



# Using the Advanced Analysis Tool

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## Agenda

- What is the tool and who can use it?
- Types and creation of reports
- Pros and Cons



1

# What is the Advanced Analysis Tool?

“a new tool in beta for Google Analytics 360 customers. Advanced Analysis offers more detailed analysis techniques and deeper exploration capabilities, so you can improve your understanding of how people interact with your site and use those insights to deliver better experiences and reach your business goals.”

– Google blog

“A drag-and-drop method of creating reports that offers a few visualization and analysis features in addition to what we’ve classically seen available in custom reports.”

– Me

# 2

## **Taking a Look at the Tool**

I am totally learning this with you, so  
forgive me if I miss something or  
make an error.

## Considerations

- Date Picking
- Exports (PDFs appear to be broken?)
- Sharing
- Tabs
- Sampling
- Adding metrics/dimensions/segments



## 2a: Exploration Reports Observations

- Column breakdowns by dimension are cool!
- Switching viz types is wonky with data
- Drag and drop isn't always drag and drop
- Coolest feature: heat map!

## 2b: Segment Overlap Reports Observations

- Ok, the segment venn diagram is pretty cool
- Hover in the venn
- Adding breakdowns is also a good feature
- But, I can't remove Users? Why?

## 2c: Funnel Reports Observations

- Good variations (source, events)
- Easily obtained abandonment and retention rates.
- Fewer options for open/closed funnel, from what I can tell
- Numbers just slightly vary in comparison, why?

# 3

## **Pros and Cons**

### 3. Pros and Cons

#### Pros

- Dimensions breakdown columns are a welcome addition
- Segment overlap report is a new twist
- More built-in data viz than custom reports

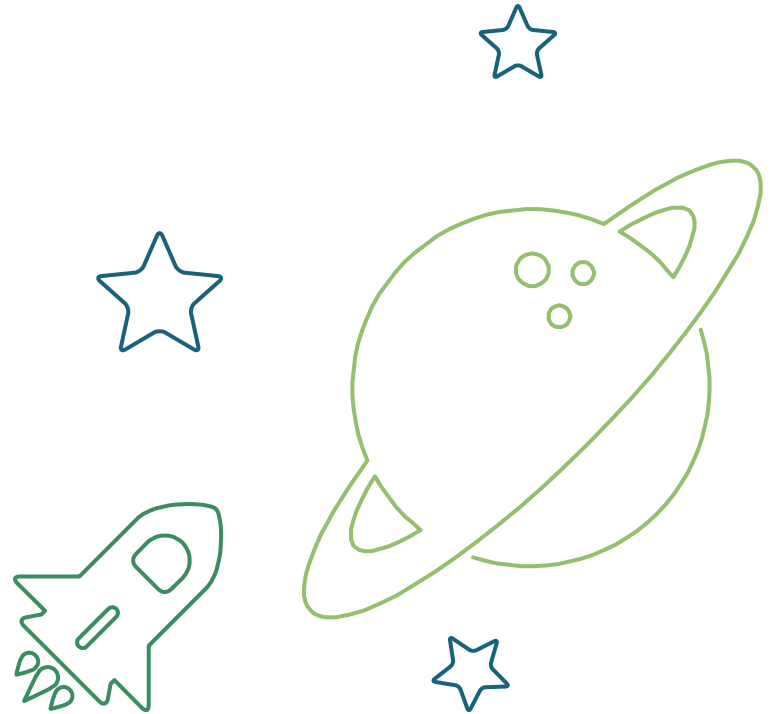
#### Cons

- New learning curve (myself included)
- No real new data than is already available in custom reports
- Still in Beta; slow and sometimes buggy

# Verdict?

I think the Advanced Analysis tool certainly has some value, but I don't think it's going to replace custom reports for me.

Try it for yourself and let us know how you use it!



Questions?

Need DAP access or want to ask  
us something directly?

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