

Practice Exam Questions



Adobe Analytics Business Practitioner Expert



EXAMKILLER

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Adobe

Exam AD0-E208

Adobe Analytics Business Practitioner Expert

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[Total Questions: 50]

Question No : 1

The web analyst for a beauty products company wants to create a report to analyze the number of sample requests for one of their product pages.

The following items are available from the default configuration:

- prop3, which registers the product page name and is fired in the first page load
- eVar4, which registers the product page name and is fired in the first page load
- event1 2, which fires when a visitor clicks on "Request a sample" call to action

How can the analyst accomplish the creation of this report?

- A. Use either prop3 or eVar4 in combination with event1 2 as a metric.
- B. Use prop3 in combination with event1 2 as a metric.
- C. Use eVar4 in combination with event1 2 as a metric.

Answer: C

Explanation: The best way to create a report to analyze the number of sample requests for one of their product pages is to use eVar4 in combination with event12 as a metric. eVar4 registers the product page name and is fired in the first page load, so it will capture and persist the value for each visit. event12 fires when a visitor clicks on "Request a sample" call to action, so it will measure the number of sample requests. Using eVar4 as a dimension and event12 as a metric will show how many sample requests were made for each product page. Using prop3 instead of eVar4 will not work, as prop3 does not persist across hits or visits.

References:

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/variables/traffic-variables/traffic-var-overview.html?lang=en>

Question No : 2

Refer to the exhibit.

Product Department (Product)

Product Department

Product Views

Orders

Revenue

Product Department

Product

Product Views

Product Department	Product Views	Orders	Revenue
1. Unspecified	1,655,576 30.6%	48,467 56.5%	\$13,520,220 68.5%
2. Basic High Waist Jean	35,722 2.2%	994 2.1%	\$29,625 0.2%
3. Bling Belt High Waist Jean	36,197 2.3%	1,071 2.2%	\$55,500 0.4%
4. Super High-Rise Wide Leg	35,187 2.1%	993 2.0%	\$29,835 0.2%
5. Golf Linen Pants	32,938 0.8%	397 0.8%	\$1,290 0.0%
6. Men's Fashion	17,155 9.2%	4,922 8.8%	\$236,534 1.2%
7. Electronics	98,564 5.3%	5,046 9.0%	\$4,643,900 23.3%
8. New Arrivals	98,064 5.2%	2,781 5.0%	\$185,517 0.5%
9. Women	71,396 3.8%	3,301 6.3%	\$1,235,047 6.3%

Analyzing results from multinational e-commerce, a data analyst realizes much of the product view results and orders are being mapped to an "Unspecified" department name.

What is the probable cause?

- A. Product Department is a classification of product data. These products are not correctly updated or defined in classifications.
- B. Product View is not the proper metric for Product Department, thus causing the appearance of "Unspecified".
- C. Not all products will have a defined name and department. The "Unspecified" is an expected behavior.

Answer: A

Explanation: Product Department is a classification of product data that can be used to group products into meaningful categories. If some products are showing up as "Unspecified" in the report, it means that they are not correctly classified or updated in the classification file.

References:

<https://experienceleague.adobe.com/docs/analytics/components/classifications/classifications-overview.html?lang=en>

Question No : 3

An analyst wants to use all of the following variables to configure a single fallout report:

- Landing page prop

- Marketing channel eVar
- Product view event
- Purchase event
- Product category eVar

Which tool should the analyst use?

- A. Segment builder
- B. Workspace
- C. Reports and analysis

Answer: B

Explanation: Workspace is a tool that allows you to create interactive and customizable reports using various visualizations and components. It can also support multiple variables in a single fallout report, unlike segment builder or reports and analysis.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/analysis-workspace.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#creating-a-fallout-visualization>

Question No : 4

Various reports show None, Unspecified, Other, or Unknown, depending on the specific report viewed. Generally, this breakdown means that the variable was not defined or otherwise unavailable.

Which statement explains the possible behavior of the data?

- A. When viewing classification data, any value that does not have data associated with that particular classification returns "OTHER". To resolve this issue, create a classification export file and classify the appropriate columns.
- B. Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor Profile I Technology reports are listed as 'UNSPECIFIED'.
- C. This happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as "NONE".

Answer: C

Explanation: The statement that explains the possible behavior of the data is that this happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as “NONE”. This means that eVar1 was not set on any page or hit during the visit where the order occurred, so there is no way to associate the order with any value of eVar1. The other statements are not correct explanations of why None, Unspecified, Other, or Unknown may appear in various reports.

References:

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en#unspecified-values>

Question No : 5

In Analysis Workspace a Flow Visualization can be created.

What is the benefit of using the correct configuration of Flow Visualization?

- A.** It enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed.
- B.** It is based on instances of a dimension. However, this configuration does not offer the option to exclude repeated instances, for example, Page reloaded.
- C.** It allows analyzation of the visitor's path for the same visit only

Answer: A

Explanation: A Flow Visualization is a tool that shows the path that users take through a website or app. It can help identify common or uncommon behaviors, drop-offs, loops, or exits. One benefit of using the correct configuration of Flow Visualization is that it enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed in each column, but you can click on the expand icon to see more nodes.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en#expanding-a-column>

Question No : 6

When changing the Fallout visualization from Eventual Path to Next Hit, the analyst notices that the data reports zero Visitors across the report.

Why would this occur?

- A.** Across all visitors, the fallout depicted never was completed as a next step conversion.
- B.** Across all visitors, the fallout depicted never was completed as an eventual path conversion.
- C.** There was no direct path from the second and third fallout touchpoints.

Answer: A

Explanation: When changing the Fallout visualization from Eventual Path to Next Hit, the report shows only the conversions that happened in the immediate next hit after each step. If the report shows zero visitors across the report, it means that none of the visitors completed the fallout as a next step conversion.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#next-hit-vs-eventual-path>

Question No : 7

Exhibit.

Freedom Table					
	Page Views	Visits	Unique Visitors		
Week #					
Page 1 / 1 Rows: 400 1 of 5		990,435	286,447		242,648
1. Apr 28, 2019		143,048 14.4%	39,410 13.8%		35,268 14.6%
2. May 5, 2019		240,956 24.3%	65,886 23.0%		59,848 24.2%
3. May 12, 2019		242,600 24.5%	66,602 23.3%		60,354 24.6%
4. May 19, 2019		245,652 24.8%	67,672 23.6%		61,328 24.8%
5. May 26, 2019		118,159 11.9%	47,129 16.5%		42,848 17.3%

A business stakeholder receives a Workspace report that indicates that data is incorrect. The sums of the items in the rows do not match the total metric values of the columns in the unique visitors and visits report.

Which statement about the report is true?

- A. The total row in the table does not represent the sum of all the values in the table for unique ® visitors and visits.
- B. The report includes data from April, and this inflates the totals.
- C. There is a filter applied, and totals are not updated when filters are applied.

Answer: A

Explanation: Unique visitors and visits are de-duplicated metrics, which means that they do not add up linearly across dimensions. For example, if a visitor visits two pages in one visit, the total number of unique visitors and visits for those two pages is still one, not two. Therefore, the total row in the table shows the actual number of unique visitors and visits for the whole site, not the sum of the values in the table.

References:

<https://experienceleague.adobe.com/docs/analytics/components/metrics/unique-visitors.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/components/metrics/visits.html?lang=en>

Question No : 8

An analyst has been given a list of dimensions available to conduct an analysis on their hospital's doctor site.

The Solution Design Reference (SDR) contains:

event1 - Start Appointment Booking - Set on: Appointment Booking Start

event2 - Booking Complete - Set on: Appointment Booking Complete

eVar1 - Doctor Type - Set on: event2

eVar2 - Number of Available Appointments - Set on event1

prop1 -Appointment Pathing

Given the SDR, which report can be generated?

- A. Booking Completion Rate
- B. Time to Book an Appointment
- C. Length of Appointments

Answer: A

Explanation: Given the SDR, the report that can be generated is Booking Completion Rate. This is a measure of how many visitors who started an appointment booking

completed it. It can be calculated by dividing event2 (Booking Complete) by event1 (Start Appointment Booking). The other reports, Time to Book an Appointment and Length of Appointments, cannot be generated with the given SDR, as they require additional variables or data sources.

References:

<https://experienceleague.adobe.com/docs/analytics/components/metrics/calculated-metrics.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/metrics/calculated-metrics.html?lang=en#calculated-metric-examples>

Question No : 9

In Analysis Workspace, which two types of components can be used in order to filter the scope of the report to a specific section of the website? (Choose two.)

- A. Dimensions
- B. Segments
- C. Time
- D. Standard Metrics

Answer: B,C

Explanation: In Analysis Workspace, segments and time are two types of components that can be used to filter the scope of the report to a specific section of the website. Segments are subsets of data based on certain criteria, such as page name, traffic source, device type, etc. Time is a component that allows you to specify a date range or granularity for your report. Dimensions and standard metrics are not components that can be used to filter the scope of the report, but rather to break down or measure the data.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segments-overview.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/time/time-overview.html?lang=en>

Question No : 10

In Analysis Workspace, what are two ways a Map Visualization can be built? (Choose two.)

- A. Representing geo segmentation data about visitor location on the DMA or Zip Code level
- B. Using IP address or Latitude/Longitude
- C. Building a Map Visualization using one metric (including calculated metrics)
- D. Building a Map Visualization using two or more metrics (including calculated metrics)

Answer: A,C

Explanation: A Map Visualization can be built by representing geo segmentation data about visitor location on the DMA or Zip Code level, which are two dimensions that can be used in a map. Alternatively, a Map Visualization can be built by using one metric (including calculated metrics) that can be applied to any dimension that has geographic data associated with it, such as country or region.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en#map-visualization-requirements>

Question No : 11

A bank client wants to understand usage of their mobile website by geographical region. The analytics team is tasked with creating segments to provide this data.

Why would the analytics team decide to use segment stacking in the Segment Builder?

- A. It breaks a consolidated segment down into multiple granular segments.
- B. It provides the ability to consolidate more granular segments into one combined segment.
- C. It bypasses the limit on the number of segments per report.

Answer: B

Explanation: Segment stacking is a feature that allows you to combine multiple segments into one by using containers within containers. It provides the ability to consolidate more granular segments into one combined segment, which can help simplify complex segment logic or reuse existing segments. It does not break a consolidated segment down into multiple granular segments, nor does it bypass the limit on the number of segments per report.

References:

<https://experienceleague.adobe.com/docs/analytics/components/segments/segment->