

Web Processing: Using Webhound™ for Click Stream Analysis

Duration: 2.0 days

CEUs: 1.2

AUDIENCE

This course is designed for people who need to understand how their web sites are used by customers.

BENEFITS

Students will learn to:

- Understand web log data
- Understand web log formats
- Extract data
- Transform data

PREREQUISITES

Programming I: SAS Essentials course or equivalent understanding
Programming II: Data Manipulation Using the Data Step
Macros in SAS Software

COURSE TOPICS

Overview

- What is E-Intelligence
 - What is WebHound
 - How to interpret web logs
 - Setting up web log terms

The Components of WebHound

- WebHound basics
- Libraries
- Metadata
- Directories
- SAS Components

Extracting, Transforming and Loading Data

- Setting up the data store
- Extracting information
- Transforming information
- Loading information
- Reporting on the process

Advanced WebHound Capabilities

- Customizing data store information
- Customizing options
- Using MDDBs
- Using Reports
- Modifying ETL

Advanced ETL

- How it works
- Customizing variables in the data store
- Setting up custom log formats

MDDB Uses

- Creating MDDBs
- Modifying MDDBs

Report Writing

- Setting up design time controls
- Enterprise Guide Reporting

Software Used: Webhound™ Software