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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Refer to the exhibit.

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?

Options:

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 2

A spike in traffic is observed for a specific day. Knowing that there are no campaigns running, the first

hypothesis is that this is bot traffic.

Which Adobe Analytics tool may be used to identify the IP of the user that contributes to this spike in traffic without using a custom variable?

Options:

A- Data Warehouse

B- Anomaly Detection

C- Analysis Workspace

Answer:

A

Explanation:

Data Warehouse is a tool that allows you to run custom queries on raw data and export the results to various formats. It can also provide the IP address of the user as a dimension, which can help identify bot traffic without using a custom variable.

References:
https://experienceleague.adobe.com/docs/analytics/export/data-warehouse/data-warehouse.html?lang=en
https://experienceleague.adobe.com/docs/analytics/components/dimensions/ip-address.html?lang=en

Question 3

Question Type: MultipleChoice

A user needs to share an important segment with a group of users in a Product Profile Group. Why can't a member of his Product Profile Group view the segment?

Options:

A- The user forgot to select 'Make this segment public'.

B- The user forgot to curate the Segment.

C- The user only selected 'Make this segment public-.

Answer:

A

Question 4

Question Type: MultipleChoice

Which option would an analyst choose to show the percentage change between the two numbers in a visualization?

Options:

A- Use the Summary Change visualization from a Freeform Table, click the Visualization settings, and O select Show Raw Difference

B- Use the Summary Change visualization, click the Visualization settings, and select Show Percent ,#l Change

C- Use the Summary Number visualization, click the Visualization settings, and select Percentages

Answer:

B

Explanation:

The Summary Change visualization shows the difference between two numbers in a report, such as current period vs previous period. To show the percentage change between the two numbers, you need to click the Visualization settings and select Show Percent Change.

References:

Question 5

Question Type: MultipleChoice

Exhibit.

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?

Options:

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 6

The Solution Design Reference (SDR) document states that the expiration setting for eVarl 1 is "never" and the allocation is Most Recent (Last).

What happens to the persisted value when there is a new value collected for eVar11?

Options:

A- The new and old values are collected separately.
B- The old value is overwritten.
C- The old value is not overwritten.

Answer:

B

Explanation:

Since eVar11 has the allocation setting of Most Recent (Last), it means that it will always capture the last value that was set for that variable in a visit. Therefore, if there is a new value collected for eVar11, it will overwrite the old value that was previously persisted.

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

Question 7

Question Type: MultipleChoice

What is a valid use of a segment as a touchpoint in a Fallout Visualization?

Options:

A- Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization
B- Using a visit-based segment as a touchpoint inside a visit-context Fallout Visualization

C- Using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization

Answer:

B

Explanation:

A valid use of a segment as a touchpoint in a Fallout Visualization is to use a visit-based segment as a touchpoint inside a visit-context Fallout Visualization. This means that the segment will apply to the entire visit and the fallout will show the conversion within the same visit. Using a visitor-based segment as a touchpoint inside a visit-context Fallout Visualization or using a visit-based segment as a touchpoint inside a visitor-context Fallout Visualization are not valid uses, as they will cause mismatched scopes and inaccurate results.

References:
https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#segment-touchpoints
https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#fallout-visualization-scopes

Question 8

Question Type: MultipleChoice

When creating a calculated metric, how far back does the preview show data for?

Options:

A- Can be selected by using the 'Preview Date'' drop-down in the Calculated Metric Builder
B- Last year
C- Last 90 days

Answer:

A

Explanation:

When creating a calculated metric, the preview date range can be selected by using the ''Preview Date'' drop-down in the Calculated Metric Builder. This will allow you to see how your calculated metric

performs for different periods of time, such as last week, last month, last quarter, etc.

References:
https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en
https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en#previewing-a-calculated-metric

Question 9

Question Type: MultipleChoice

Refer to the exhibit:

A marketing analyst wants to look into visitors who originated from paid search and made a purchase.

Which two options can be done directly from this Visualization? (Choose two.)

Options:
A- Transform the Venn diagram into a Freeform Table by clicking on the managed data source colored dot next to the Venn header.
B- Drag a third segment onto the Venn Visualization to see how it relates to the other two.
C- Right click to create a new segment from the overlap region of the Venn Visualization.
D- Right click to create a segment from one side of the Venn Visualization.

Answer:
B, C

Explanation:
A Venn Visualization is a tool that shows how segments overlap or differ from each other. It can also support up to three segments in one visualization. Two options that can be done directly from this Visualization are: Drag a third segment onto the Venn Visualization to see how it relates to the other two. This will show how the third segment intersects or excludes the other two segments in different regions. Right click to create a new segment from the overlap region of the Venn Visualization. This will create a new segment based on the criteria that match both segments in the overlap region.

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

https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/venn.html?lang=en#creating-a-segment-from-a-venn-visualization

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