## Assessment 1

1. Using tracking code, Google Analytics can report on data from which systems?

   (select all answers that apply)

   **Correct!**

   ☑ E-commerce platforms

   ☑ Mobile Applications

   ☑ Online point-of-sales systems

   ☐ Systems not connected to the Internet

2. To collect data using Google Analytics, which steps must be completed?

   (select all answers that apply)

   **Correct!**

   ☐ Install Google Analytics desktop software

   ☑ Create an Analytics account

   ☑ Add Analytics tracking code to each webpage

   ☐ Download the Analytics app

3. The Analytics tracking code can collect which of the following?

   (select all answers that apply)

   **Correct!**

   ☑ Language the browser is set to

   ☑ Type of browser

   ☐ User's favorite website

   ☑ Device and operating system

4. When will Google Analytics end a session by default?

   **Correct!**

   ◯ After 30 minutes, regardless of user activity on your website

○ Once the user opens another browser window

◉ When a user is inactive on your site for 30 minutes or more or closes a browser window

○ At noon every day

5. Once Google Analytics processes data, it's stored in a database where it can't be modified.

**Correct!**

◉ True

○ False

6. Which represents the hierarchical structure of a Google Analytics account from top to bottom?

**Correct!**

○ View > Account > Property

○ Property > Account > View

○ Account > View > Property

◉ Account > Property > View

7. A user with "edit" permissions at the Account level will automatically have "edit" permissions at which other levels?

(select all answers that apply)

**Correct!**

☐ User

☑ Property

☑ View

☐ Product

8. To locate a property's Analytics tracking code, which sequence of steps should be followed?

**Correct!**

○ Admin > Tracking Code > Tracking Info

◉ Admin > Tracking Info > Tracking Code

○ Reports > Audience > Tracking Code

○ Audience Reports > Settings > Tracking Code

9. To use Analytics to collect website data, what must be added to the website page HTML?

Correct!

○ Google campaign parameters

○ Google Analytics terms and conditions

◉ Google Analytics tracking code

○ A permissions button

10. Where should the Analytics tracking code be placed in the HTML of a webpage to collect data?

**Correct!**

◉ Immediately after the opening <head> tag of your website

○ Immediately before the closing </head> tag of your website

○ Immediately after the opening <body> tag of your website

○ Immediately before the closing </body> tag of your website

11. When a new view is created, what data will be included?

**Correct!**

○ Data from before the view was created

◉ Data from after the view was created

○ Data from before and after the view was created

○ No data

12. A deleted view can be recovered by account administrators within how many days?

**Correct!**

◉ 35

○ 65

○ 95

○ 125

13. What are the options for filtering data in Google Analytics?

**Correct!**

○ Exclude data from a view

○ Include data in a view

○ Modify how data appears in your reports

◉ All of the above

All of the above

14. Why is it important to keep one unfiltered view when using filters with Google Analytics?

Correct!

◉ To ensure you can always access the original data

○ In order to configure Goals

○ In order to use a filter for multiple views

○ There is no reason to have an unfiltered view

15. In which order does Google Analytics filter data?

Correct!

○ Alphabetical order by filter name

○ The order in which the filters were last edited

◉ The order in which the filters are applied

○ Randomized order

16. When a filter is applied to a view, what data is affected?

Correct!

○ Data from before the filter was created

◉ Data from after the filter was created

○ All the data available in a view

○ None of the data available in a view

**Your score: 16/16 (100%)**

SUBMIT          RESET

**Congratulations, you have passed this assessment! To earn your certificate of completion, complete the following assessments with a score of 80% or better:**

- **Assessment 2**