Technical Paper

Creating Custom Profiles in SAS® Web Analytics

Profiles are business rules that help you group visits to a Web site for reporting purposes.

A default set of profiles is created for each initialized site based on search engine referrers. You can create a custom set of profiles by using the Origination_Dim table.

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What Are Profiles?

Profiles are business rules that are used to group visits to a Web site for reporting purposes. These business rules can include pages viewed, the type of site the visitor came from, or whether a user completed a form. Profiles can then be applied to Funnel, Path Analysis, and Page Overlay reports to subset the visits that were used during report creation. A default set of profiles is created for each initialized site based on search engine referrers. In addition, an ETL developer can create other profiles by using the Weba_1410_Search_Engine_Profiles job as a template. The following section describes how you can create a custom set of profiles by using the Origination_Dim table.

Creating Custom Profiles

Step 1: Create an SQL join.

Use an SQL join or a User Written Code transformation to create a data set that contains a list of Session_Sks. In the example job, an SQL Join transformation is used. Join the **Session_Attribution** and **Origination_Dim** tables to create an output data set that contains a unique list of Session_Sks whose Origination_Type_Nm equals Organic.

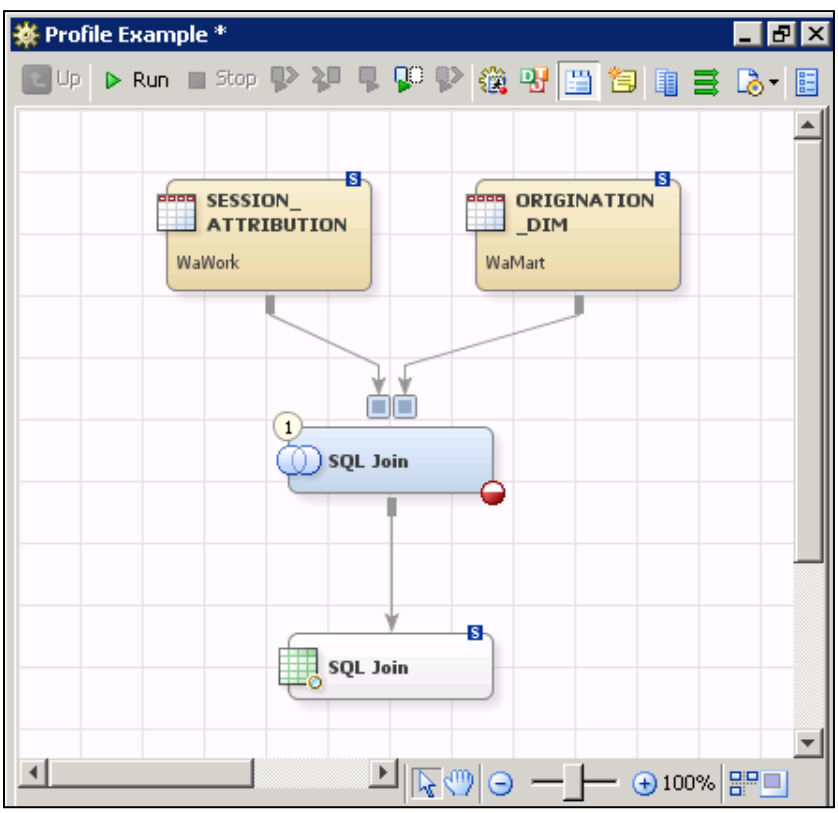

Figure 1 Joining the Session_Attribution and Origination_Dim Tables

- Double-click the **SQL Join** transformation.

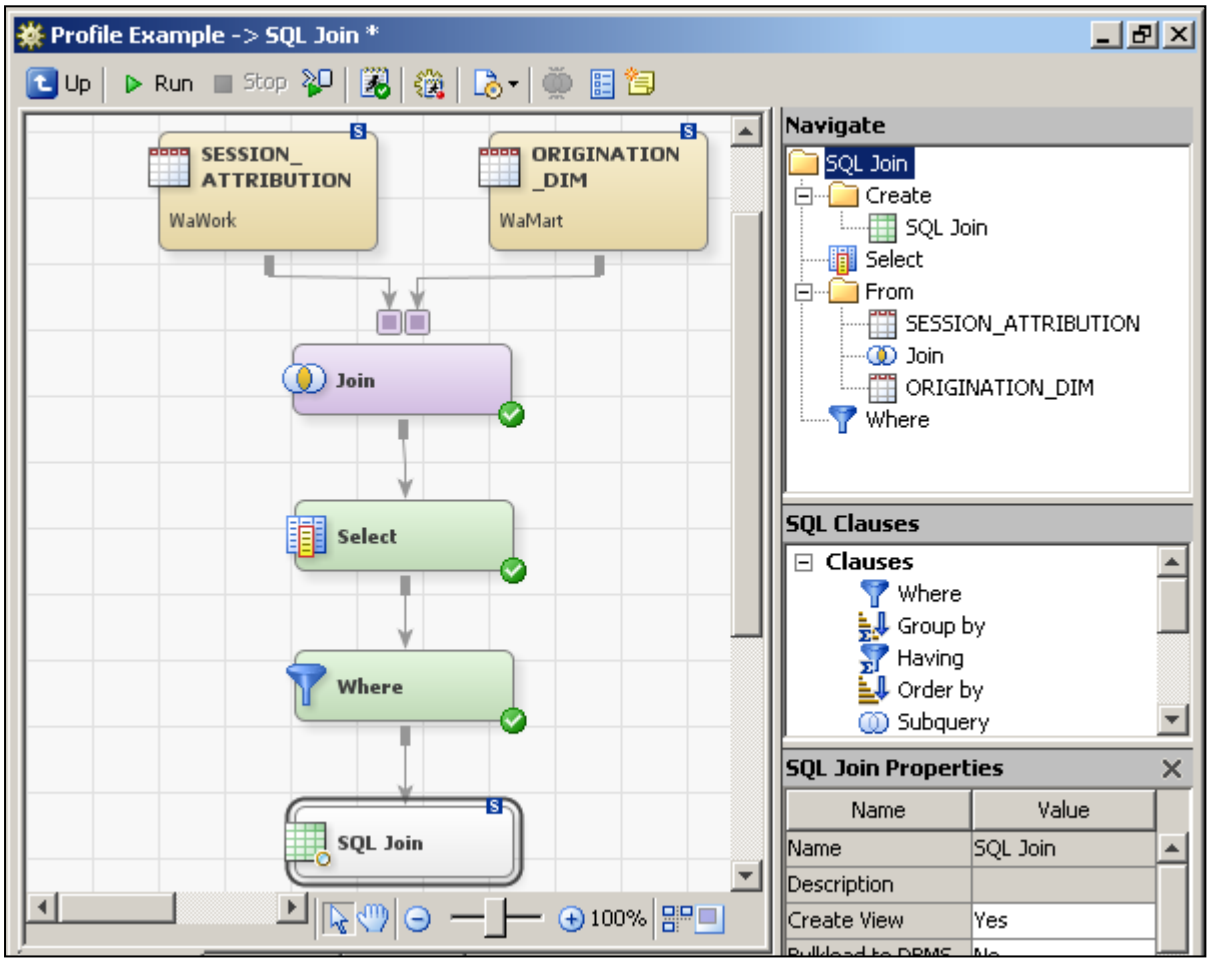

Figure 2 SQL Join Transformation Designer

- Double-click the **Select** node and map the Session_Sk to the output table.
- Right-click the **Select** node, and then click **Distinct**.
- Double-click the **Where** node to open the Where window. Use the dialog boxes to create a WHERE statement that joins the two data sets and subsets them based on the Origination type name.

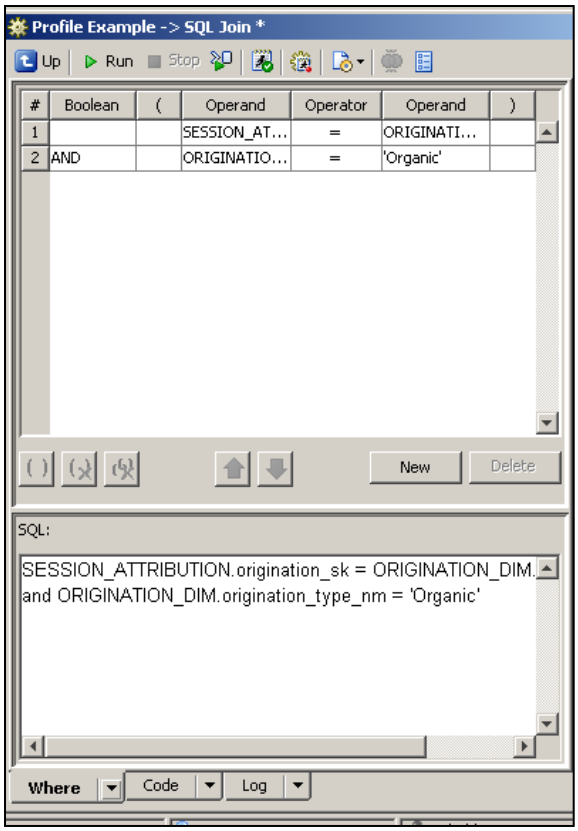

Figure 3 Where Statement Dialog Box

- Run the SQL join and verify that only one record per Session_Sk occurs within the output view.

Information about the SQL Join transformation is available at
http://support.sas.com/documentation/cdl/en/etlug/62233/HTML/default/n1w0wqhpjemct2n16vaxnudnv0zs.htm.

Step 2: Add the Weba_Profile_Loader transformation.

Click the **Transformations** tab, and then click the **+** next to the **Web Analytics Transformations group**. Drag **weba_profile_loader** into the Job pane.

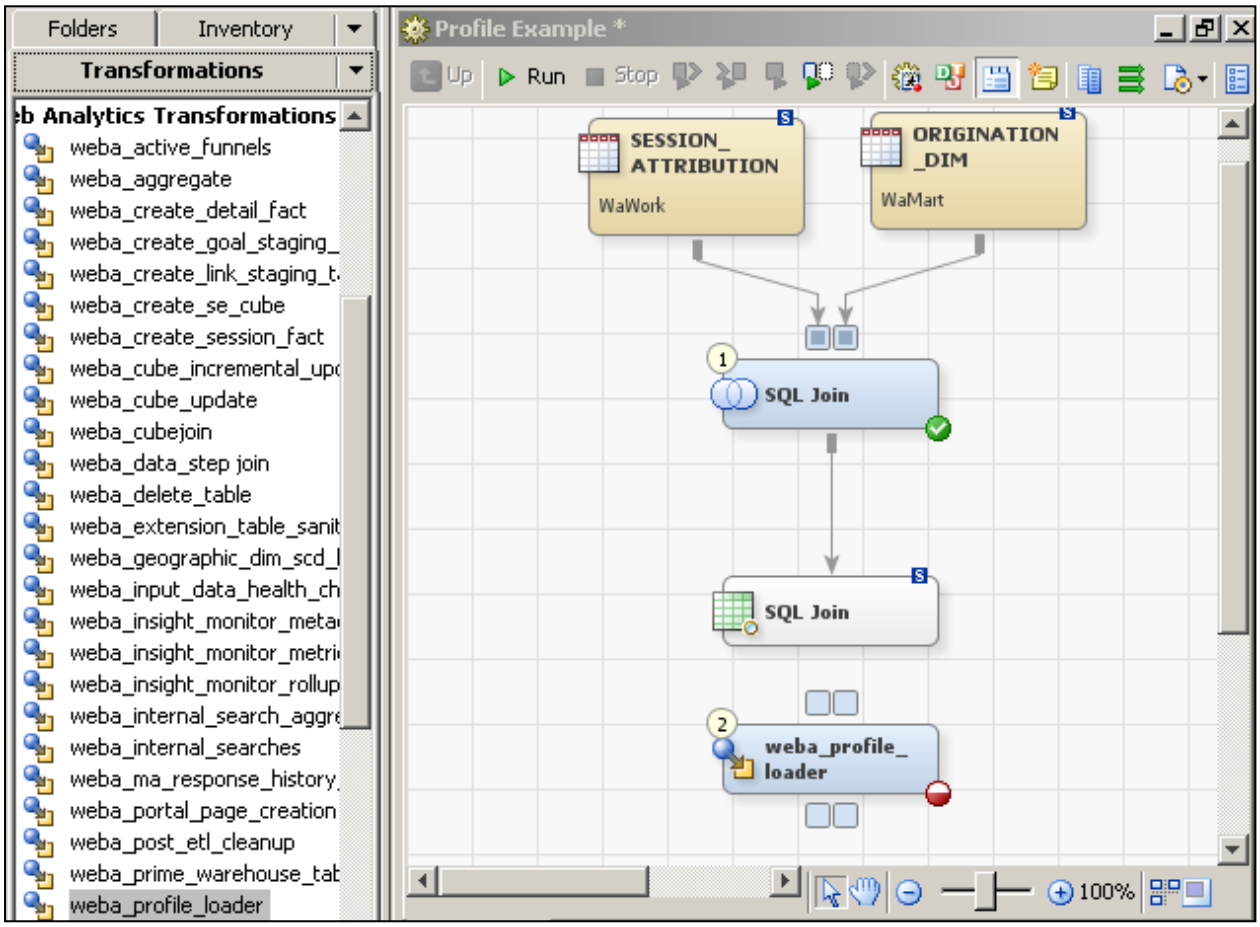

Figure 4 Addition of Weba_Profile_Loader Transformation to the Job

Step 3: Drag tables into the job.

Drag the following tables into the job:

Webmart	from the site's WaCnfg folder.
Profile_Dim	from the site's WaMart folder
Profile_X_Session	from the site's WaMart folder.

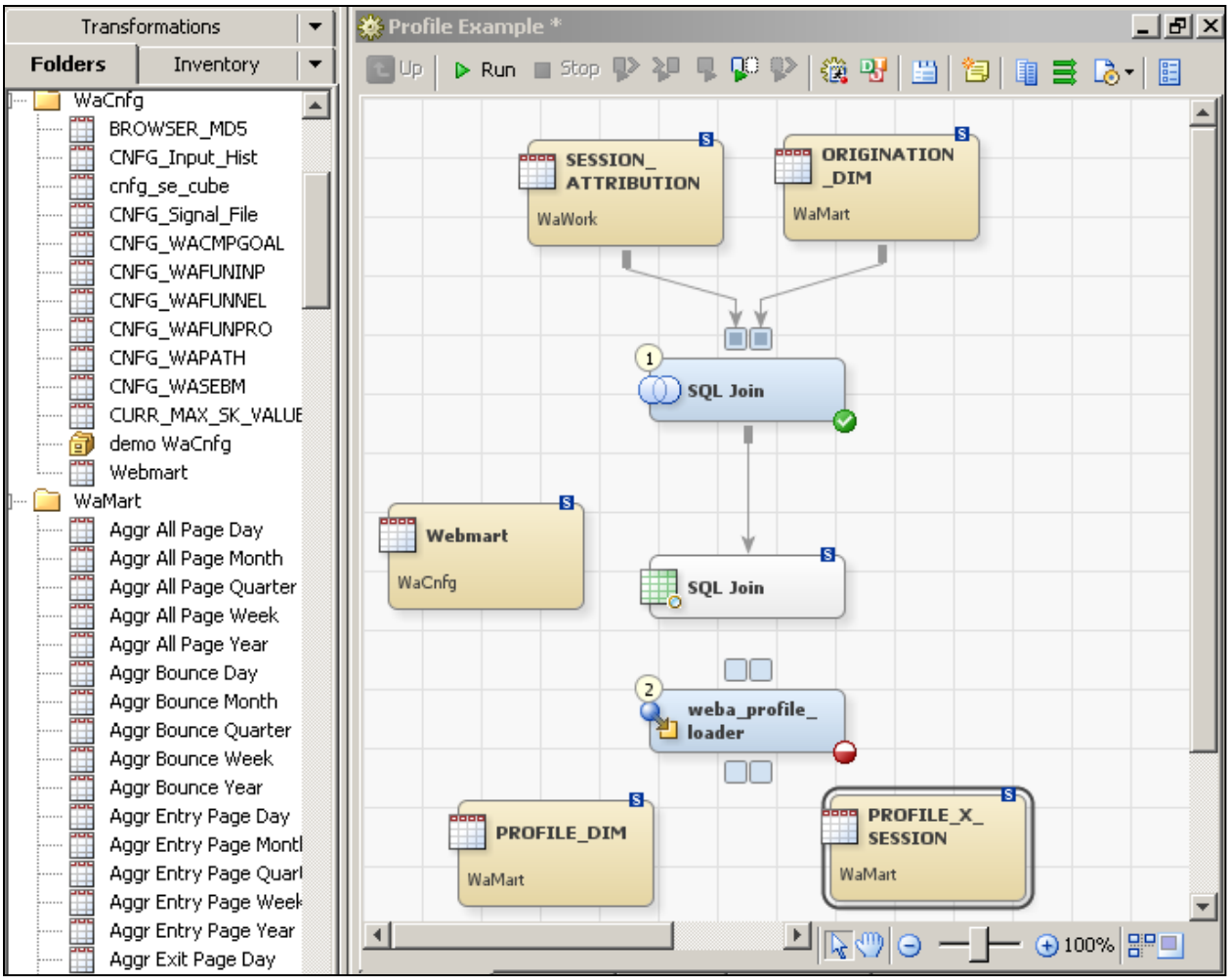

Figure 5 Addition of WaMart.Profile_Dim, WaMart.Profile_X_Session and WaCnfg.Webmart Tables to the Job

Step 4: Connect the tables to the Weba_Profile_Loader transformation.

Connect the following tables to the Weba_Profile_Loader as follows. (See Figure 6.)

Input tables

- Webmart

  connects to the first input connection port. A tooltip indicates that the first port should have the WaCnfg.Webmart connection.

- Output table from SQL Join

  connects to the second connection port.

Output tables

- Profile_Dim

  connects to the first output port.

- Profile_X_Session

  connects to the second output port.

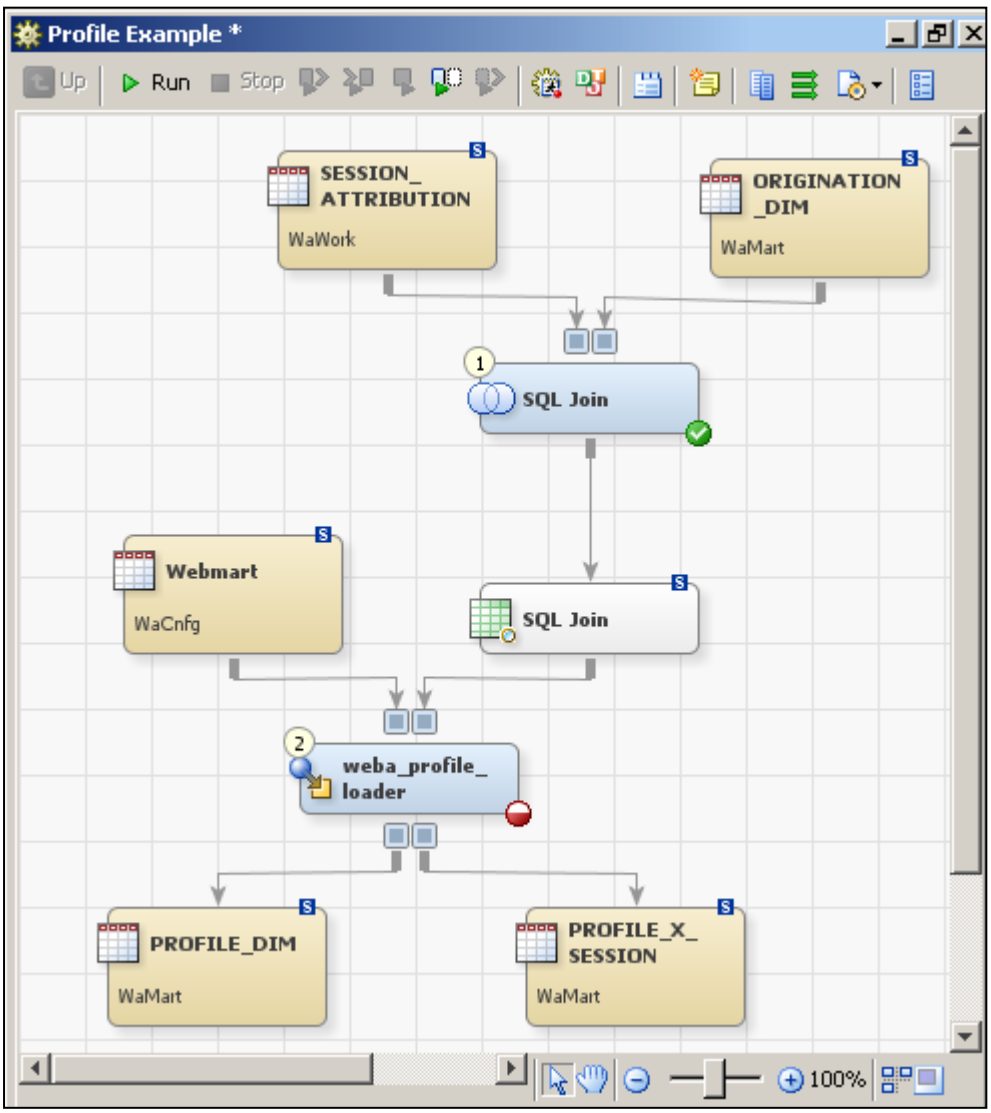

Figure 6 Table Connections to the Weba_Profile_Loader Job

Step 5: Complete the options.

After the tables are connected to the **Weba_Profile_Loader** transformation, complete these steps:

1. Right -click the Weba_Profile_Loader transformation and select **Properties**.
2. Click the **Options** tab.
3. On the **General Options** tab, complete the required options.

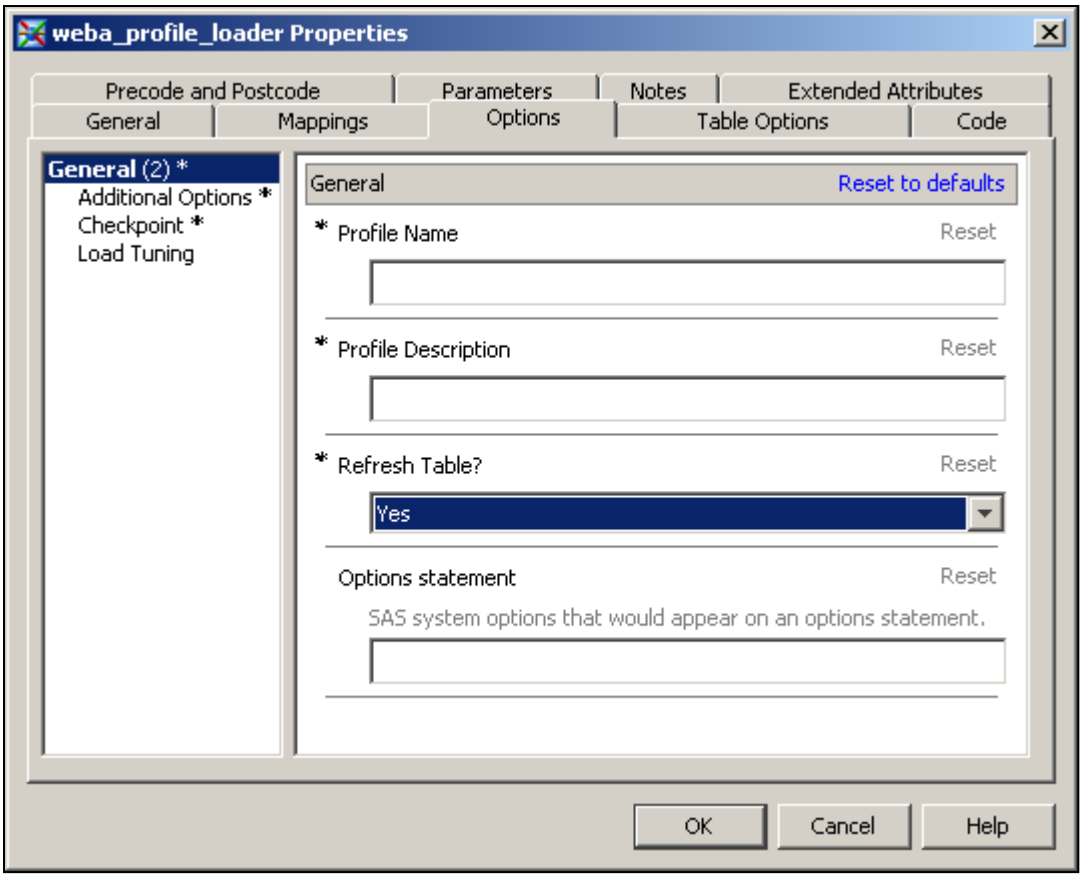

Figure 7 Weba_Profile_Loader Options Tab

Table 1 Web_Profile_Loader General Options

Option	Value	Description
Profile Name	Can be 25 alphanumeric characters long.	Name of the profile that will be used in the Web application. The name is stored in the Profile_Dim table.
Profile Description	Can be 50 alphanumeric characters long.	Short description of the profile that is stored in Profile_Dim.
Refresh Table	Yes or No.	If set to Yes, the Profile_X_Session is purged of old data for this profile before loading. If set to No, then new records are appended to Profile_X_Session.

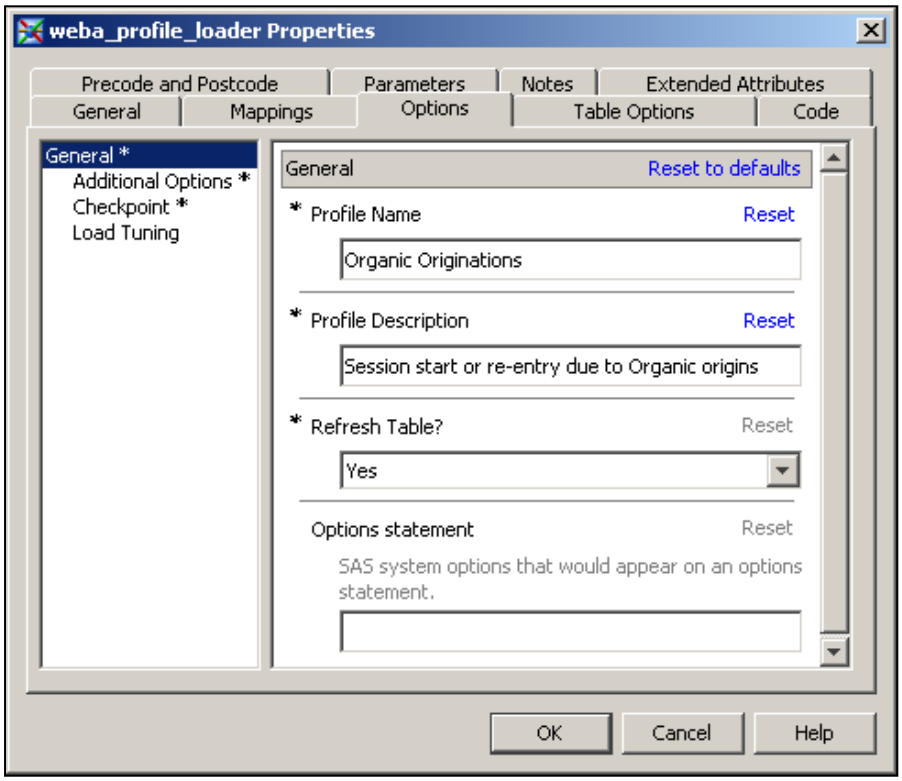

Figure 7 General Options with All Items Completed

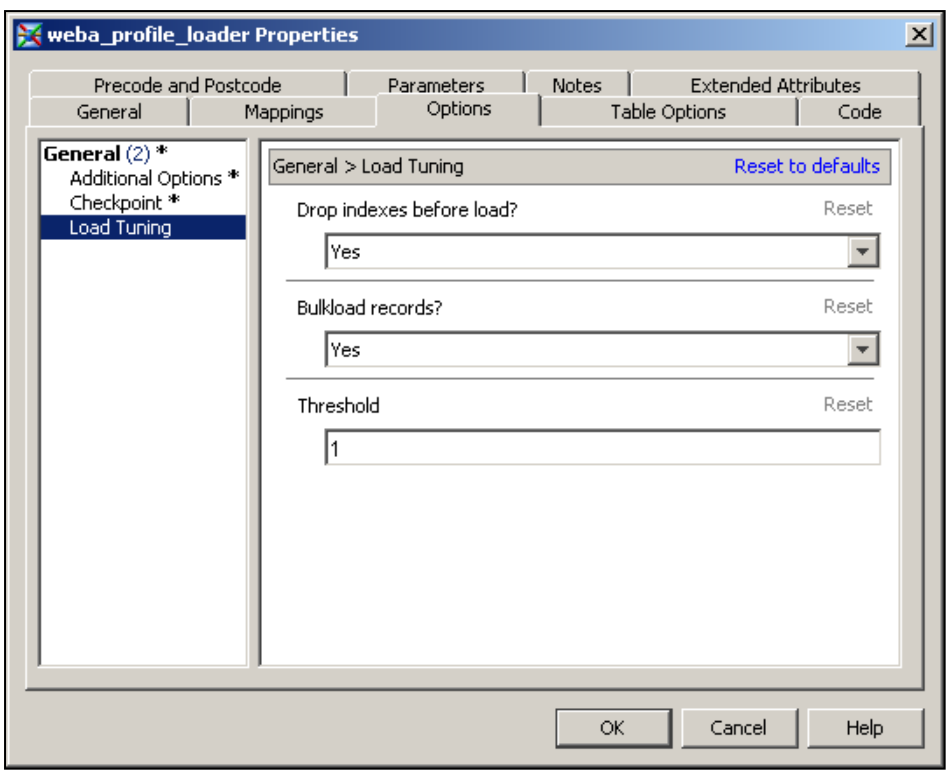

Figure 8 Table Loading Options

Table 2 Oracle Table Load Tuning Options

Option	Value	Description
Drop indexes before load?	Yes or No	If set to Yes, all indexes are dropped before loading the table. Any indexes that existed on the table when the indexes were dropped are to be re-created. If any indexes were previously created in SAS Data Integration Studio on the **Additional Options** tab and the **Generate indexes on target table** option is set to Yes, reset this option to No. Otherwise, an error occurs while an attempt is made to create the indexes because the DropIndexes feature has already re-created them.
Bulkload records?	Yes, No, or Conditional	Set to Yes to insert records by dropping constraints and streaming records into the relational database management system (RDBMS) bulkload utility. Set to No to generate one insert statement for each record. For more information, see the bulkload documentation for your database. Conditional means that the threshold value applies. If the staging table has fewer records than the threshold value, then the records are loaded without using the bulkload utility. If the threshold is exceeded, then the bulkload utility is used.
Threshold	Number greater than 0	This option is used only if the **Bulkload records?** option is set to Conditional. If the staging table has more records than the threshold value, then the records are bulk loaded. Otherwise, they are inserted. This option has no effect if the warehouse is stored SAS data sets.

For more information, see "Performance Tuning Options for the Load Jobs" in Chapter 3 of the *SAS Web Analytics 5.4: Administrator's Guide*.

Step 6: Test the job.

Resources

SAS Institute Inc. 2009. *SAS Data Integration Studio 4.2: User's Guide.* Cary, NC: SAS Institute Inc.

SAS Institute Inc. 2011. SAS *Web Analytics 5.4: Administrator's Guide.* Cary, NC: SAS Institute Inc.