INTEMPT ACADEMY

Analyze

The 17 steps to answer any question with data, from your first report to a revenue number you can defend. Tick them off as you go.

- [ ] 1. In the sidebar, open the Analytics group and click Boards to see reports and dashboards in one list. — Lesson 7.1
- [ ] 2. Click Create board, select Insights and click Continue. Pick an event and build one Insights trend end to end. — Lesson 7.1
- [ ] 3. Repeat Create board with Funnel for a conversion question and Retention for a return question. Pick the type by the question. — Lesson 7.1
- [ ] 4. Click Create board, select Dashboard and click Continue to open an empty dashboard. — Lesson 7.2
- [ ] 5. Click Add content. On Create new or Add existing, add at least one report plus Journey Results or Experience Results. — Lesson 7.2
- [ ] 6. Add a Text widget and write one sentence saying what the board is for. — Lesson 7.2
- [ ] 7. Change the date range in the dashboard header once and watch every widget redraw together. — Lesson 7.2
- [ ] 8. Drag one card by its grip to move it, drag a divider to resize it, and open its menu to use Edit card. — Lesson 7.2
- [ ] 9. Open an Insights report, open Breakdown and click Apply attribution to set a Lookback in days. — Lesson 7.3
- [ ] 10. Set the series Attribution model to First touch and note the winner, then switch to Last touch (the default) and compare. — Lesson 7.3
- [ ] 11. Write the model name next to any attributed number you report. — Lesson 7.3
- [ ] 12. Click Create board, select Retention, click Continue, then choose an Anchor event and a Return condition. — Lesson 7.4
- [ ] 13. Switch the Retention window between Daily, Weekly and Monthly, watch the curve redraw, and keep the one that matches how often people really return. — Lesson 7.4
- [ ] 14. Point to the period where the curve drops off and compare which cohort rows retain best. — Lesson 7.4
- [ ] 15. Open Integrations, choose Add source, pick API, and copy the generated API key and source id. Blur or regenerate the key after recording. — Lesson 7.5
- [ ] 16. Send one event with curl: POST https://api.intempt.com/v1/{orgName}/projects/{projectName}/sources/{sourceId}/track with a track/payload body. — Lesson 7.5
- [ ] 17. Open Users > Events > Live and watch the event land. — Lesson 7.5

YOU ARE DONE WHEN

- You can name which report type answers trend, conversion and return, and you built an Insights report yourself.
- One dashboard holds several widget kinds, a Text note, and moving the date range redraws every widget at once.
- The same Insights series shows different numbers under First touch and Last touch, and you wrote down which one you used.
- A retention report at the grouping that matches real usage, with the drop-off point identified.
- An event sent by curl to your API source appears in Users > Events > Live.

CORE STACK

- **Intempt console** This is where every report, dashboard and number in this course lives
- **Tracked events in a project** This is what every report is built from, so make sure data is flowing first
- **curl** This is how you send your first event from a terminal. It is already on your Mac

OPTIONAL UPGRADES

- **Journeys or Experiences with results** This is what fills the journey and experiment widgets on your dashboard
- **Track Data reference** This is the full reference for sending events from any backend
- **Live data feed guide** This is how you confirm your server events are arriving

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