

# Customer Journey Analytics (CJA)

## Comprehensive Masterclass Curriculum

*Lead to Loyalty*

**Format:** Instructor-Led / Hands-on Lab  
**Level:** Basics to Advanced

**Target Audience:** Developers, Data Architects,  
Implementation Specialists

## Course Modules

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### **Module 1** Introduction to Customer Journey Analytics

- Evolution from Adobe Analytics to CJA
- The paradigm shift: Person-centric vs. Visit-centric
- CJA Architecture and dependency on AEP

### **Module 2** Data Connections

- Understanding AEP Datasets ready for CJA
- Selecting Event datasets and Profile/Lookup datasets
- Configuring the Person ID across datasets

### **Module 3** Creating and Managing Data Views

- Configuring Metrics and Dimensions from XDM fields
- Setting up Component Settings (Persistence, Formatting)
- Defining Attribution Models and Session timeout

### **Module 4** Analysis Workspace Fundamentals

- Building Freeform Tables (Dimensions, Metrics, Breakdowns)
- Working with Visualizations (Line, Bar, Donut, Scatter)
- Date ranges, Comparisons, and Granularity

### **Module 5** Advanced Journey Analysis

- Flow Analysis (Cross-channel journey mapping)
- Fallout Analysis (Funnel conversions)
- Cohort Analysis and Venn Diagrams

## **Module 6** **Filters & Attribution IQ**

- Building Filters (Segments) across Person, Session, and Event levels
- Applying Attribution models (First Touch, Last Touch, Linear, Algorithmic)

## **Module 7** **Reporting, Dashboards & Export**

- Curating projects for different stakeholders & Mobile Scorecards
- Scheduling, sharing Reports, and Data Export