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Sign up

Piano analytics training: next-generation data analysis

1 day (7 hours)

Presentation

Our Piano Analytics training course will enable you to analyze data from your website. Powered by Snowflake, this solution will enable you to generate reports and create segments for targeting purposes in order to set up marketing analyses.

Piano Analytics is the logical continuation of Analytics suite 2. A user-centric solution with a strong focus on ethics and RGPD compliance.

You can define an unlimited number of custom metrics, take advantage of Piano Analytics' intelligent analysis and easily run complex queries.

In this training course, you'll learn how to use Piano Analytics to track your digital performance and analyze the behavior of your website's users.

This training session will take place on Piano Analytics [version 6.14](#), the latest release.

Objectives

- Configuring and installing Piano Analytics
- Understanding how Piano Analytics works
- Master the tool for analyzing website performance
- Tracking marketing campaigns

Target audience

- **SEO and SEA specialists**
- Managers

- Company managers
- Marketing manager
- Site administrators

Prerequisites

Knowledge of a web analysis tool is recommended.

Our Piano Analytics training program

How Piano Analytics works

- What is Piano Analytics?
- What is a visitor?
- What is a Piano user?
- Setting up user IDs
- Events and properties
- Calculated properties

Installation methods

- **SDKs**
- API
- Tag Management System

Data and consent management

- Prerequisites
- Configuration
- Consent Mode default
- Customized Consent Mode
- Manage user data

Events and SDK

- Tag methods
- Adding properties to events
- Multiple properties
- How to tag marketing campaigns (UTMs "at")
- E-mail tracking
- Create customized reports

- Current events
 - Page display
 - Clicks
 - Advertising
 - Internal search engine

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.