

# DAP Certified Analyst Exam

Welcome to the DAP Certification Exam! In order to pass the exam, you must score an 80% (40 of 50 questions correct) or higher. For guidance, see the DAP Certification Study Guide, the DigitalGov Analytics Youtube playlist, the Digital Analytics Program Github repo, and our pages on Digital.gov.

This exam is not meant to be easy. It's intended to demonstrate mastery of the DAP Google Analytics account, and the questions were created with mastery in mind. With study and training, you can be a DAP Certified Analyst! Best of luck!

DO NOT TAKE THIS EXAM IF YOU ARE NOT A FEDERAL EMPLOYEE OR AUTHORIZED CONTRACTOR WITH DAP ACCESS.

Note: We recommend you zoom your browser to 150% to better view the images in the exam.

**\* Required**

1. Email address \*

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2. First and last name \*

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3. Agency & subagency (if applicable) \*

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Terms and Concepts

4. By default, when does a session timeout or expire? \*

*Mark only one oval.*

- ☐ A session never times out
- ☐ After 60 minutes of inactivity
- ☐ After 2 years
- ☐ After 30 minutes of inactivity

5. Which of the following is NOT a dimension? \*

*Mark only one oval.*

- ☐ Numeric month
- ☐ Total events
- ☐ Day of the week
- ☐ Landing Page

6. What is bounce rate? \*

*Mark only one oval.*

- ☐ A single hit session
- ☐ When users enter a site
- ☐ Percentage of single hit sessions
- ☐ A return visitor

7. If you were to report on a single person who accessed your site one time on each of her desktop, mobile phone, and tablet devices, how many users would your report return? \*

*Mark only one oval.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ None of these

8. If you don't tag your Email campaigns with campaign URL parameters, which default acquisition channel will webmail traffic go into? \*

*Mark only one oval.*

- ☐ (Other)
- ☐ Referral
- ☐ Email
- ☐ Social

9. How does Google Analytics identify a returning user? \*

*Mark only one oval.*

- ☐ Cookies
- ☐ Destination URL
- ☐ Device
- ☐ When they are logged in

## 10. How does a session differ from a pageview? \*

*Mark only one oval.*

- ☐ A pageview encapsulates all activity by a user on a site, whereas a session is calculated any time a page loads.
- ☐ A session encapsulates all activity by a user on a site, whereas a pageview is calculated any time a page loads.
- ☐ A session only occurs once per user, whereas a pageview occurs multiple times per user.
- ☐ There can only be one pageview per session, but there can be many sessions per pageview.

## 11. When should you use unsampled reports? \*

*Mark only one oval.*

- ☐ When you experience a high cardinality dimension
- ☐ When your data is sampled
- ☐ When you need to segment your data
- ☐ None of these

## 12. What happens if a user is browsing from 11:59 PM Monday until 12:05 AM Tuesday? \*

*Mark only one oval.*

- ☐ The session is attributed to Monday
- ☐ The session is attributed to Tuesday
- ☐ A single session is attributed, but can be viewed in reporting for either Monday or Tuesday
- ☐ Two sessions are attributed: one on Monday and one on Tuesday

13. Which is NOT an example of a default acquisition channel? \*

*Mark only one oval.*

- ☐ Organic
- ☐ Newsletter
- ☐ Direct
- ☐ Email

14. In the examples below, when would a session break in the DAP GA account?  
Choose all that apply: \*

- ☐ Navigating from [subdomain.example.gov](http://subdomain.example.gov) to [example.gov](http://example.gov)
- ☐ Navigating from [example.gov](http://example.gov) to [example.gov/subdirectory1](http://example.gov/subdirectory1)
- ☐ Navigating from [example.gov](http://example.gov) to [test.gov](http://test.gov)
- ☐ Navigating from [exam.test.gov](http://exam.test.gov) to [quiz.test.gov](http://quiz.test.gov)

15. What is the cardinality of the "device category" dimension? \*

*Mark only one oval.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

16. If you experience a high cardinality dimension, what sometimes happens to your report? \*

*Mark only one oval.*

- ☐ Nothing. High cardinality doesn't affect reports
- ☐ Some data is rolled up into a row labeled (other)
- ☐ Some data is rolled up into a row labeled (not set)
- ☐ None of these

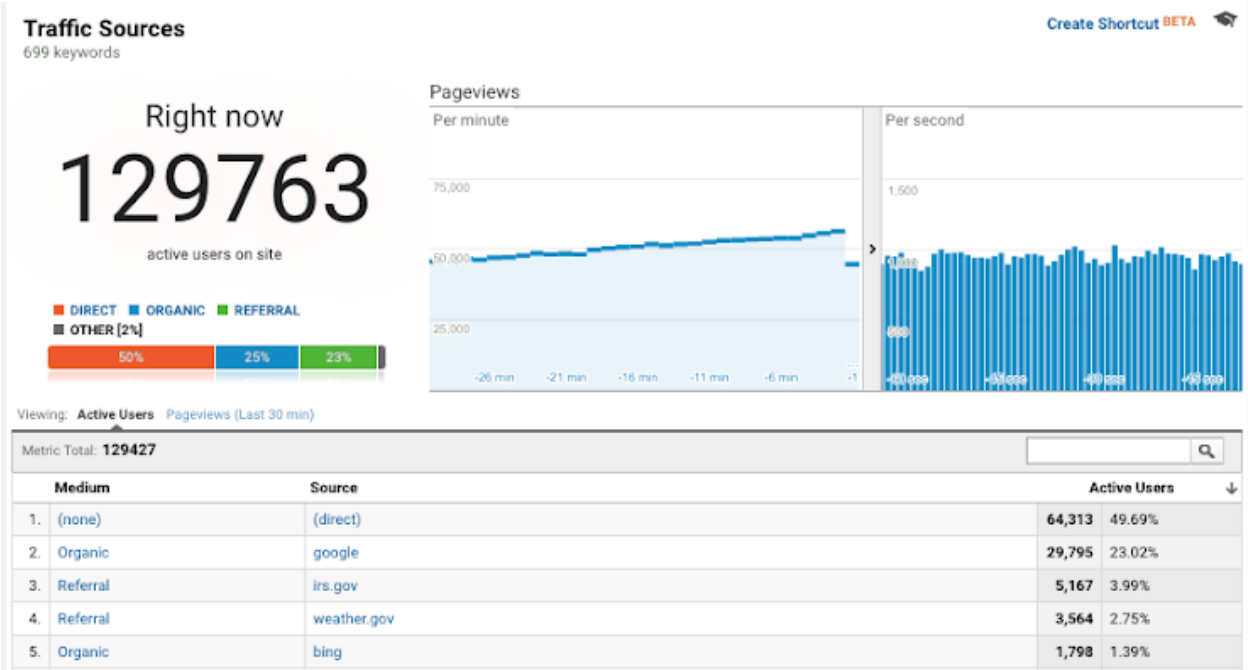
17. If implementing the DAP <script> in your HTML, where is the recommended placement? \*

*Mark only one oval.*

- ☐ directly before the </head>
- ☐ directly after the <head>
- ☐ directly before the </body>
- ☐ directly after the <body>

## Standard Reports

18. In the 5 rows of data in the Real Time report below, how many users got to the destination site via a referral? \*



Mark only one oval.

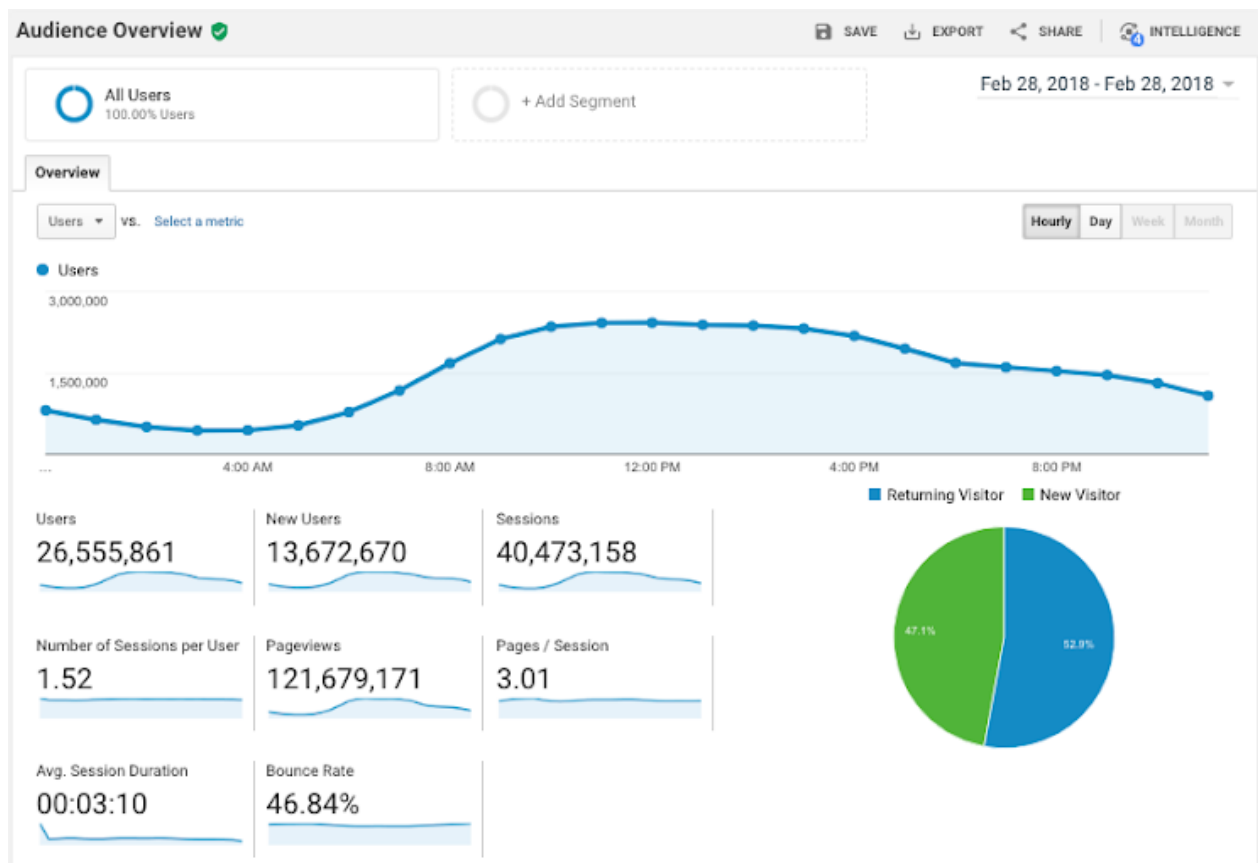
☐ 64,313

☐ 5,167

☐ 129,763

☐ 8,731

19. According to this Audience Overview report, how many sessions were there during the month of February? \*

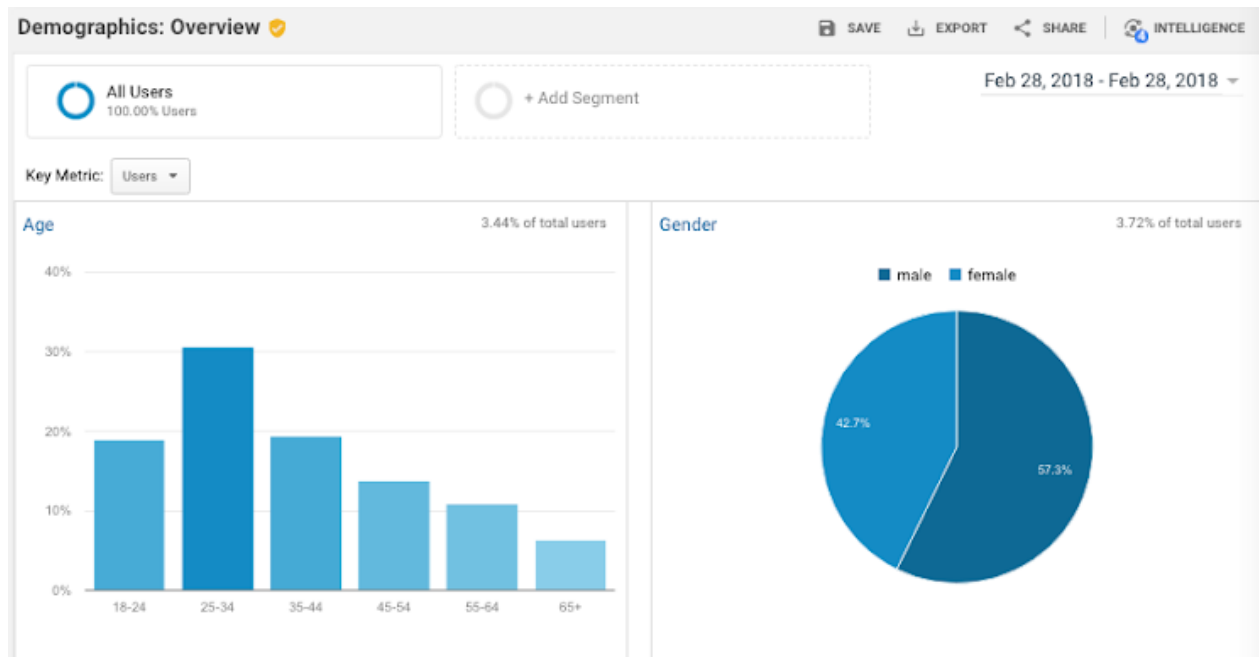


Mark only one oval.

- ☐ 26,555,861
- ☐ 1,127,735,187
- ☐ 40,473,158
- ☐ Not enough information to determine



20. In this report, which age group accounted for the largest share of users? \*



Mark only one oval.

- ☐ 45-54
- ☐ 55-64
- ☐ 25-34
- ☐ 18-24

21. Sessions from which country had the second-lowest bounce rate, according to this report? \*

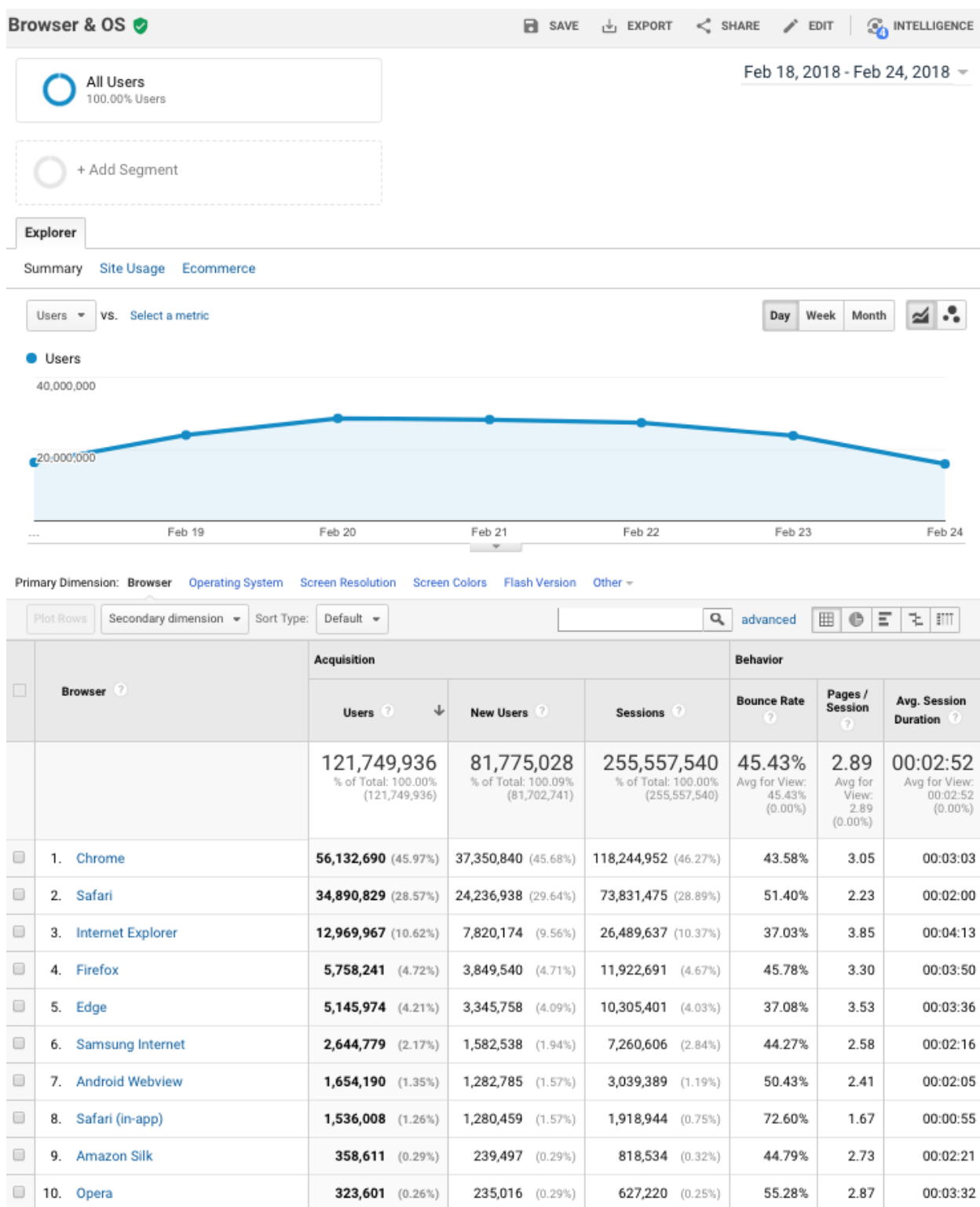


Mark only one oval.

- ☐ United States
- ☐ Canada
- ☐ Mexico
- ☐ United Kingdom

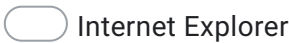


22. Based on the report below, which browser reflects metrics that would represent the most engaged users? \*

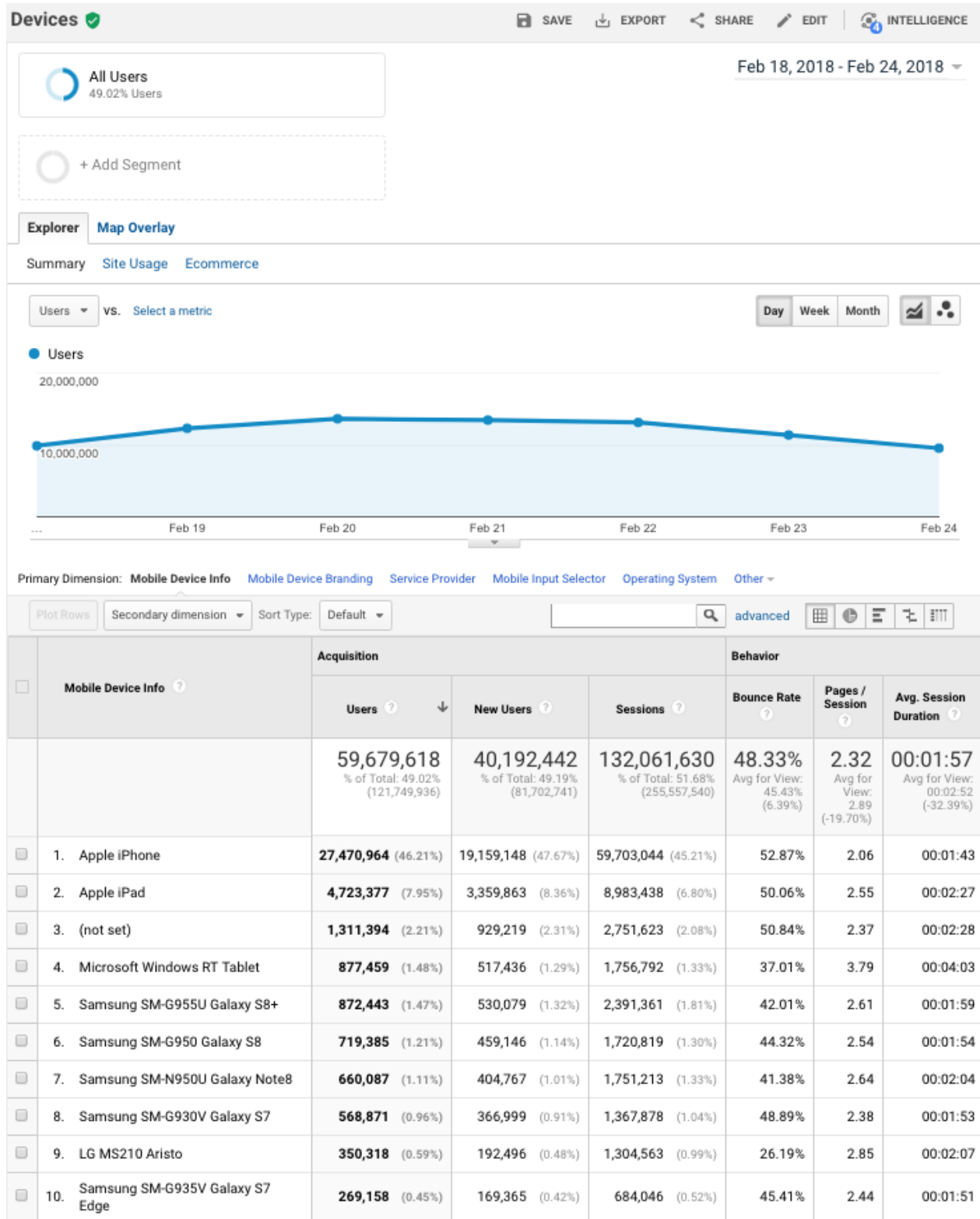


Mark only one oval.

- ☐ Chrome
- ☐ Edge
- ☐ Firefox



23. Based on the report below, of the choices given, which mobile device accounted for the most sessions? \*



Mark only one oval.

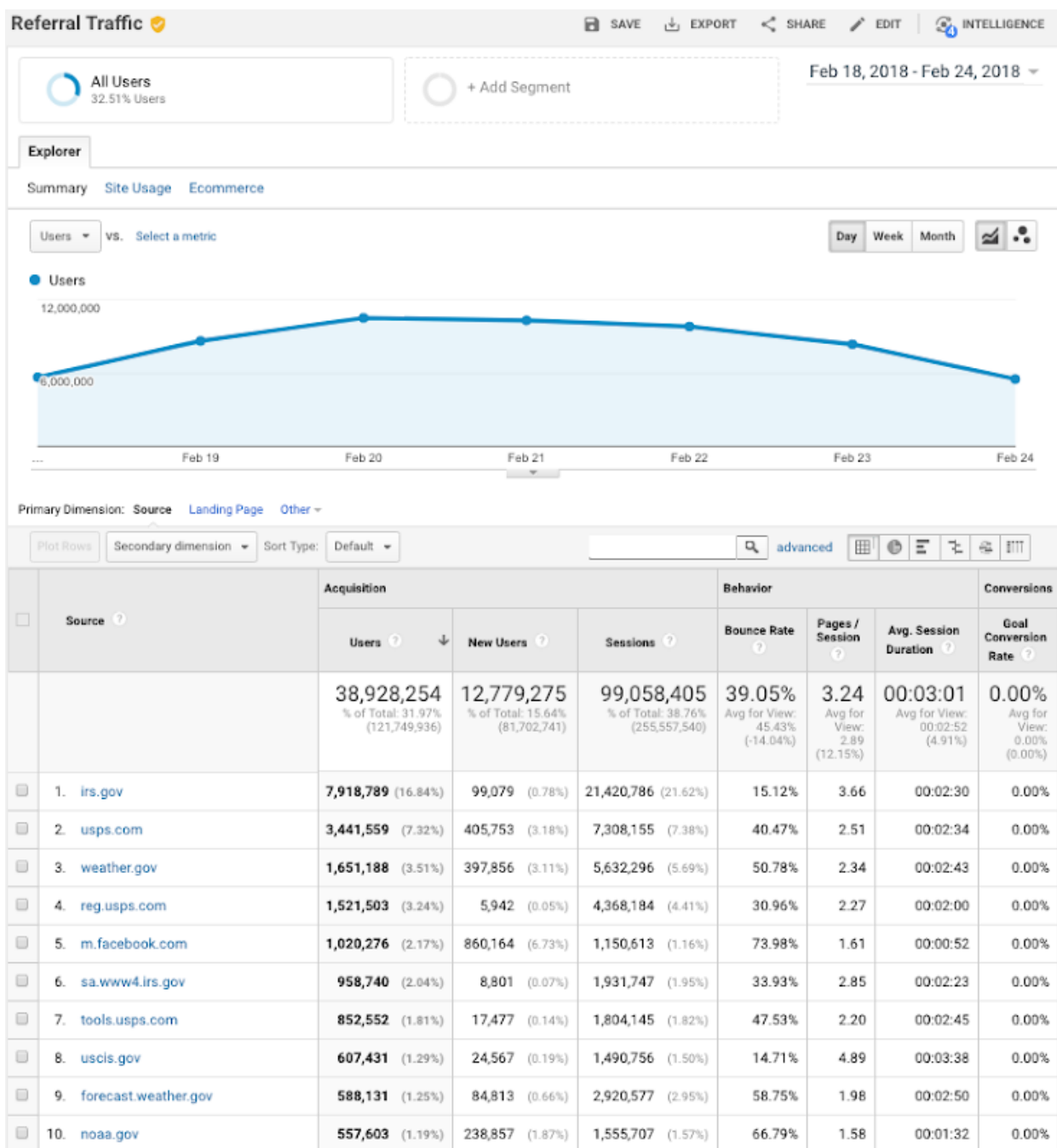
☐ Samsung SM-N950U Galaxy Note8

☐ Samsung SM-G950 Galaxy S8

☐ LG MS210 Aristo

☐ Samsung SM-G930V Galaxy S7

24. Which referring website referred the largest number of new users, according to this report? \*

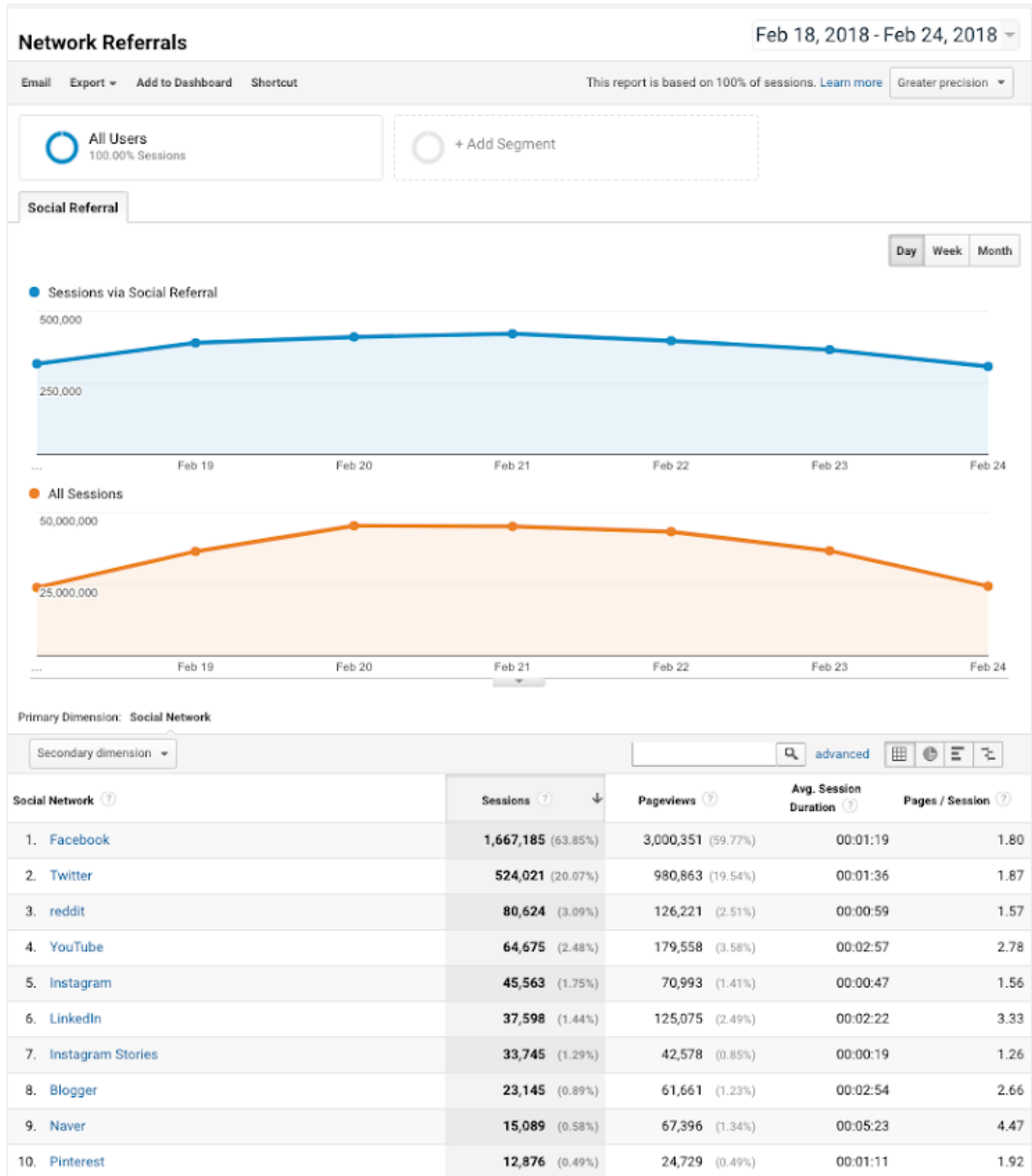


Mark only one oval.

- ☐ [usps.com](https://www.usps.com)
- ☐ [irs.gov](https://www.irs.gov)
- ☐ [m.facebook.com](https://www.m.facebook.com)
- ☐ [uscis.gov](https://www.uscis.gov)



25. In this report, which social network had the highest pages/session metric? \*



Mark only one oval.

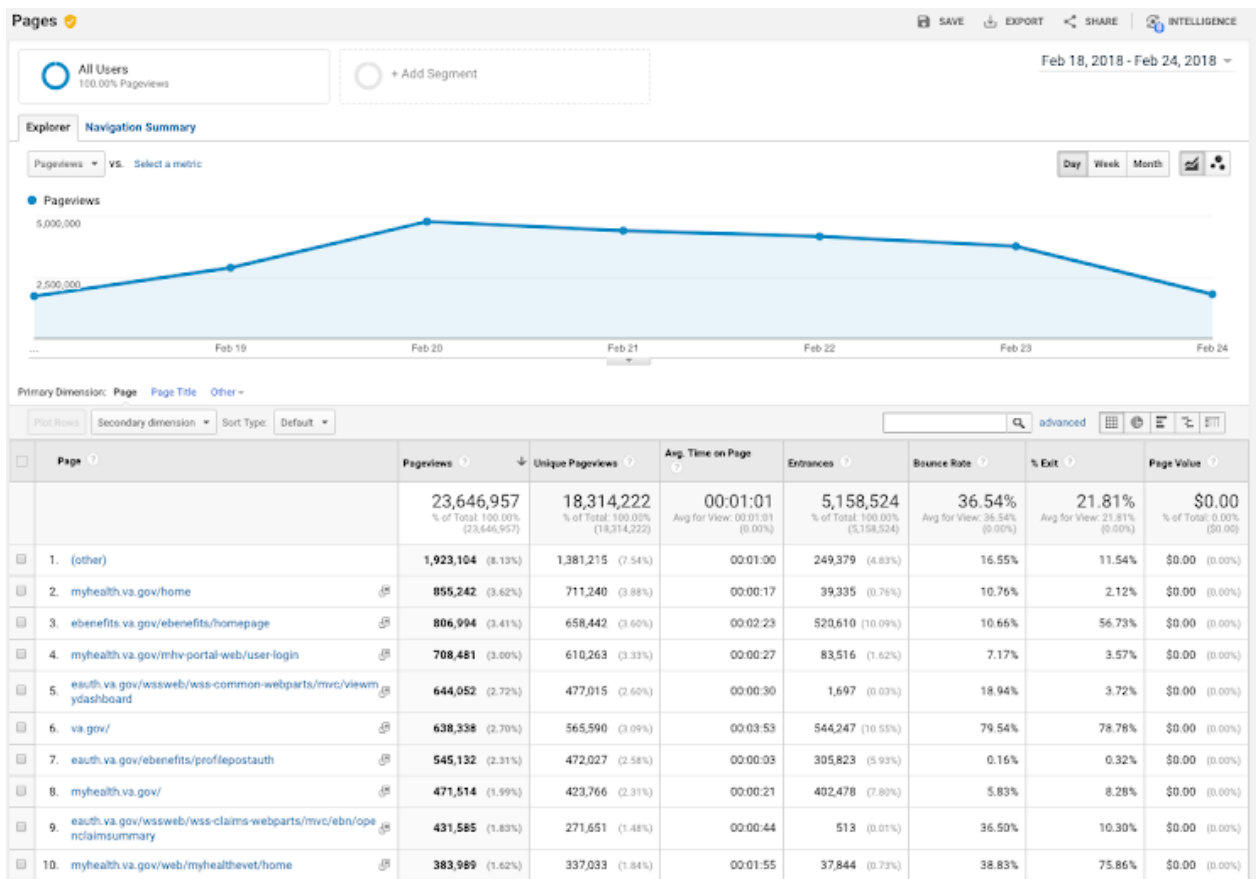
- ☐ Reddit
- ☐ Naver
- ☐ Pinterest
- ☐ Facebook

26. Which report allows you to view the "previous page path" and "next page path" for a specific page you choose? \*

Mark only one oval.

- ☐ Content Drilldown
- ☐ Navigation Summary
- ☐ Acquisition Overview
- ☐ Top Events

27. Which would you click to add a column for "country" in this report? \*



Mark only one oval.

- ☐ Secondary dimension
- ☐ Navigation Summary
- ☐ Page Title
- ☐ Search bar

28. True or False: The landing page report displays metrics for each time your homepage was viewed. \*

Mark only one oval.

- ☐ True
- ☐ False

Events

View this video for help:

<https://www.youtube.com/watch?v=GkAme6gCeDw&t=1599s&index=3&list=PLd9b-GuOJ3nFwlyvLFUtmDpYFKezhot8P>

29. What is an event? \*

Mark only one oval.

- ☐ A multi-hit page load
- ☐ A session of activity
- ☐ A bounce
- ☐ An interaction tracked independently of a page load

30. Which choice describes the three levels of event classification? \*

Top Events	Event Category	Total Events	% Total Events
Event Category	1. Outbound	1,567,643	75.42%
Event Action	2. Download	271,209	13.05%
Event Label	3. Outbound Downloads	149,545	7.19%

Mark only one oval.

- ☐ Events, Sessions, Pageviews
- ☐ Category, Action, Label
- ☐ Outbound, Download, Outbound downloads
- ☐ Downloads, Extension, Filename

31. Which type of event is tracked in DAP by default? \*

*Mark only one oval.*

- ☐ Mailto clicks
- ☐ PDF downloads
- ☐ .xls file downloads
- ☐ All of the above

32. Which event component would you look at to compare specific file types (aka extensions) of a download? \*

Top Events	Event Category	Total Events	% Total Events
Event Category ▶	1. Outbound	1,567,643	75.42%
Event Action	2. Download	271,209	13.05%
Event Label	3. Outbound Downloads	149,545	7.19%

*Mark only one oval.*

- ☐ Event Category
- ☐ Event Action
- ☐ Event Label
- ☐ Event Value

33. Which event component would you view to see the exact page path of an outbound link? \*

Top Events	Event Category	Total Events	% Total Events
Event Category ▶	1. Outbound	1,567,643	75.42%
Event Action	2. Download	271,209	13.05%
Event Label	3. Outbound Downloads	149,545	7.19%

Mark only one oval.

- ☐ Category
- ☐ Action
- ☐ Label
- ☐ Value

Segments

View this video for help:

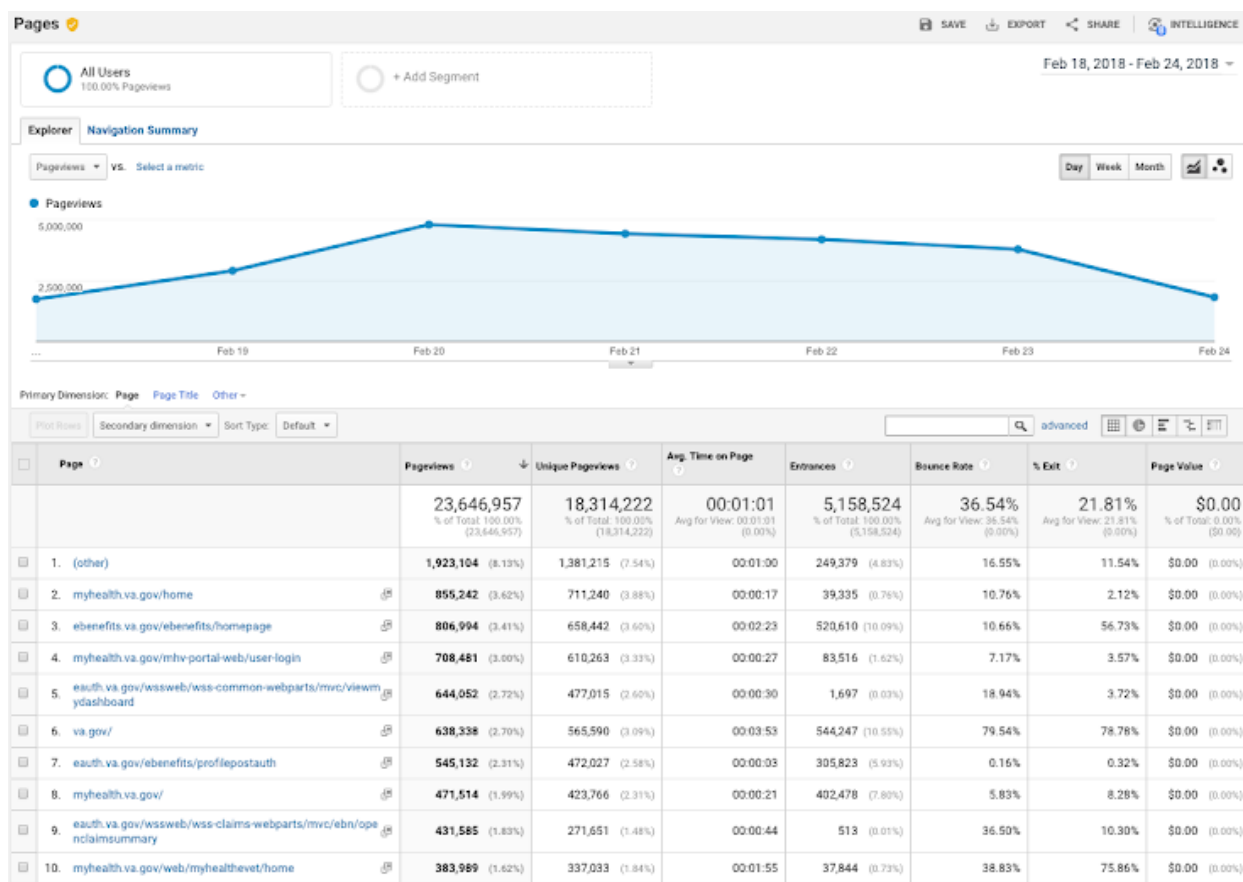
<https://www.youtube.com/watch?v=QwZhGxoxIIM&t=26s&index=13&list=PLd9b-GuOJ3nFwlyvLFUtmDpYFKezhot8P>

34. What is a segment? \*

Mark only one oval.

- ☐ A secondary dimension you apply to any standard report
- ☐ A specific metric determined by date
- ☐ A subset of data chosen by creating segment rules
- ☐ A string of characters you type into the “advanced search” box.

35. Which choice would you click to add a segment? \*



Mark only one oval.

- ☐ Secondary dimension
- ☐ Navigation Summary
- ☐ Page Title
- ☐ None of these

36. When creating a segment, which field would you choose to segment your data by sessions from referrals? \*

Demographics
Technology
Behavior
Date of First Session
Traffic Sources
Advanced
Conditions
Sequences

*Mark only one oval.*

- ☐ Demographics
- ☐ Technology
- ☐ Traffic Sources
- ☐ Sequences

37. What do you need to know before creating a segment using the Advanced>>Conditions option? \*

The screenshot shows the 'Create Segment' interface. On the left, a sidebar lists various categories for segmenting users: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions (which is highlighted with a right-pointing arrow), and Sequences. The main panel is titled 'Conditions' and contains the instruction 'Segment your users and/or their sessions according to single or multi-session conditions.' Below this, there is a filter configuration area with a 'Filter' dropdown set to 'Sessions', an 'Include' dropdown, and a rule: 'Ad Content' contains a text input field. To the right of the rule are buttons for logical operators: '-', 'OR', and 'AND'. At the bottom of the filter area is a '+ Add Filter' button. At the top of the main panel are three buttons: 'Save' (in blue), 'Cancel', and 'Preview'.

Mark only one oval.

- ☐ Which metric you'd like to segment by
- ☐ Which device you'd like to assign to the segment
- ☐ Which corresponding sequence is appropriate
- ☐ Which dimension you'd like to segment by

Custom  
Reports

View this video for help:

<https://www.youtube.com/watch?v=gbfD02YXYZI&list=PLd9b-Gu0J3nFwlyvLFUtmDpYFKezhot8P&index=15>

38. Which type of custom report would be the best to use if you wanted to export data into a table to visualize following: sessions, source/medium, device type, bounce rate, avg. session duration, and browser? \*

Mark only one oval.

- ☐ Explorer
- ☐ Flat Table
- ☐ Map Overlay
- ☐ Funnel Report



39. What are some considerations to keep in mind when using custom dashboards?  
Choose all that are true: \*

- ☐ Custom dashboards don't signify when the data is being sampled
- ☐ If the dashboard is set up without regard to KPIs, the data isn't of maximum value to your organization
- ☐ Custom dashboards rely on different data tables than standard reports
- ☐ You cannot apply segments to custom dashboards

40. Which custom report option is only available in Analytics 360, and not in GA Free accounts? \*

*Mark only one oval.*

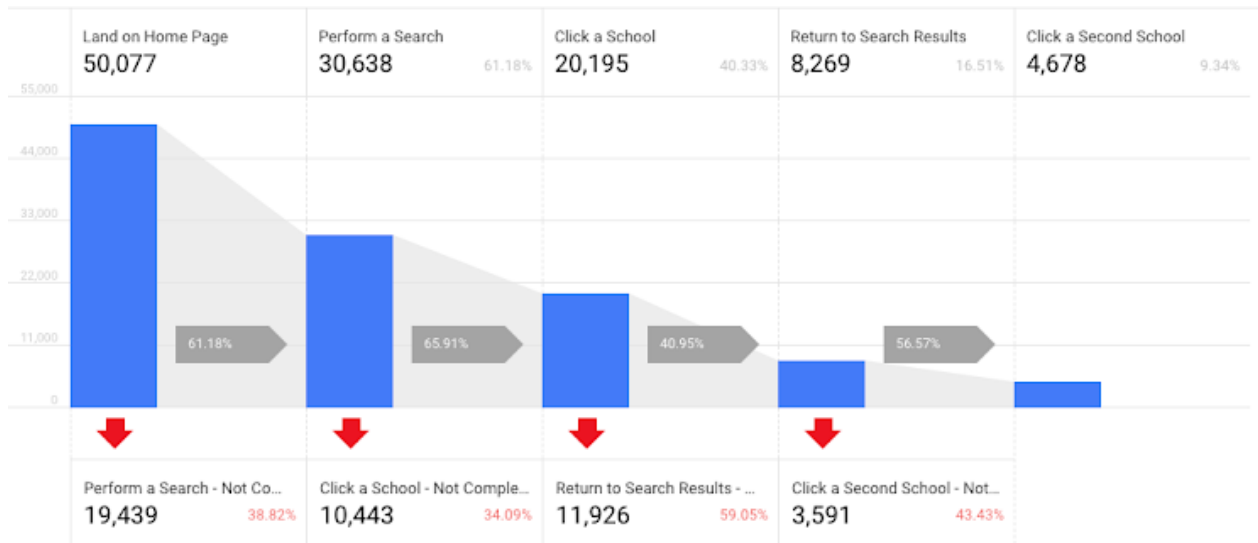
- ☐ Explorer Report
- ☐ Flat Table Report
- ☐ Map Overlay Report
- ☐ Funnel Report

41. How many rows of data can be displayed in the custom report user interface at a time? \*

*Mark only one oval.*

- ☐ 1000
- ☐ 5000
- ☐ 20,000
- ☐ 50,000

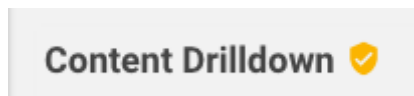
42. Based on the Funnel Report below, which step transition has the lowest retention rate of visitors as they move through the funnel? \*



Mark only one oval.

- ☐ From step 1 to step 2
- ☐ From step 2 to step 3
- ☐ From step 3 to step 4
- ☐ From step 4 to step 5

43. When you see the following color shield next to the title of a report, what does it mean? \*



Mark only one oval.

- ☐ The metrics and dimensions in the report are not compatible, resulting in a "flatline" report. You should adjust the metrics and dimensions of the report.
- ☐ A segment is applied to the report. The yellow shield is there to let you know the report contains a segment.
- ☐ The report may contain bot traffic. You should check to make sure the "exclude bots and spiders" option is turned on in the View settings.
- ☐ The report may be sampled. You should hover to see the sampling rate and unsample the report if needed.

44. What is the main difference between the Explorer Report and the Flat Table Report? \*

Mark only one oval.

- ☐ The Flat Table Report allows more columns for metrics
- ☐ The Explorer Report is designed for export, while the Flat Table report is better to view in the interface
- ☐ The Flat Table Report allows for viewing more dimensions at a time
- ☐ The Explorer Report is less susceptible to sampling

Regular  
Expressions

View this video for help:

<https://www.youtube.com/watch?v=-ObsVD2--JY&index=10&list=PLd9b-GuOJ3nFwlyvLFUtmDpYFKezhot8P>

45. The following filter is put in place in a custom report in the Gov-Wide Main Reporting Profile. Which hostnames would be included in the report? \*

Include ▼ Hostname ▼ Regex ▼ ^f.a\..gov\$ ×

and

+ add filter ▼

Mark only one oval.

- ☐ [fda.gov](https://www.fda.gov), [faa.gov](https://www.faa.gov), [fea.gov](https://www.fea.gov), [cfda.gov](https://www.cfda.gov), and [ofda.gov](https://www.ofda.gov)
- ☐ [fda.gov](https://www.fda.gov), [fea.gov](https://www.fea.gov), and [faa.gov](https://www.faa.gov)
- ☐ [fda.gov](https://www.fda.gov), [blogs.fda.gov](https://www.blogs.fda.gov), [accessibility.fda.gov](https://www.accessibility.fda.gov), [faa.gov](https://www.faa.gov), [fea.gov](https://www.fea.gov), and more
- ☐ [fda.gov](https://www.fda.gov) ONLY

46. What is the significance of the "\" (backslash) in regular expressions? \*

Mark only one oval.

- ☐ It has no significance; it isn't a regex special character
- ☐ It signifies the start of a string matches the next character
- ☐ It signifies that the preceding character happens zero or one time
- ☐ It is the escape character, signifying the literal value of the next character

47. The filter shown below is put in place on a fictional GA account. Which of the choices best describes the pages that could appear in the report? \*

The image shows a GA filter configuration interface. It has a dropdown menu set to 'Include', a field for 'Page' (highlighted in green), a dropdown for 'Regex', and a text input field containing '/banana'. Below this, there is a dashed box with a '+ add filter' button and the word 'and'.

Mark only one oval.

- ☐ A. [banana.com/](http://banana.com/)
- ☐ B. [fruit.com/bananabread](http://fruit.com/bananabread)
- ☐ C. [fruit.com/ripebanana](http://fruit.com/ripebanana)
- ☐ All of the Above

48. Using the regular expression "[^bdf]+ed\$", which word could NOT be part of the results? \*

Mark only one oval.

- ☐ roped
- ☐ robed
- ☐ cored
- ☐ med

49. The "." (dot) signifies what in regular expressions? \*

*Mark only one oval.*

- ☐ The dot is a wildcard, which can be replaced by any character
- ☐ The previous character matches the end of a string.
- ☐ The following character matches the start of a string.
- ☐ The dot has no significance; it is not a special character in regular expressions.

Campaign  
URLs

View this video for help:

<https://www.youtube.com/watch?v=E00O6WVsrc4&t=1s&list=PLd9b-GuOJ3nFwlyvLFUtmDpYFKezhot8P&index=18>

50. A visitor is on [HTTPS://www.hhs.gov](https://www.hhs.gov) and clicks a link to [HTTP://www.usa.gov](http://www.usa.gov). In the DAP GA account, the medium of the traffic leading to [usa.gov](http://www.usa.gov) will be which option?

\*

*Mark only one oval.*

- ☐ Referral
- ☐ Organic
- ☐ Direct
- ☐ Social

51. Given the following URL, a report using the dimension "source/medium" would return which option for the origination of the traffic to [epa.gov](https://www.epa.gov). \*

[https://www.epa.gov?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=cleanair](https://www.epa.gov?utm_source=newsletter&utm_medium=email&utm_campaign=cleanair)

*Mark only one oval.*

- ☐ cleanair/newsletter
- ☐ email/newsletter
- ☐ outlook/email
- ☐ newsletter/email

52. Using a link shortener like [ow.ly](https://ow.ly) or [bit.ly](https://bit.ly) after attaching campaign parameters (utm\_source, utm\_medium, utm\_campaign) to a URL will cause the traffic to lose referral information and appear as "direct". \*

*Mark only one oval.*

- ☐ True, even with campaign URLs, shorteners drop referral info
- ☐ False, a link with campaign parameters can be shortened and retain the referral information

53. Which of these URLs contains a query parameter? \*

*Mark only one oval.*

- ☐ [query.com/?k=test](https://query.com/?k=test)
- ☐ [query.com/search.html](https://query.com/search.html)
- ☐ [query.com/query/test](https://query.com/query/test)
- ☐ [bit.ly/bNu84](https://bit.ly/bNu84)

Google Forms