



Flagging Only Significant Values

Victoria Stapleton

Bright Desert LLC

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What business questions do these techniques answer?



Use the magic of Adobe's calculated metrics to quickly identify anomalous values



Bot detection



Unexpected spikes



Fraudulent traffic

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What does this look like in Workspace?

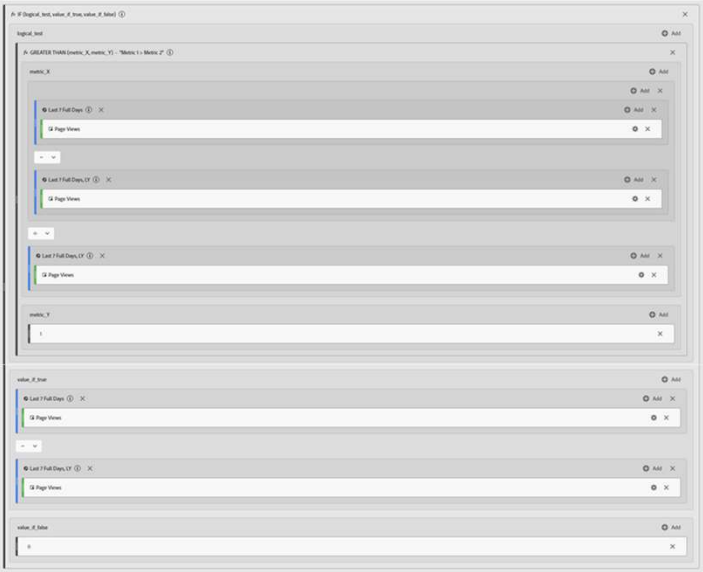
Last 7 Days vs Previous 7 Days: Top Page Movers									
Page Views			Difference of Last 7 Day vs Previous 7 Days, if 7 Day Doubling		Last 7 Days % Change Page Views, if 7 Day Doubling				
Last 7 full days			Jun 16		Jun 16				
Page Name (v50)			out of 4,536,777		out of 0		0%		
1. homepage	299,893	6.6%							
2. checkout_shipping	247,206	5.4%							
3. cart	231,885	5.1%							
4. account	189,603	4.2%							
5. search_results	172,796	3.8%							
6. site	96,765	2.1%							
7. account_shipping_page_v50	55,373	1.2%							
8. account_shipping_page_v50	54,078	1.2%							
9. checkout_shipping	52,079	1.1%							
10. all_products_for_category_v50	48,271	1.1%							

Last 7 Days vs Same 7 Days LY: Top Page Movers									
Page Views			Difference of Last 7 Day vs LY, if 7 Day Doubling		Last 7 Days % Change Page Views, if LY Doubling				
Last 7 full days			Jun 16		Jun 16				
Page Name (v50)			out of 4,536,554		out of 0		0%		
1. homepage	299,879	6.6%							
2. checkout_shipping	247,199	5.4%							
3. cart	231,871	5.1%							
4. account	189,591	4.2%							
5. search_results	172,796	3.8%							
6. site	96,746	2.1%							
7. account_shipping_v50	55,370	1.2%							
8. account_shipping_v50	54,078	1.2%							
9. checkout_shipping	52,078	1.1%							
10. all_products_for_category_v50	48,269	1.1%							

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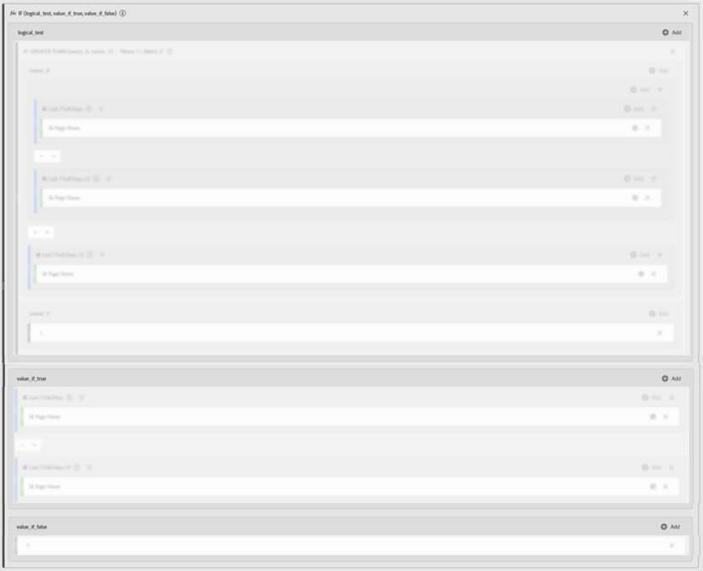
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How do I build these metrics?



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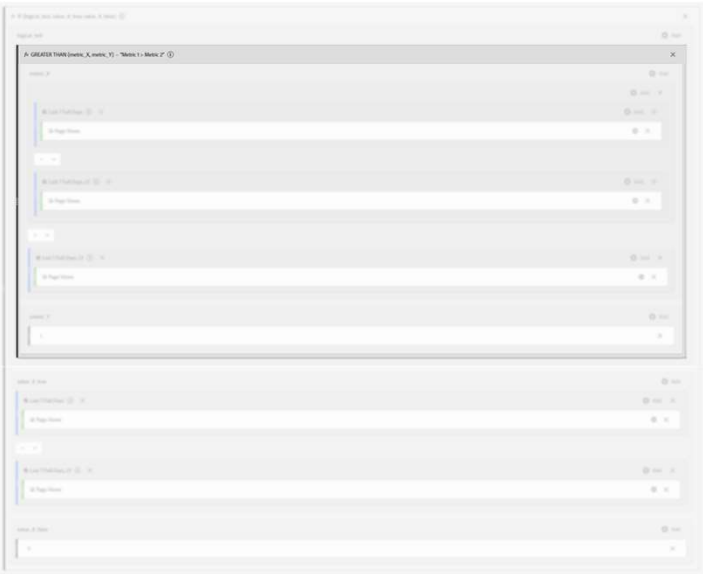
How do I build these metrics?



Add an IF function to show the doubling value or 0

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How do I build these metrics?

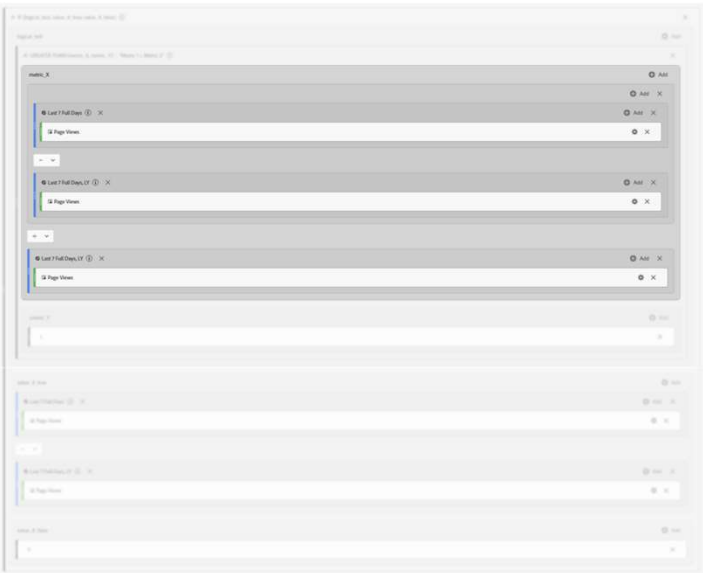


Add a Greater Than function to check if the metric has doubled

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How do I build these metrics?



Calculate the percent change between the time periods

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How do I build these metrics?



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Check to see if it has doubled,
or is over 100%

How do I build these metrics?



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If so, show the difference

P.S. You can easily change the metrics that display!



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If so, show the **percent** difference

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How do I build these metrics?



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If not, give me naught

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How do I adjust the table settings to add color?

Column settings

Total cells

- ☒ Show totals
- ☒ Show grand total
- ☒ Show sparkline

Table cells

- ☒ Number
- ☐ Percent
- ☐ Show annotations
- ☒ Wrap header text
- ☒ Interpret zero as no value
- ☒ Background
- ☐ Bar graph
- ☒ Conditional formatting
 - ☐ Use percent limits
 - ☒ Auto-generated
 - ☐ Custom

Upper limit

Multipoint

Lower limit

Conditional formatting priority

Hide zeros by toggling this setting

Enable conditional formatting to visually flag values

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Ew, infinity values

Last 7 Days vs Same 7 Days LY: Top Page Movers

	Page Views	Difference of Last 7 Day vs LY, if 7 Day Doubling	Last 7 Days % Change Page Views, if LY Doubling
Page Name (v50)	Last 7 full days		
Page: 1 / 3,259 Rows: Jun 16	4,536,554 out of 4,536,554	0 out of 0	0% out of 0%
1. homepage	299,879 6.6%		
2. checkout - shipping	247,199 5.4%		
3. main	231,871 5.1%		
4. account	189,591 4.2%		
5. search results	172,796 3.8%		
6. sale	96,746 2.1%	50,876	111%
7. account-creating-req.	55,370 1.2%	55,370	Infinity%
8. account-creating-req.	54,078 1.2%	54,078	Infinity%
9. checkout - shipping	52,078 1.1%		
10. all-gender-the-req.	48,269 1.1%	48,269	Infinity%



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How do I remove pesky infinity values?

fx IF (logical_test, value_if_true, value_if_false) ⓘ

logical_test

fx NOT EQUAL (metric_X, metric_Y) - "Metric 1 != Metric 2" ⓘ

metric_X

Last 7 Full Days, LY ⓘ

Page Views ⚙️

metric_Y

0

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And, voila! 🌟

• Last 7 Days vs Same 7 Days LY: Top Page Movers

	Page Views	Difference of Last 7 Day vs LY, if 7 Day Doubling	Last 7 Days % Change Page Views, if LY Doubling (No Infinity)
	Last 7 full days		
Page Name (v50)	4,536,554 out of 4,536,554	0 out of 0	0% out of 0%
Page: 1 / 3,259 > Rows: Jun		Jun to	Jun to
1. homepage	299,879 6.6%		
2. checkout - shipping	247,199 5.4%		
3. item	231,871 5.1%		
4. account	189,591 4.2%		
5. search results	172,796 3.8%		
6. cart	96,746 2.1%	50,876	111%
7. account-shipping-in	55,370 1.2%	55,370	
8. account-shipping-top	54,078 1.2%	54,078	
9. checkout - shipping	52,078 1.1%		
10. all-gender-the-re	48,269 1.1%	48,269	

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Rinse and repeat

There are so many ways you can riff on this metric.

Time Granularity

- Week over week
- Month over month
- Year over year
- Last XX-day average

Metrics

- Visits
- Unique visitors
- Orders
- Revenue

Dimensions

- Browsers
- Domains
- Geo segments
- Marketing channels

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Applying familiar approaches

in novel and clever ways

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Thank you! 🙌



Bright Desert

Victoria Stapleton

Managing Partner

victoria@brightdesert.com

brightdesert.com

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