

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

ARIANNA

ONLINE COURSE LISTING
2017



To register for any of the live, online learning sessions, go to:
<http://en-us.nielsen.com/sitelets/cls/localcalendar.html>

LEVEL 1 - FUNDAMENTALS

Arianna: Level 1 - Fundamentals - Grids

Need to set up your overnights and rolling average reports? The Grids module is where you handle these everyday tasks.

In this course, you'll learn how to:

- Build your Daily Grids/Overnight reports
- Build your Multi-Day Grid/Rolling Average reports
- Customize your reports by using the available filters

LEVEL 2 - BEGINNER

Arianna: Level 2 - Beginner Dayparts

Do you know which daypart brought in your highest ratings? How does your prime access daypart stand up to your competitors?

In this course, you'll learn how to:

- Create and rank time period data for your station
- Create and rank time period data for all stations in the market
- Get summaries by station or daypart

LEVEL 3 – INTERMEDIATE

Arianna: Level 3 - Intermediate Trends

What's the difference between a Trend Period and a Trend Rule? Need to analyze historical data and compare it to a more recent time period?

In this course you will learn to:

- Run comparisons from sweep-to-sweep, year-to-year, or anything else you'd like to see
- Save custom groups for use in other reports

- Create trends that utilize program and/or time period averages

LEVEL 4 –ADVANCED

Arianna: Level 4 - Advanced Programs

Learn to take your analysis beyond basic program reports in the second session of this two part series. Go beyond building basic program ranking reports and learn to:

- Rank highest to lowest program, station, or time period averages
- Analyze your Live+SD compared to your Live +7 viewing
- Determine your audience retention from one program to the next by looking at your lead in/lead out programming
- Learn how to create an audience composition report to analyze the demographic make-up of your audience

Arianna: Level 4 - Advanced Trends

Learn to take your analysis beyond basic program reports in the second session of this two part series.

Go beyond building basic Trend reports and learn to:

- Create rolling averages using the most current sweep data
- Trend a Daypart/Program by Quarter
- Create a Combined Program w/ Detail, which will give you a Detail and Program average
- Create a daily trend
- Trend time shifted viewing habits in your market

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.