Adobe® Marketing Cloud
Analysis Workspace
# Contents

Adobe Analysis Workspace Product Documentation..................................................4

Documentation Updates..........................................................................................5

What's New in Analysis Workspace........................................................................6

- Analysis Workspace - April 2016........................................................................6
- Analysis Workspace - January 2016.................................................................6

Administration, FAQ, and Best Practices for Analysis Workspace......................17

Analysis Workspace Projects................................................................................19

- Features of Analysis Workspace.................................................................19
  - Visualizations..........................................................................................29
  - Components............................................................................................35
  - Column Settings......................................................................................36
  - Keyboard and Mouse Interactions Available in Analysis Workspace............37
- Create an Analysis Workspace project.........................................................39
- Create and apply segments in a project.........................................................43
- Synchronize a visualization with a data source..............................................44
- Break down dimensions in Analysis Workspace..........................................45
- Use Cases for Analysis Workspace..............................................................46
  - Apply a metric to multiple segments.........................................................47
  - Create custom date ranges.......................................................................51
  - Create a segment from selected rows........................................................53
  - Create a breakdown from selected rows....................................................54
  - Retail Example.........................................................................................56

Cohort Analysis....................................................................................................59

- Run a Cohort Analysis report.........................................................................60
- Cohort Analysis Use Cases..........................................................................63
Curate and share a project..........................................................................................64

Scheduled projects.....................................................................................................67
  Send File - Schedule a project for delivery..............................................................67

Release Notes for Analysis Workspace.....................................................................70

Contact and Legal Information..................................................................................73
Adobe Analysis Workspace Product Documentation

Analysis Workspace removes all of the typical limitations of a single Analytics report. It provides a robust, flexible canvas for building custom analysis projects. Drag-and-drop any number of data tables, visualizations, and components (dimensions, metrics, segments, and time granularities) to a project. Instantly create breakdowns and segments, create cohorts for analysis, and curate reports for sharing with anyone in your business.

Analytics > Workspace

Video Tutorials

Analysis Workspace (YouTube)

Feature Documentation for Analysis Workspace

• Projects
• Use Cases in Analysis Workspace
• Cohort Analysis
• Curate & Share

Release Notes & Solution Help

• What's New in Analysis Workspace (January 2015)
• Release Notes for Analysis Workspace (Fixes and Maintenance Releases)
• Release Notes - All Marketing Cloud Solutions
• Marketing Cloud Help Home

Blogs and Community Resources

• Faster Insights with Analysis Workspace (Blog)
• Why You Should Be Using Analysis Workspace
• Digital Marketing Blog (Home)
• Adobe Analytics Forum
• Adobe Analytics Community
• Idea Exchange
• Adobe Training and Tutorials

Developer

Developer Connection
# Documentation Updates

Cumulative updates to Analysis Workspace product documentation.

<table>
<thead>
<tr>
<th>Update</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's New in Analysis Workspace</td>
<td>Feature release includes undo actions, project linking, save as for segments, and more.</td>
<td>January 21, 2016</td>
</tr>
<tr>
<td>First release</td>
<td>Previously in public beta, Analysis Workspace is now a full-fledged capability within Adobe Analytics.</td>
<td>September 17, 2016</td>
</tr>
</tbody>
</table>
What's New in Analysis Workspace

New features in Analysis Workspace.

• Analysis Workspace - April 2016
• Analysis Workspace - January 2016

Analysis Workspace - April 2016

New features released on April 21, 2016

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send File</td>
<td>Send an Analysis Workspace project via email, or schedule it for delivery. See Send File - Schedule a project for delivery.</td>
</tr>
<tr>
<td>Download PDF</td>
<td>From the Action menu, you can download an Analysis Workspace project in PDF format (similar to downloading in CSV format).</td>
</tr>
</tbody>
</table>

Fixes for April 2016.

Analysis Workspace - January 2016


• Undo Actions
• Link to This Project
• Bullet Graph, Scatterplot, and Treemap Visualizations
• Save As for Segments, Metrics, and Dates
• Add New Segment Button
• Conditional Formatting
• Dimension Preview
• Legend Visible
• Anchor Y Axis at Zero
• Project Name on Tab Title
• Transfer Project Ownership
• Fixes (Updated for January 21, 2016)

See Release Notes for Analysis Workspace for cumulative information about monthly updates.

Undo Actions

You can now undo most actions you take in Analysis Workspace.

To undo, click Undo from the action menu.
You can also use standard Windows and Mac *keyboard shortcuts* (ctrl or cmd + z) for Undo.

*Undo* is particularly useful when undoing breakdowns in the table.

Actions that are *not* undoable:

• Changing the configuration of a **Cohort Table** (such as dragging metrics, changing values). However, you can click **Undo** after clicking **Run**.
• Resizing or moving panels and sub-panels.

Actions that clear your undo history:

• Saving the project.
• Changing the report suite.

**Link to This Project**

In a project, click **Link to This Project** from the Actions menu to email a saved project's URL to other users. Administrative recipients can edit and save a project shared this way. Otherwise, these projects are read only.
Note: Sharing report links is not available if your company uses single sign-on (both the legacy single sign-on and when logging in via the Marketing Cloud).

Bullet Graph, Scatterplot, and Treemap Visualizations

The following new visualizations are available in the January 2016 release.

**Bullet Graph**

You can see how a value you are interested in compares to or measures against other performance ranges (goals).
The bullet graph features a single, primary measure (for example, current year-to-date revenue), compares that measure to one or more other measures to enrich its meaning (for example, compared to a target revenue), and displays it in the context of qualitative ranges of performance, such as high, mid, and low. You can specify goal ranges in Visualization Settings.

**Scatterplot**

Shows impressions served and how many unique users have seen those impressions. The size of each data point provides a visual cue about the average number of times a viewer was exposed to an ad. The size and data vary according to the dimensions, date ranges, and filters you select.

**Note:** A table associated with a Scatterplot chart requires at least two columns. The first column defines the X axis, and the second column defines the Y axis. If there is a third column available, the Scatterplot chart uses it to determine the radius of the dot. In other words, columns 1, 2, and 3 map to X, Y, and dot radius.

**Treemap**
Displays hierarchical (tree-structured) data as a set of nested rectangles. Each branch of the tree is given a rectangle, which is then tiled with smaller rectangles representing sub-branches.

When the color and size dimensions are correlated in some way with the tree structure, one can often easily see patterns that would be difficult to spot in other ways, such as if a certain color is particularly relevant. A second advantage of treemaps is that, by construction, they make efficient use of space.

Save As for Segments, Metrics, and Dates

When editing an existing (saved) segment the Analysis Workspace Segment Builder, click **Save As** to make a copy.

The new segment displays in the **Segments** group in the **Components** panel.

Save As is also available for the **Calculated Metric Builder** and **Date Range Builder**.

Add New Segment Button

The **Add New Segment** button has been added to the location where you drag-and-drop segments onto a project.
This enhancement is helpful if you prefer to directly create segments when working in a project, rather than using the Segment panel to create segments.

**Conditional Formatting**

In Column Settings, you can apply conditional formatting to cell data.
### Conditional Formatting

Applies the following colors to cells, based on data values:
- **Green**: high values
- **Yellow**: midpoint values
- **Red**: low values

Replacing a dimension in the table resets the conditional formatting limits. Replacing a metric recalculates the limits for that column (where a metric is on the X axis and a dimension is on the Y axis).

<table>
<thead>
<tr>
<th>Auto-generated</th>
<th>Automatically generates limits for conditional formatting. The upper limit is the largest value in this column. The lower limit is the lowest, and the midpoint is the average of the upper and lower limits.</th>
</tr>
</thead>
</table>

| Custom | You can manually assign the values for the **Upper**, **Midpoint**, and **Lower Limit** fields for conditional formatting. This gives you the flexibility to determine when a column value becomes good, average, or poor. |

### Dimension Preview

In the **Dimensions** component panel, you can hover over the information icon next to a dimension and see a top-five preview.

![Dimension Preview](image)

### Legend Visible

In **Visualization Settings** the **Legend Visible** option shows or hides a visualization's legend.
Anchor Y Axis at Zero

Depending on what the numbers are for a line and area charts, the bottom of the Y-axis might not be zero. Enabling Anchor Y Axis at Zero in Visualization Settings forces the Y-axis to zero, for a more accurate view of trends. The following examples show how a Revenue chart changes with this setting enabled and disabled:

Anchor Y Axis at Zero Disabled

Anchor Y Axis at Zero Enabled
Project Name on Tab Title

When saving a project, the title on the browser tab will be displayed as "<Project Name> - Analysis Workspace". This enhancement is helpful if you open multiple projects in multiple browser tabs.

Transfer Project Ownership

Administrators can transfer Analysis Workspace projects from one user to another.

Navigate to Admin > User Management > Transfer to transfer projects.
Estimated People Metric

Learn how to identify visitors across their devices.

The Old Way - Devices Are Visitors

Each day, a person might visit your site and engage with a campaign or brand on three different devices, even doing so within a few minutes. Historically, Analytics reported each device as a unique visitor.

For example, if the visitor makes a $30 purchase, the revenue would be attributed to three unique visitors:

Safari on Desktop  App on iPhone  Android on Tablet

= 3 Unique Visitors

$10 / visitor

The New Way - Devices Are People

Estimated People is an Analytics reporting metric that provides a people-based view of marketing, letting you measure visitors’ activity across all of their devices.

In the same example, the Estimated People metric accurately attributes $30 to one visitor:

Safari on Desktop  App on iPhone  Android on Tablet

= 1 Person, $30 Revenue

People are Better than Visitors

Estimated People enables you to think of multiple devices as a single entity.

The Premium offering offers full visitor stitching capabilities.
In an Analysis Workspace table, you can change the **Visitor Context** in the **Column Settings** from **Device** to **Person**.

*Table*

Person changes the definition of a visitor from a single device to a cross-device visitor, and the first-touch and last-touch data changes to more accurately reflect the context.

**Where to Begin**

To use the Estimated People metric, become a member of the Device Graph co-op. The device graph creates a map of devices-to-people, or Marketing Cloud IDs and cookies. Co-op members will give Adobe access to cryptographically hashed login IDs and HTTP header data, which fully hides a consumer’s identity. Adobe processes this data to create groups of devices (or device clusters) used by an anonymized person or household. Adobe then surface these groups of devices in the Estimated People metric in Analytics.

These device clusters are also available in the Marketing Cloud solutions so that co-op members can measure, segment, target and advertise directly to individuals across all of their devices.
Administration, FAQ, and Best Practices for Analysis Workspace

FAQ, recommendations, troubleshooting, and system requirements for Analysis Workspace.

- Administration and Access Requirements
- Frequently Asked Questions about Analysis Workspace
- Best Practices and Troubleshooting for Analysis Workspace

Administration and Access Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product SKU</td>
<td>You must have Adobe Analytics or Adobe Analytics Premium. If you only have access to reports &amp; analytics as a standalone product, work with your account team to purchase the Adobe Analytics solution.</td>
</tr>
<tr>
<td>Administrators</td>
<td>Full access to Analysis Workspace.</td>
</tr>
</tbody>
</table>
| Users             | No permissions are required for users to receive shared projects and view them in Analysis Workspace. Permissions to report suite and data components apply.  
                      
                      **Curating**  
                      To curate projects, administrators must add users to a group in Admin > Groups. The group must have the Customize Advanced Reporting > Create / Curate Projects in Analysis Workspace permission setting enabled.  
                      When you enable this option for users in the group, they can create Analysis Workspace projects and curate them. If you do not enable this option, users cannot create projects, but they can view projects shared with them. Users can use Save As on projects shared with them. |
| Transferring projects | Administrators can transfer Analysis Workspace projects from one user to another. To do so, navigate to Admin > User Management > Transfer.                                                                 |

Frequently Asked Questions about Analysis Workspace

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many report suites can be displayed in an Analysis Workspace project?</td>
<td>Currently, you can display only one report suite per project.</td>
</tr>
<tr>
<td>How do you implement Analysis Workspace?</td>
<td>No special implementation is required. Analysis Workspace is available to all companies with Analytics Standard or Premium. However, standard permissions to content (such as report suites and project components) apply, and for curating and sharing projects. See Administration and Access Requirements.</td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Does Analysis Workspace change pre-configured reports in Adobe Analytics?</td>
<td>No. Because this is a separate environment, there are no changes to your existing or any pre-configured reports in Adobe Analytics. You can still employ standard Reports &amp; Analytics and Report Server reports using Analysis Workspace.</td>
</tr>
<tr>
<td>Can I use Analysis Workspace for data warehouse?</td>
<td>Analysis Workspace is not recommended for bulk data export. It is a visualization workspace creating dashboard-like analysis projects.</td>
</tr>
<tr>
<td>Are participation metrics available in Analysis Workspace?</td>
<td>Not yet. For now, you can create a calculated metric for say, Revenue, and set the allocation to participation.</td>
</tr>
</tbody>
</table>

**Best Practices and Troubleshooting for Analysis Workspace**

Learn about recommendations and things that cause performance issues in Analysis Workspace.

<table>
<thead>
<tr>
<th>Cause or Recommendation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of breakdowns</td>
<td>If you are experiencing performance issues, you may need to reduce the number of breakdowns.</td>
</tr>
<tr>
<td>Size of date ranges</td>
<td>Smaller date ranges improve performance.</td>
</tr>
<tr>
<td>Number of users</td>
<td>Multiple users on the same project may cause performance issues.</td>
</tr>
<tr>
<td>Row limitations</td>
<td>200 rows is the maximum rows you can display in the table.</td>
</tr>
<tr>
<td>Bulk export</td>
<td>Analysis Workspace is not recommended for bulk data export. It is a visualization workspace creating dashboard-like analysis projects.</td>
</tr>
</tbody>
</table>

For other reporting tips in reports & analytics that apply to Analysis Workspace, see *Reporting Best Practices and Troubleshooting*. 
Overview and features of Analysis Workspace.

You can create a robust Analytics project based on any combination of visualizations, report components, and data tables. It brings many of the table builder features from ad hoc analysis into the Marketing Cloud.

In freeform analysis, you can compare and dissect data in ways not previously possible. For example, configure ranked reports and make immediate iterative changes to the data query, and then access and manipulate the values at the reporting level.

The query goes directly to the reporting engine—you can make changes inline without bringing up other reports to create your analysis. Results return immediately, with no browser refresh.

Features of Analysis Workspace

A round-up of features and interface actions available in Analysis Workspace, including drag-and-drop components, in-line segments and breakdowns, sharing a project, undo actions, synchronizing visualizations, and many more project actions.

- Overview Video
- Full Control over Project Elements and Components
- Multiple Visualizations in a Project
- Dynamic Visualization of Selected Cells
- Static Visualization Sync with Data Tables
- Trend Visualizations from Selected Cells
- Dimensions and Dimension Item Breakdowns
- Segments from Table Selections
- **Project and Component Tagging**
- **Project Actions**

💡 **Note:** See *Release Notes for Analysis Workspace* for updates about features.

**Overview Video**

⚠️ YouTube Video: https://www.youtube.com/watch?v=A0EcD2AxvJE

Full Youtube playlist available [here](#).

### Full Control over Project Elements and Components

Analysis Workspace provides freedom and flexibility:

- Drag-and-drop components (dimensions, metrics, segments, and time granularities)
- Drag and drop multiple visualizations to the project
- Move, resize, and stack visualizations wherever you want in a project

![Analysis Workspace Screenshot](image)

See *Create an Analysis Workspace project* for more information.

### Multiple Visualizations in a Project

Drag-and-drop as many visualizations onto a project that you want.
Create a project showing the percent of change, with multiple visualizations corresponding to cells in a freeform data table.

See [Create an Analysis Workspace project](https://example.com) for more information.
Dynamic Visualization of Selected Cells

Select individual cells and see the visualizations change dynamically. *Synchronize and lock* a visualization with selected cells.

Static Visualization Sync with Data Tables

Locking visualizations lets you control which freeform data table sources correspond to visualizations.

See *Synchronize a visualization with a data source.*
Trend Visualizations from Selected Cells

Create a visualization from selected cells. (Right-click > Trend Selection.)

Dimensions and Dimension Item Breakdowns

As a retailer, you can dive deeper than ever before into your campaigns to understand how to better engage your customers. Break down your data in unlimited ways for your specific needs; build queries using relevant metrics, dimensions, segments, time lines, and other analysis breakdown values.
See *Break down dimensions in Analysis Workspace*.

**Segments from Table Selections**

Select cells in the freeform table and create a segment from the selection.

Compare multiple segments and instantly create and apply segments. You can apply multiple segments to focus on specific customers based on behavior and interaction and then compare and contrast.
Drop a segment to the freeform panel at the project level, and the segment is applied to the entire project.

See *Create and apply segments in a project*.

**Project and Component Tagging**
You can apply tags to projects and components in Analysis Workspace:

* Apply or create project-level tags in the Information panel.
* Right-click components to tag (or create tags) from the Components panel.
* Use # in the Search field to locate tags.

**Project Actions**
Perform project-level actions from the Actions at the top of the project window. Click *More* to view all actions.
<table>
<thead>
<tr>
<th>Action Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create New Project</td>
<td><em>Create a project.</em></td>
</tr>
<tr>
<td>Open Existing Project</td>
<td>Open a saved project.</td>
</tr>
<tr>
<td>Share</td>
<td>Share a project to other users. See <em>Curate and share.</em></td>
</tr>
<tr>
<td>Curate Components</td>
<td><em>Curate and share</em> project components.</td>
</tr>
<tr>
<td>Download as CSV</td>
<td>Download the project in CSV format.</td>
</tr>
<tr>
<td>Add Freeform Panel</td>
<td>Add a blank panel to the project.</td>
</tr>
<tr>
<td>Add Cohort Panel</td>
<td><em>Build a Cohort Report.</em></td>
</tr>
<tr>
<td>Refresh All</td>
<td>Refreshes the data in this project.</td>
</tr>
<tr>
<td>Set as Landing Page</td>
<td>Sets this project as your default landing page when you run Analysis Workspace.</td>
</tr>
<tr>
<td>Action Item</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Create a Calculated Metric</td>
<td>Display the <em>Calculated Metric Builder</em>.</td>
</tr>
<tr>
<td>Create a Segment</td>
<td>Display the <em>Segment Builder</em>. See <em>Building Segments</em> in Reports &amp; Analytics product documentation for more information about segments.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> After creating and saving a segment in the <em>Segment Builder</em>, the new segment is added to the top of the segment <em>Component</em> panel. You can also search for the new segment in the <em>Components</em> panel.</td>
</tr>
<tr>
<td>Create Date Range</td>
<td><em>Create a custom date range</em> that displays in the <em>Components</em> panel for use in a project.</td>
</tr>
<tr>
<td>Link to This Project</td>
<td>Share a direct link to other users. Users are required to log in to see the shared project.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> Sharing report links is not available if your company uses single sign-on (logging in via the Marketing Cloud).</td>
</tr>
<tr>
<td>Undo</td>
<td>You can now undo most actions you take in Analysis Workspace. Exceptions include:</td>
</tr>
<tr>
<td></td>
<td>• Changing the report suite ID in the report suite selector.</td>
</tr>
<tr>
<td></td>
<td>• Resizing or moving panels and sub-panels.</td>
</tr>
<tr>
<td></td>
<td>• Selecting and highlighting cells in a pivot table.</td>
</tr>
<tr>
<td></td>
<td>• Running cohorts, except when you click Run. Changing the configuration (dragging metrics, changing values, and so on) is not undoable.</td>
</tr>
<tr>
<td></td>
<td>See <em>Visualizations</em> for more information.</td>
</tr>
</tbody>
</table>

**Column Settings**

Specify whether data displays using numbers or percentages, a bar graph, and whether to apply conditional formatting to cell data.
### Conditional Formatting

Applies the following colors to cells, based on data values:
- Green: high values
- Yellow: midpoint values
- Red: low values

Replacing a dimension in the table resets the conditional formatting limits. Replacing a metric recalculates the limits for that column (where a metric is on the X axis and a dimension is on the Y axis).

### Auto-generated

Automatically generates limits for conditional formatting. The upper limit is the largest value in this column. The lower limit is the lowest, and the midpoint is the average of the upper and lower limits.

### Custom

You can manually assign the values for the **Upper**, **Midpoint**, and **Lower Limit** fields for conditional formatting. This gives you the flexibility to determine when a column value becomes good, average, or poor.
### Additional Feature Descriptions

<table>
<thead>
<tr>
<th>Interface Features</th>
<th>Description</th>
</tr>
</thead>
</table>
| What you can drag and stack                             | Components  
  - Dimensions  
  - Segments  
  - Metrics  
  - Date ranges  
  - Time granularities (Hour, Day, Week, and so on). |
| Multiple freeform tables and multiple visualizations    | There is no technical limit on the number of freeform tables and visualizations that you can add to the panel. Also, you can run a new visualization (or export to CSV) each freeform table or selected rows of a table. |
| Column arranging, sorting, and copying                  | • Sort date range presets (does not include custom date ranges).  
  • CTRL (or Command) + click + drag a column copies the column, and when you drag the copy, it is pasted into the new position in the table. See [Keyboard and Mouse Interactions Available in Analysis Workspace](#) for more information. |
| Selections and actions                                  | You can select rows and columns similar to the way you can select them in Excel. Then, you can take actions on those selections. For example:  
  • Create visualizations from selections  
  • Copy to clipboard (CTRL or Command + C)  
  • Break down multiple-selected rows. Select the rows, then drag a dimension onto the selection. Or, right-click the selection and use the Breakdown menu. |
| Auto-save and unsaved changes                           | The system auto-saves your project whenever you make changes.  
  You will be prompted to save your changes if you attempt to close the browser (or use the Back button), and the project has not saved. If your system crashes, you will receive an alert to restore to your previous project state when loading the project. |
| All Visits                                              | A default segment unique to Analysis Workspace. *All Visits* displays totals for the components you add to the table. |
| Calculated metrics                                      | Use calculations in the same way you use standard metrics. See [Calculated Metrics](#). |

### Visualizations

Learn about visualizations and visualization settings in Analysis Workspace.
To display the Visualizations panel, click **Visualizations** in the side panel.

Most visualization types (such as Area, Bar, Donut, and Line charts) will be familiar to you if you use Adobe Analytics. However, Analysis Workspace provides visualization settings and many new or unique visualizations types with interactive capabilities, which are described here:

- **Visualization Settings**
- **Cohort Tables**
- **Freeform Tables**
- **Summary Number and Summary Change**
- **Treemap**
- **Bullet Graph**
- **Scatterplot**

**Visualization Settings**

To access **Visualization Settings**, drag a visualization to the **Freeform Panel**, then click **Visualization Settings**.
<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentages</td>
<td>Displays values in percentages.</td>
</tr>
<tr>
<td>Normalization</td>
<td>Forces metrics to equal proportions. See Normalization in Analytics Reference help.</td>
</tr>
</tbody>
</table>

**Cohort Tables**

Add a Cohort Table by dragging it from the Visualizations panel, or add one via the Actions panel. Add inclusion and return metrics.

Run the report:

See Cohort Analysis.
Freeform Tables

In Analysis Workspace, a data table (Freeform Table) is not merely a report table but also an interactive visualization.

You can interact with the table in unique ways:

• Run breakdowns and create inline segments (right-click)
• Run visualizations on specific cells
• **Synchronize** (and lock) cells to visualizations
• Run Trend visualizations from selected cells
• Export rows to CSV
• Display only selected rows

See *Create an Analysis Workspace project* for more information.

**Summary Number and Summary Change**

The Summary Number visualization provides a quick view of totals of the data table (or selection of cells).
Summary Change and Summary Numbers shows the total for the selected cell total. If no cell is selected, the top cell in the first column is used. To view Summary Change, you must select two cells in the data table.

**Treemap**

Displays hierarchical (tree-structured) data as a set of nested rectangles. Each branch of the tree is given a rectangle, which is then tiled with smaller rectangles representing sub-branches.

When the color and size dimensions are correlated in some way with the tree structure, one can often easily see patterns that would be difficult to spot in other ways, such as if a certain color is particularly relevant. A second advantage of treemaps is that, by construction, they make efficient use of space.

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**Scatterplot**

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💡 **Note:** A table associated with a Scatterplot chart requires at least two columns. The first column defines the X axis, and the second column defines the Y axis. If there is a third column available, the Scatterplot chart uses it to determine the radius of the dot. In other words, columns 1, 2, and 3 map to X, Y, and dot radius.
Components

Components in Analysis Workspace are metrics, dimensions, segments, and time granularities that you can drag-and-drop onto a project. Custom components that you create are added to these panels, such as custom date ranges.

To access the Components panel, click **Components**. You can switch between **Visualizations** and Components using these icons.

See *Create an Analysis Workspace project* for information about using Components in a project.

Dimension Preview

You can hover over the information icon next to a dimension and see a top-five preview.
Column Settings

Column settings in Analysis Workspace, including conditional formatting, displaying numbers or percent values in table cells, and table cell preview.

To access Column Settings, drag a Freeform Table to the project, then click the gear icon in the column heading.

Conditional Formatting

Conditional formatting applies colors to upper, midpoint, and lower limits that you can define.
### Element | Description
--- | ---
**Conditional Formatting** | Applies the following colors to cells, based on data values:
- Green: high values
- Yellow: midpoint values
- Red: low values
Replacing a dimension in the table resets the conditional formatting limits. Replacing a metric recalculates the limits for that column (where a metric is on the X axis and a dimension is on the Y axis).

**Auto-generated** | Automatically generates limits for conditional formatting. The upper limit is the largest value in this column. The lower limit is the lowest, and the midpoint is the average of the upper and lower limits.

**Custom** | You can manually assign the values for the **Upper**, **Midpoint**, and **Lower Limit** fields for conditional formatting. This gives you the flexibility to determine when a column value becomes good, average, or poor.

---

**Keyboard and Mouse Interactions Available in Analysis Workspace**

Keyboard interactions, shortcut keys and point-and-click behaviors available in Analysis Workspace.
CTRL = Windows
Command = Mac

### Hotkeys for movement between tabs

<table>
<thead>
<tr>
<th>Action</th>
<th>Shortcut</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go straight to the visualization tab</td>
<td>ctrl (or cmd) + alt + v</td>
</tr>
<tr>
<td>Go straight to the components tab</td>
<td>ctrl (or cmd) + alt + c</td>
</tr>
<tr>
<td>Cycle forward (to the right) through tabs</td>
<td>ctrl (or cmd) + alt + ]</td>
</tr>
<tr>
<td>Cycle backward (to the left) through tabs</td>
<td>ctrl (or cmd) + alt + [</td>
</tr>
</tbody>
</table>

### Hotkeys for the workspace actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Shortcut</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create New Project</td>
<td>ctrl (or cmd) + shift + p</td>
</tr>
<tr>
<td>Open Existing Project</td>
<td>ctrl (or cmd) + o</td>
</tr>
<tr>
<td>Save Project</td>
<td>ctrl (or cmd) + s</td>
</tr>
<tr>
<td>Save Project As</td>
<td>ctrl (or cmd) + shift + s</td>
</tr>
<tr>
<td>Curate Components</td>
<td>ctrl (or cmd) + shift + g</td>
</tr>
<tr>
<td>Share</td>
<td>ctrl (or cmd) + g</td>
</tr>
<tr>
<td>Favorite</td>
<td>ctrl (or cmd) + shift + f</td>
</tr>
<tr>
<td>Download as CSV</td>
<td>ctrl (or cmd) + shift + v</td>
</tr>
<tr>
<td>Add Freeform Panel</td>
<td>alt + a</td>
</tr>
<tr>
<td>Add Cohort Panel</td>
<td>shift + alt + a</td>
</tr>
<tr>
<td>Refresh All</td>
<td>alt + r</td>
</tr>
<tr>
<td>Create Calculated Metric</td>
<td>ctrl (or cmd) + shift + c</td>
</tr>
<tr>
<td>Create a Segment</td>
<td>ctrl (or cmd) + shift + e</td>
</tr>
<tr>
<td>Create a Date Range</td>
<td>ctrl (or cmd) + shift + d</td>
</tr>
</tbody>
</table>
Create an Analysis Workspace project

Create a project and add components (dimensions, metrics, and segments) to the freeform panel.

This article familiarizes you with the Analysis Workspace interface elements and shows how to create a project. For specific use cases, see *Use Cases for Analysis Workspace.*

**To create an Analysis Workspace project**

1. Specify user permission to create and curate projects.
   
   Before creating or curating an Analysis Workspace project, administrators must add you to a group with the *Create / Curate Projects in Analysis Workspace* permission enabled, or to the *All Report Access* user group. *(Admin > User Management > Groups).*

2. In the Marketing Cloud, click **Analytics** > **Analysis Workspace.**

   Alternatively, enter a forward slash (/) to open the report search bar, then type *analysis workspace.*

3. Click **Create New Project.**

   A blank project displays, showing a freeform panel and a data table visualization.
Element | Description
--- | ---
Visualizations and Components | Items you can drag to the panel or project areas of the interface. See Visualizations.
Project | A container of panels, visualizations, components, and so on.
Freeform Panel | The canvas or workspace with which you interact in Analysis Workspace.

4. Build your project by dragging components and visualizations to the project.

**Components**

The Component toolbar displays searchable dimensions, metrics, segments, and date ranges that you use most frequently.

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions (orange)</td>
<td>Apply at the project level</td>
</tr>
<tr>
<td></td>
<td>Time Spent on Page -</td>
</tr>
<tr>
<td></td>
<td>Browser</td>
</tr>
<tr>
<td></td>
<td>Browser Height - Buck...</td>
</tr>
<tr>
<td></td>
<td>Browser Type</td>
</tr>
<tr>
<td></td>
<td>Browser Width - Buck...</td>
</tr>
<tr>
<td>Metrics (green)</td>
<td>Apply at the project level.</td>
</tr>
</tbody>
</table>
### Component | Description
--- | ---
[Orders Participation]... | 
[Page Views] / [Visits] | 
[Total Single Access] / ... | 
[Total Single Access] / ... | 
[Total Single Access] / ... | 

*Occurrences* is the default metric for the data table.

#### Segments (blue)

Draggable only at the panel level, but you can create inline segments in the data table.

See *Use Cases for Analysis Workspace* for more information.

#### Date ranges and granularities (purple)

Draggable only at the panel level. You can create a project from the Calendar, when configuring a date range.

#### Visualizations

The *Visualizations* panel provides standard Marketing Cloud Analytics graphs, charts, donuts, data tables, *cohort* tables, and so on. You can drag-and-drop multiple visualizations into your project.
5. Perform analysis and actions on the data.
The right-click menu lets you run *breakdowns* on rows, create visualizations from rows, download rows to CSV, and more.

See *Keyboard and Mouse Interactions Available in Analysis Workspace* for information about copying and selecting rows.

6. Continue customizing a project to your liking, such as:
   - *Create and apply segments in a project*
   - *Synchronize a visualization with a data source*
   - *Run a Cohort Analysis report*
   - *Curate and share your work*

**Create and apply segments in a project**

Create or apply segments in Analysis Workspace.
You can drag existing Marketing Cloud and Analytics segments from the Component panel to the Freeform Panel.

**Other Methods to Apply Segments**

Several other methods exist for applying segments to a freeform project.
Create an inline segment. Select rows, right-click the selection, then create an inline segment. This segment applies only to the open project and is not saved as an Analytics segment.

1. Select rows
2. Right-click the selection
3. Click Create segment from selection.

Displays the Segment Builder. See Building Segments in reports & analytics product documentation for more information about segmentation.

In Curate & Share, segments that you apply to the project are available in shared analysis for the recipient.

For other ways to apply segments, see Create a segment from selected rows and Apply a metric to multiple segments.

**Synchronize a visualization with a data source**

Synchronizing visualizations lets you control which data table or data source corresponds to a visualization.

**Tip:** You can tell which visualizations are related by the color of the dot next to the title. Matching colors mean that visualizations are based on the same data source. You can change the data source if the association is wrong, since Analysis Workspace initially "guesses" which data source it is based on.

You can choose whether to sync the visualization in a static or a rolling fashion. These settings determine how the visualization changes (or doesn't change) when new data comes in.

1. Create a project with a data table and a visualization.
2. In the data table, select the cells (data source) you want to associate with the visualization.
3. In the visualization, click the dot next to the title to bring up the Manage Data Sources dialog. Select Static Viz Sync or Rolling Viz Sync.
Synchronizing a visualization to a table cell creates a new (hidden) table and color-codes the synchronized visualization with that table.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static Viz Sync</td>
<td>Choose this option if you want the visualization to stay locked on the specific items currently selected in the corresponding data table. These items will continue to be visualized, even if they change their ranking among items in the table. For example, choose this option if you want to show the same five specific campaign names in this visualization at all times, no matter where those campaign names rank.</td>
</tr>
<tr>
<td>Rolling Viz Sync</td>
<td>Choose this option if you want the visualization to stay locked on the positions that are selected in the corresponding data table. These positions will continue to be visualized, even if the specific items in these positions change. For example, choose this option if you want to show the top five campaign names in this visualization at all times, no matter which campaign names show up in the top five.</td>
</tr>
<tr>
<td>Hide Data Source</td>
<td>This option makes the data table disappear. Do this if you want users to see just the visualizations, without overwhelming them by the entire table of data.</td>
</tr>
</tbody>
</table>

**Break down dimensions in Analysis Workspace**

Break down dimensions and dimension line items in Analysis Workspace.

Break down your data in unlimited ways for your specific needs; build queries using relevant metrics, dimensions, segments, time lines, and other analysis breakdown values.

1. *Create a project* with a data table.
2. In the data table, right-click a line item and select **Breakdown** > `<item>`. 
You can break down metrics by dimension values or audience segments across selected time periods. You can also drill down further to a more granular level.

Note: The number of breakdowns to show in the table is limited to 200. This limit will increase for exporting breakdowns.

Use Cases for Analysis Workspace

Examples of how to use data tables, segments, and uses case ideas for Analysis Workspace.

You can direct research across your data to answer specific questions and put together narratives about your customer’s interactions and audience interests. In a freeform environment you can apply dimensions, metrics, and segments over a time period to directly retrieve targeted data. Craft your analysis to customize for specific questions, and then publish information in rich reports and visualizations to be shared and easily interpreted by even the most time-constrained frontline business user.
Examples

• As a media company, you might want to compare your new visitors, your repeat visitors, and your most loyal visitors to see how content consumption changes over time for each different segment.
• Compare the conversion rates for branded and non-branded keywords.
• Break down page views by internal search, external search, landing pages, and so on, to understand why branded and non-branded terms perform differently.
• Compare day against next day to compare columns or rows to analyze growth across multiple metrics.
• Do a simple query such as bounces per a dimension.

Apply a metric to multiple segments

Apply a metric to multiple-selected segments in Analysis Workspace. You can add a visualization, then lock the visualization to a cell in the freeform table.

1. In a data table, drag a dimension to the freeform table.

   This example shows a data table named Memberships Revenue, with a Product Name dimension.
2. Drag segments to the column headings, then use CTRL or Command + click to select each segment. This example shows customer membership levels (Gold, Diamond, and Platinum) segments selected.

3. Drag a metric (like Revenue) below the selected date ranges.
4. Optionally, add a date range:

5. Add a visualization.

Click Visualizations, then drag a visualization to the panel.
6. Optionally, lock the visualization to a cell in the data table.

Locking a visualization lets you control which data table (or cell in a table) to which the visualization corresponds. This feature is useful when you have multiple data tables and visualizations open in your project.
Create custom date ranges

Create custom date ranges in Analysis Workspace, and save them as Time components.

Actions > Create Date Range

A date range applies at the panel level. To add a date range to your project, click Actions > Add Panel, and specify a new date range.

- Date Range for "Two Months Ago"
- 7-Day Rolling Date Range

Date Range for "Two Months Ago"

The following custom date range shows a date range for “two months ago,” with a Summary Change visualization showing directional change.

The custom date range is displayed at the top of the Date Range component panel in your project:
You can drag this custom date range into a column alongside a custom, monthly rolling date range using the Last Month preset for a comparison. Add a Summary Change visualization and select the totals from each column to show directional change:

![Summary Change](image)

7-Day Rolling Date Range

A date range applies to the panel level. To add a date range to your project, click Actions > Add Panel, and specify a new date range.
In the Date Range Builder, you can create a custom date range that displays in the Components panel with other date ranges.

For example, you can create a date range that specifies a 7-day rolling window that ends one week ago:

Use *rolling daily*.

The Start settings would be *current day minus 14 days*.

The End settings would be *current day minus 7 days*.

This date range can be a component that you drag onto any freeform table.

**Create a segment from selected rows**

Select rows in the freeform table and create a segment. You can save a copy of segments using the Save As button in the Segment Builder when editing a segment.

1. Create a freeform data table, then select multiple rows of data.
2. Right-click the selection, then click **Create segment from selection**.

   The *Segment Builder* displays, where you can configure the segment.

**Create a breakdown from selected rows**

Create a breakdown from selected rows.

1. Create a freeform table, then select multiple rows of data.
2. Right-click the selection, then click **Breakdown**. The breakdown displays in the table.
Retail Example

An example of using Analysis Workspace in a retail scenario.

Assume you are a marketing analyst for an outdoor gear retailer and you are tasked with examining how a recent Thanksgiving promotion performed, and with making recommendations on how to improve onsite campaigns. This example shows how you can compare campaign revenue data for different segments and add breakdowns to drill down further into the campaign.

Create a Segmented Report with Multiple Breakdowns

1. Select the appropriate report suite.
2. Search, for example, for your Internal Campaign Placements dimension and drag it into the left-hand section of the table canvas (this data will make up the table rows.)

3. Now click the segment icon on the top left and drag different customer loyalty segments into the right half of the canvas. You are going to compare the segments to each other on the fly. These will constitute the table columns.

4. Click the Events (Metrics) icon on the top left and add the revenue metric underneath each segment. Notice how the report generates automatically. You can now start comparing campaign revenue for these customer segments.
5. Now, if you would like to see which products were most effective in the left banner slot on your pages, break down Left Banner by Product Name. Just click the Dimensions icon and drag the Product name dimension on top of Left Banner.

6. But you can drill down even more. You might ask which search terms people used to get to your top-selling product, Norfolk Highland. All you have to do is drag the Internal Search Term dimension on top of the product name:
A new breakdown result will appear:

You have already broken down the data in a way that can result in recommendations and cross-sells for your merchandising teams to implement in other campaigns and realize even more revenue for your company. You can do further breakdowns until you get the results you are looking for.

Now you can share the report with those merchandising teams.
Cohort Analysis

Overview and examples of cohort analysis in Adobe Analysis Workspace.

What Is Cohort Analysis?

A cohort is a group of people sharing common characteristics over a specified period. Cohort analysis is useful, for example, when you want to learn how a cohort engages with a brand. You can easily spot changes in trends, then respond accordingly. (Explanations of cohort analysis are available on the web, such as at Cohort Analysis 101.)

After creating a cohort report, you can curate its components (specific dimensions, metrics, and segments), then share the cohort report with anyone. See Curate and share a project

Example Cohort Report

A cohort report returns visitors. Each data cell shows the raw number of visitors in the cohort who did the action during that time period.

Examples of what you can do with cohort analysis:

• Launch campaigns designed to spur a desired action.
• Shift marketing budget at exactly the right time in the customer lifecycle.
• Recognize when to end a trial or an offer, to maximize value.
• Gain ideas for A/B testing in areas such as pricing, upgrade path, and so on.
• View a Cohort Analysis report within a Guided Analysis report.
Run a Cohort Analysis report

Create a cohort and run a Cohort Analysis report in Analysis Workspace.

1. In Analysis Workspace, click **Show Visualizations**, then drag a **Cohort Table** to the canvas.

   ![Diagram showing how to add a Cohort Table](image)

   Alternatively, click **More > Add Cohort** to add a new cohort panel.

2. Specify a date range.
3. Add metrics to the **Inclusion** and **Return** fields.

These metrics group your users into a granularity buckets, based on an activity (such as placing an order).

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Granularity</td>
<td>The time granularity of Day, Week, Month, Quarter, or Year.</td>
</tr>
<tr>
<td>Inclusion Metric</td>
<td>The metric that places a user in a cohort. For example, if the inclusion metric is Orders, only users who placed an order during the time range of the cohort analysis will be included in the initial cohorts.</td>
</tr>
<tr>
<td>Return Metric</td>
<td>The metric that indicates the user has been retained. For example, if the return metric is Video Views, only users who viewed videos during subsequent time periods (after the period in which they were added to a cohort) will be represented as retained. Another metric that quantifies retention is Visits.</td>
</tr>
</tbody>
</table>

4. Click **Run Report**.
The report shows visitors who placed an order (Included column), and who returned to your site in subsequent visits. The reduction in visits over time enables you to spot problems and take action.

5. (Optional) Create a segment from a selection.

Select cells (contiguous or noncontiguous), then right-click > Create Segment From Selection.

This example segment would show all the visitors in January 2015, month 1 and 2.

6. On the Segment Builder, further edit the segment, then click Save.

The saved segment is available for use in the Segment panel in Analysis Workspace.

7. Name and save your cohort project.

8. (Optional) Curate and share the project components.

💡 Note: You must save your project before curation is available.
Cohort Analysis Use Cases

Use case examples for cohort analysis.

**App Engagement Use Case**

Suppose that you want to analyze how users who install your app engage with it over time. Do they install it and never use it? Do they use it for a while, then fall away? Or do they remain engaged over time?

You can create a six-month cohort analysis

**Granularity:** Monthly, from January 2015 through June 2015.

**Inclusion metric:** App Installs.

**Return metric:** Sessions or Launches

Visitors do not count as *engaged* in subsequent months unless they are having a session or at least launching the app. Cohort analysis would then show you patterns in usage where *App Install always* occurs on Month 0. You might notice that usage dips in Month 2, regardless of when users installed the app. (For those who installed the app in January 2015, Month 2 is March 2015. For those who installed the app in February 2015, Month 2 is April 2015, and so on.) This analysis allows you send an email or a push message to all users during the second month after they install the app to remind them to use the app.

**Subscription Use Case**

You work at Adobe.com and offer a free Creative Cloud subscription. The goal is for users to upgrade from the free version to the 30-day trial version or, ultimately, the paid version.

**Granularity:** Monthly

**Inclusion metric:** Download Link

**Return metric:** Purchase Paid Creative Cloud

Using this cohort analysis, you could see, for example, that anywhere between 8% and 10% of free Creative Cloud users upgrade in the first month after installation, regardless of when they installed. 12-15% upgrade in the second month of use. After that, upgrading significantly drops off: 4-5% in month three, 3-4% in month four, and 1-2% in month five.

Recognizing that you need to not lose potential customers in month three, you set up an email campaign designed to go out in the middle of month three to a sample of users, offering a $50 coupon to users who have not yet upgraded.

Check back with your cohort analysis report a few months later. For cohorts formed after the launch of the campaign, conversion to paid Creative Cloud subscriptions in month three has risen from 4-5% to 13-14%, resulting in hundreds of thousands of dollars per cohort, for every monthly cohort that hits month three from that point forward.
Curate and share a project

Curation enables you to limit the components before sharing a project. You can share a project and its components with marketers and other non-analysts in your business. Annotate and apply tags to projects.

Video Overview

YouTube Video: https://www.youtube.com/watch?v=LJJRskdmlOg

Analysis Workspace > Curate Components

1. Specify permission to create and curate projects.

   Before creating or curating an Analysis Workspace project, administrators must add you to a group with the Create / Curate Projects in Analysis Workspace permission enabled, or to the All Report Access user group. (Admin > User Management > Groups).

2. Create and save a project, then click Curate Components.

3. Drag components you want to share to the Curated Components field.

   Note: Curating components is not required for sharing a project. You can share a project with all available, default components, or with the selected components. To preserve all of the default components in a project, a best practice is to create a copy of a project for yourself (using Save As) prior to curating components. Once you curate the components in a project, the default components are no longer available for that project.

4. Click Done.

The resulting report behaves like a typical project in Analysis Workspace, but only with the specified components to choose from.

Share a curated project

Sharing makes this project available to other Analysis Workspace users in your organization. Any curation you have done is reflected when others use the project.

1. After you curate the components of a report, click Share.
2. Add recipients, then click **Share**.

**Annotate and tag a project**

An alternative way to collaborate on a project is to use the Information panel.
• Tag reports for sharing.
• Specify the recipient (filter by permission group or user name), the storage folder. In-product notifications let users know that they have a shared report waiting.
• Write messages or report descriptions for recipients.
• Select the dimensions, metrics, and segments to recommend to a non-analyst colleague, who can view the report you are curating and sharing. Curating the component gives the recipient access to those components, based on their permission settings.
• Add suggested items to a previously configured report. These new items exist as recommended selectable options.
Scheduled projects

Manage scheduled Analysis Workspace projects.

Analytics > Components > Scheduled Projects.

In Schedule Projects, you can edit and delete recurring project deliveries. You can create delivery schedules that send your reports via email or FTP to a specified address. You can configure these schedules to automatically send the reports at specified intervals for a duration of time or indefinitely, or stop the delivery of a recurring project.

The Schedule Project Manager shows the items that a specific user has created. If the user account is disabled in the application, all scheduled deliveries stop.

Send File - Schedule a project for delivery

Send an Analysis Workspace project via email, or schedule it for delivery.

1. Create an Analysis Workspace project.
2. Click Send File from the Actions menu.
3. On the **Send File** page, specify the file type (CSV or PDF).
4. Add recipients email addresses or names, the click **Send Now**.
5. (Optional) Click **Show Scheduling Options** to specify a delivery schedule, then click **Send on Schedule**.
6. Manage scheduled projects in **Components > Scheduled Projects**.
Release Notes for Analysis Workspace

Cumulative fixes and improvements released for Analysis Workspace.

April 2016 - Spring Release

Fixes and Improvements

- Scheduled projects: Export to .csv has been enabled for all users (Components > Scheduled Projects). (AN-121953)
- In Scheduled Projects, fixed an issue preventing the schedule ID from displaying in a project exported to .csv (AN-121859).
- Improved the calendar layout so that interface options are always visible, and we added a scroll bar. (In certain situations, buttons were cut off at the bottom of the page). (AN-121356)
- Improved report suite updating when you log in to Analysis Workspace. Settings like time zone, currency, and start date are now updated. (AN-116440)
- Fixed an issue preventing administrators from displaying company landing pages for new users. (AN-121202)
- Fixed a table column issue that caused the browser's native right-click menu to display rather than the column's table menu. (AN-121191)
- Fixed a display issue causing Area charts to appear as Line charts. (AN-121157)
- Disabled the hotkeys associated with the Actions bar, so that non-permissioned users could not create and curate Analysis Workspace projects using a hotkey. (AN-120882)
- Fixed an issue preventing you from removing a projects from the Favorites list. (AN-120530)

March 17 2016

Fixes and Improvements

- Fixed an issue occurring when dragging and dropping components one after another too quickly. This issue caused the black drop indicators to persist in the table if you dragged a component while another request was still processing. (AN-118836)
- Fixed localization for the Project Info window name. (AN-118612)
- Fixed an issue causing visualizations to reset their position when a project is refreshed, in rare circumstances. (AN-115865)

February 18 2016

Fixes and Improvements

- Improved the Undo feature so that it is available for cell selections.
- Fixed an issue preventing projects from opening. This issue might have occurred on projects with more than ten columns in a data table. (AN-118259)
- Fixed an issue that allowed users without create segment permissions to edit a segment that was created using Copy. (AN-117762)
- Fixed a panel size issue occurring when deleted panels are restored using Undo. (AN-117743)
- Fixed an issue preventing shared date ranges from being available to other users. (AN-117637)
- Fixed an issue occurring in Firefox, which prevented you from manually entering the report date. (AN-117595)
- Fixed an issue where deleting a breakdown on a segment deleted the segment. (AN-115941)
- Fixed an issue preventing components from being available or modified. This issue occurred only after curating the components, then re-authenticating. (AN-118499)

January 21 2016

New Features
See *What's New in Analysis Workspace*.

### Fixes and Improvements

- Improved the interface to allow for 1/3 and 2/3 sized widths for panels and visualizations (previously, the interface allowed 1/4 and 1/2 widths). (AN-113537)
- Improved the **Manage Data Source** menu by adding tool tips, names, and hiding auto-created data sources. (AN-115625)
- Improved project load timing and added the ability to open more panels and visualizations without a performance reduction. Visualizations that depend on panel data do not display before the project data finishes loading. (AN-114881)
- Improved the curation experience by adding custom date ranges and metrics to the right-click breakdown menu. (AN-114551)
- Custom date ranges now display with preset dates. (AN-108368)
- Fixed an issue that enabled the **Add New Segment** button for users without permission to create segments. (AN-116852)
- Fixed an issue that enabled the **Normalization** option (in **Visualization Settings**) to display even if normalization was not available. (AN-116269; 116261)
- Fixed an issue causing the list of recipients to be blank when opening a shared project and clicking **Share**. (AN-116022)
- Fixed various chart rendering errors caused when selecting rows in a freeform table. (AN-116890; AN-116888; AN-116269)
- Fixed a scroll issue occurring in a visualization’s **Manage Data Source** menu. This issue prevented you from selecting an available data source. (AN-115757)
- Fixed an issue in the **Cohort Analysis** panel, which prevented segment criteria from being included in a segment created using the **Create Segment from Selection** method. (AN115624)
- Fixed a visualization rendering issue preventing custom date ranges from displaying in line charts, similar to how preset time dimensions display. Previously, an error was issued in the visualization for custom date ranges. (AN-115592)
- Fixed an issue preventing some shared projects from displaying on the **Project Manager** page. (AN-115672)
- Fixed an issue causing the wrong currency symbol to display in some graphs. (AN-116082)
- Fixed an issue causing an unexpected error to display when a project is open and a timeout occurs. (AN-115951)
- Fixed an issue preventing sparklines from displaying after saving and reloading a project. (AN-115493)
- Fixed an issue in the Safari browser that prevented you from changing a visualization title. (AN-115029)
- Fixed an issue preventing some shared projects from displaying in the project list. (AN-114970)
- Fixed the Curation coach mark tips so that they display for the correct interface element and for properly permissioned users. (AN-114957)
- Fixed an issue preventing you from resizing a data table after un-hiding it from the **Managed Data Sources** menu. (AN-114312)
- Fixed an issue causing bar graphs in multiple static rows to disappear if you delete a row. (AN-114253)
- Fixed an issue where no data returned caused an unexpected error to occur when creating a project. (AN-107079)

### October 15 2015

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Landing Pages</td>
<td><strong>Analysis Workspace &gt; More &gt; Set as Landing Page</strong></td>
</tr>
<tr>
<td></td>
<td>In the <strong>Actions</strong> menu, you can set a project as your landing page.</td>
</tr>
<tr>
<td></td>
<td>You can also set a project as the landing page for others. To do so, enable <strong>Set as Landing Page for Recipients</strong> when <em>sharing a project</em>.</td>
</tr>
</tbody>
</table>
Fixes

• Fixed an interface issue causing opened pop-up panels to move as you scroll in the browser. (AN-113063)
• Added the message "No items found" when a tag search does not find tags for the search term. (AN-113036)
• Fixed an issue occurring when you apply a tag filter. The filter was not being removed from the list of available tag filters. (AN-113034)
• Fixed an issue preventing a project description from persisting when the project is shared. (AN-112963)
• Fixed an issue preventing tags from being included in a shared project. (AN-112955)
• Fixed an issue affecting the browser's Back button. When loading Analysis Workspace, you could not click Back to return to the previous Analytics page. (AN-112953)
• Fixed a randomly occurring issue preventing certain project settings (such as the project name) from persisting in a shared project. (AN-112913)
• Fixed a components issue occurring after curation, which caused components to disappear when changing the report suite. (AN-112912)
• Fixed a display issue occurring when using the Summary Number and Summary Change visualizations. Now, both summary values display the value from the Totals row if no table cells are selected. (AN-112582)
• Fixed an issue occurring after session expiry, causing the loss of unsaved progress. (AN-112554)
• Fixed a layout issue in the Manage Data Sources pop-up, which occurred in certain languages. (AN-108604)

September 17 2015

Previously in public beta, Analysis Workspace is now a full-fledged capability within Adobe Analytics.

Derive insights faster and more flexibly than ever before, with drag-and-drop analytics, flexible layout, and powerful interactive visualizations. Save and reuse customizable projects.

💡 Note: Before creating or curating an Analysis Workspace project, administrators must add you to a group with the Create / Curate Projects in Analysis Workspace permission enabled, or to the All Report Access user group. (Admin > Groups).

See Adobe Analysis Workspace Product Documentation.
Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Marketing Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- Check the Marketing Cloud help pages for advice, tips, and FAQs
- Ask us a quick question on Twitter @AdobeMktgCare
- Log an incident in our customer portal
- Contact the Customer Care team directly
- Check availability and status of Marketing Cloud Solutions

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for the Analytics suite can be added to our Customer Idea Exchange.

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