INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER ADOBE ANALYTICS
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Adobe Analytics Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ | Trustpilot ★★★★★ | Sulekha ★★★★★

COURSE BENEFITS

- 100% Practical & Real-Time Hands-on Labs
- End-to-End Capstone Implementation Projects
- Industry Recognized Certification Preparation
- 100% Dedicated Placement Support in MNC's & Mock Interviews

15+ YEARS OF EXCELLENCE | **500+** HIRING PARTNERS | **25K** STUDENTS TRAINED | **15K** STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

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ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE

How Inventateq Helps You

Waiting Ends. Careers Begin.
Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks
Close skill gaps. Rebuild your career

Break Free. Move Forward
Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.
Practice real skills. Walk into interviews prepared.

Turn Rejections into Chances
Turn every setback into skills employers value.

Be Smart Learn AI
Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+ Years of Excellence | **500+** Hiring Partners | **25,000+** Students Trained | **15,000+** Students Placed

We Collaborate With

Deloitte. | Capgemini | amazon | HCL | Tech Mahindra

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WHY LEARN ADOBE ANALYTICS ?

Enterprises worldwide are actively hiring certified Adobe Analytics professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF ADOBE ANALYTICS

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and technology centers

Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

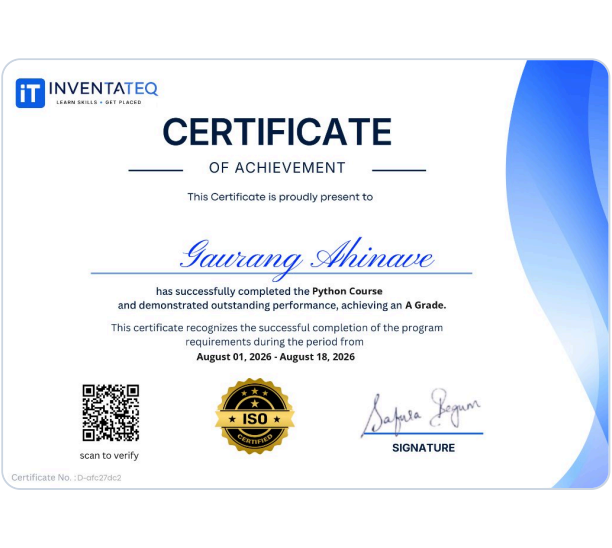
Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION



INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
This Certificate is proudly present to
Gaurang Ahinave
has successfully completed the Python Course and demonstrated outstanding performance, achieving an A Grade.
This certificate recognizes the successful completion of the program requirements during the period from August 01, 2026 - August 18, 2026
scan to verify
ISO
SIGNATURE

QR Verified | Globally Valid | ISO 9001:2015

High Enterprise Analytics Demand. Big Data Platforms. Lucrative Compensation.

Average Adobe Analytics Professional Salary in India

₹6.5 LPA – ₹20 LPA

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WHY INVENTATEQ ?

Because we have placed over 15,000+ students and we can place you as well

STUDENT PLACEMENTS

- 100% Placement Assurance Support
- 500+ Top Tech Hiring Partners
- Resume & LinkedIn Optimization
- Industry Mock Technical Interviews
- Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
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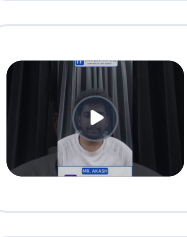
Practical Training Success
Digital Marketing Course in Bangalore, Guaran...
Industry Tech Career
Watch Video



Placement Story
One Instagram post changed more than a clothi...
Campus to MNC Offer
Watch Video

Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
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> **At Inventateq, Your Success is Our Mission !**

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- Aptitude Training
- Technical Training
- Mock Interviews
- HR Interview Preparation
- Resume Preparation
- Cover Letter Preparation
- LinkedIn Profile Optimisation
- Job Portal Access
- Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA | Infosys | wipro
Capgemini | Tech Mahindra | LARSEN & TOUBRO
HCL TECH | accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+ Students Placed | **500+** Companies Hired | **95%** Placement Ratio | **6 LPA** Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Adobe Analytics Analyst	Manage core Digital Analytics tasks, configure tooling, and support delivery.	Practical Digital Analytics setup files, exercise scripts, and documentation.
Senior Adobe Analytics Analyst	Build practical Implementation Awareness workflows, implement features, and resolve issues.	Functional Implementation Awareness modules, workflow configs, and practical deliverables.
Lead Adobe Analytics Consultant	Lead Adobe Analytics technical delivery, design solutions, and set standards.	Complete Adobe Analytics capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Digital Analytics concepts, environment setup, and tools.	Configured Digital Analytics workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical Implementation Awareness workflows and functional domain modules.	Working Implementation Awareness project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Analysis Workspace features, integrations, and optimizations.	Validated Analysis Workspace configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Adobe Analytics capstone project and technical review.	Complete Adobe Analytics project portfolio artifact and defense.

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DETAILED MODULE PLAN

10 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Digital Analytics

- Foundations
- Role of digital analytics in marketing, product, ecommerce, and experience optimization
- Understanding KPIs such as traffic,
- engagement, conversion, retention, and revenue contribution
- How Adobe Analytics fits into enterprise measurement and reporting ecosystems
- Thinking beyond raw numbers to meaningful business questions and insight generation

GUIDED LAB
Analyze business records focusing on Foundations and present your key findings.

INTERVIEW & ASSESSMENT
Explain how Foundations turns raw numbers into clear actionable insights.

2 Module 2: Adobe Analytics Interface and Data Model Basics

- Workspace, report suites, metrics,
- dimensions, filters, panels, and project structure
- Understanding props, eVars, events,
- classifications, and attribution-related variables
- How business requirements are translated into analytics variables and reporting logic
- Building strong terminology clarity before deeper analysis work

GUIDED LAB
Build an interactive visual dashboard with summary cards and filter buttons.

INTERVIEW & ASSESSMENT
Explain how interactive dashboards help managers track company performance.

3 Module 3: Implementation Awareness and Data Collection

- How tracking works through tags, page calls, event capture, and variable mapping
- Implementation quality and why it directly affects data trustworthiness
- Understanding data-layer thinking and how analytics teams work with implementers
- Basic QA awareness for validating that tracking captures the intended business behavior

GUIDED LAB
Analyze business records focusing on How tracking works through tags and present your key findings.

INTERVIEW & ASSESSMENT
Explain how How tracking works through tags turns raw numbers into clear actionable insights.

4 Module 5: Segmentation and Audience Analysis

- Creating segments to isolate meaningful audiences, sessions, and behavior groups
- Comparing cohorts, traffic sources, content paths, and conversion tendencies
- Using segmentation to answer more precise business questions
- Building audience-specific analysis for marketers, product teams, and stakeholders

GUIDED LAB
Analyze business records focusing on Creating segments to isolate meaningful and present your key findings.

INTERVIEW & ASSESSMENT
Explain how Creating segments to isolate meaningful turns raw numbers into clear actionable insights.

5 Module 4: Metrics, Dimensions, and Reporting Interpretation

- Interpreting visits, visitors, page views, entries, exits, bounce-related signals, and event metrics
- Using dimensions to analyze content, channel, device, behavior, and campaign performance
- Breaking down reports correctly to isolate patterns and avoid false conclusions
- Reading Adobe data in a way that supports action rather than vanity reporting

GUIDED LAB
Analyze business records focusing on Interpreting visits and present your key findings.

INTERVIEW & ASSESSMENT
Explain how Interpreting visits turns raw numbers into clear actionable insights.

6 Module 6: Analysis Workspace and Insight Delivery

- Creating freeform tables, trend views, fallout views, visualizations, and stakeholder
- dashboards
- Structuring Workspace projects for
- readability, repeatability, and business
- storytelling
- Turning raw behavioral data into analysis narratives with clear findings
- Improving the usefulness of reporting through strong project design

GUIDED LAB
Analyze business records focusing on Creating freeform tables and present your key findings.

INTERVIEW & ASSESSMENT
Explain how Creating freeform tables turns raw numbers into clear actionable insights.

7 Module 7: Attribution and Marketing Performance Analysis

- Channel and campaign measurement awareness across acquisition and conversion paths
- Understanding attribution logic and why different models influence interpretation
- Identifying stronger-performing channels, campaigns, and user journeys
- Using Adobe Analytics to support optimization and media decision-making

GUIDED LAB
Analyze business records focusing on Channel and campaign measurement awareness and present your key findings.

INTERVIEW & ASSESSMENT
Explain how Channel and campaign measurement awareness turns raw numbers into clear actionable insights.

8 Module 9: Analyst Workflow,

- Governance, and QA
- Requirement gathering, naming discipline, dashboard governance, and data-quality checks
- Working with marketing, implementation, product, and leadership teams
- Maintaining consistency across recurring reports and analysis projects
- Interview-oriented Adobe Analytics scenarios and reporting expectations
- Career Opportunities

GUIDED LAB
Build an interactive visual dashboard with summary cards and filter buttons.

INTERVIEW & ASSESSMENT
Explain how interactive dashboards help managers track company performance.

9 Module 8: Funnel, Journey, and

- Experience Analysis
- Analyzing paths, fallout, drop-offs, and friction points across digital experiences
- Understanding content behavior, navigation flow, and conversion barriers
- Using customer-journey insights to support UX and product improvements
- Moving from reporting events to
- understanding experience quality

GUIDED LAB
Analyze business records focusing on Experience Analysis and present your key findings.

INTERVIEW & ASSESSMENT
Explain how Experience Analysis turns raw numbers into clear actionable insights.

10 Module 10: Real Project Workflow

- Building a full digital analysis case from data understanding to stakeholder-ready reporting
- Applying metrics, dimensions, segments, Workspace, and attribution thinking together
- Preparing portfolio-ready digital-analysis outputs with strong business commentary
- Project output aligned with web-analytics, marketing-intelligence, and reporting roles
- Adobe Analytics Analyst
- Web Analyst
- Digital Analytics Executive
- Marketing Reporting Analyst

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

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REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: Adobe Analytics Analyst

What it is: Set up the core Digital Analytics environment and configure essential business settings.
What you do: Initialize base configurations, create clean templates, and verify workflow controls.
Tools used: Adobe Analytics, Digital Analytics, Role digital analytics
Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Web Analyst

What it is: Build practical Implementation Data Collection modules to handle everyday business operations.
What you do: Create core functional components, validate input data, and prevent common errors.
Tools used: Adobe Analytics, Implementation Data Collection, tracking through tags
Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: Digital Analytics Executive

What it is: Connect Metrics Dimensions Reporting with Interpreting visits visitors to automate data and team workflow
What you do: Set up automated pipelines, link required services, and run end-to-end tests.
Tools used: Adobe Analytics, Metrics Dimensions Reporting, Interpreting visits visitors
Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Marketing Reporting Analyst

What it is: Optimize Attribution Marketing Performance workflows for security, speed, and reliability.
What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.
Tools used: Adobe Analytics, Attribution Marketing Performance
Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Adobe Analytics End-to-End Capstone

What it is: Build a complete, production-ready Adobe Analytics project bringing all skills together.
What you do: Design, code, test, and document a full project workflow from scratch to launch.
Tools used: Adobe Analytics, Funnel Journey, Experience Analysis
Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Digital Analytics principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on Implementation Awareness implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Analysis Workspace techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Adobe Analytics implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Interactive Adobe Analytics portfolio with data models, calculated metrics, and dashboards.
- Detailed Digital Analytics diagrams, component specifications, and end-to-end workflows.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Project documentation covering Implementation Awareness setup, configuration steps, and test notes.
- Direct resume bullet points highlighting hands-on Adobe Analytics tools and technical outcomes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

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OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

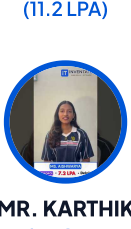
READ REVIEWS

MS. SNEHA
Placed at Wipro (9.5 LPA)

"The practical lab sessions gave me the confidence to transition into enterprise roles. Working on real-world datasets helped me clear technical interviews effortlessly!"
Course Completed : **Adobe Analytics Specialist**
G ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's focus on industry capstone projects and mock interviews was game-changing. The mentors guided me through every real-world implementation hurdle."
Course Completed : **Adobe Analytics Specialist**
G ★★★★★

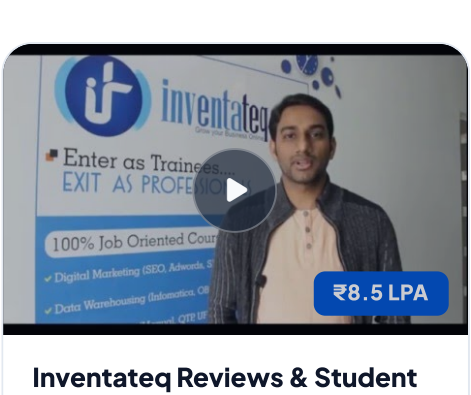


MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Moving from beginner theory to hands-on enterprise tools was seamless. The portfolio defense preparation helped me crack my MNC placement round!"
Course Completed : **Adobe Analytics Specialist**
G ★★★★★

WATCH VIDEOS

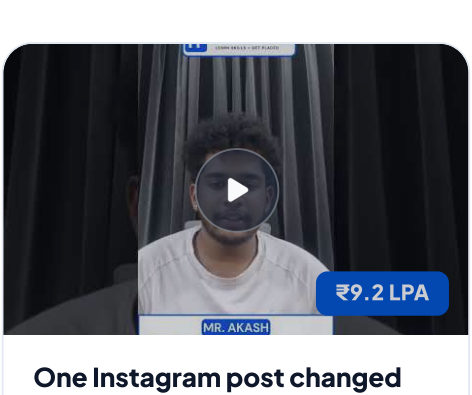
Watch real stories from our students as they talk about their journey, growth, and placement success.



Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
Watch Story

inventateq
REAL REVIEWS from REAL STUDENTS
about their
DIGITAL MARKETING
Training Experience
INVENTATEQ
₹7.8 LPA

Digital Marketing Course in Bangalore, Guaranteed Placement
Course Video 2 • Student Feedback
Watch Story



One Instagram post changed more than a clothing store's reach—it changed Akash's career direction
Course Video 3 • Student Feedback
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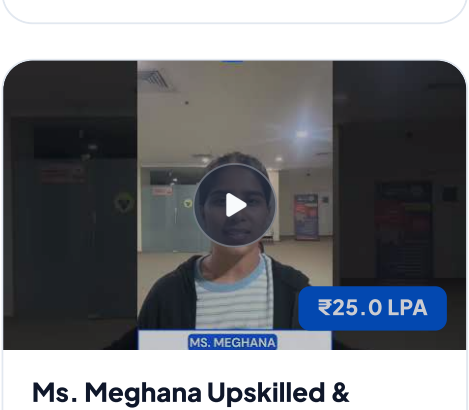
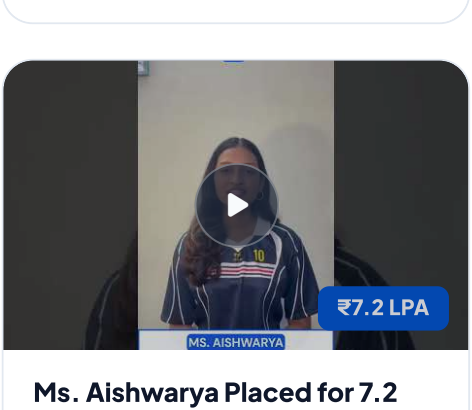
Classes @ INVENTATEQ.COM
₹6.8 LPA
Get JOB Ready: 7676765421

Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
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JOB HUNTING ENDS HERE

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