architecture of an implementation as well as the practical *lay-of-the-land* code performing the data collection.

yellowbird can answer questions like:

- What data layer value is mapped to eVar5?
- Give me a list of direct call rules and their identifiers in my implementation.
- What variable does prop41 mirror?
- What action is the rule *Adobe Analytics: DCR: annual_LP_subManage_modalView* taking in my implementation?
- What values are being captured in the interaction variable in these Charles logs?

how does it work?

yellowbird leverages the python library langchain, openai api and custom python magic to enable users to query the chat engine for **information about their specific implementation.** This alone is powerful, however, yellowbird is able to take that information and leverage chatGPT's knowledge of complex Adobe Analytics situations to answer questions and provide insight in a way never before seen in the industry.

Not only can it inform a user of what is implemented and function as an intelligent lookup table for implementation documentation and code, but it can also:

- advise on how to pull complex reports in adobe using a client's specific metrics and dimensions
- advise on what variables to implement in new tracking situations
- help iterate around complex adobe problems
- serve as the in-house adobe subject matter expert
- serve as the in-house implementation subject matter expert
- empower analytics engineers to debug and implement much faster and more efficiently
- help with implementation qa and testing to ensure data integrity and trustworthiness
- much more