Assessment 2

1. What feature would be used to compare two date ranges in a report?

   Correct!

   ○ Hourly, Day, Week, Month views in the time graph

   ○ Real-time reports

   ◉ Date range comparison

   ○ Account selector

2. What does the "Users" metric measure?

   Correct!

   ○ The total number of visits to your website

   ◉ Users that had at least one session on your site in the given date range

   ○ Users that landed on the homepage of your website

   ○ Users who have signed up to an email newsletter on your website

3. What is the "Bounce Rate" in Google Analytics?

   Correct!

   ○ The number of times unique users returned to your website in a given time period

   ○ The percentage of sessions in which a user exits from your homepage

   ○ The percentage of total site exits

   ◉ The percentage of visits when a user landed on your website and exited without any interactions

4. What is a "dimension" in Google Analytics?

   Correct!

   ○ The total amount of revenue a business has made in a given date range.

   ◉ An attribute of a data set that can be organized for better analysis.

   ○ A comparison of data between two date ranges.

   ○ A report that offers information about your audience.

5. What is a "metric" in Google Analytics?

Correct!

○ A dimension that can help you analyze site performance.

○ The dates in your date range.

○ A segment of data separated out in a report for comparison.

◉ The numbers in a data set often paired with dimensions.

6. What is a "secondary dimension" in Google Analytics?

Correct!

○ An additional widget you can add to a dashboard for more specific analysis.

○ An additional metric you can add to a report for more specific analysis.

◉ An additional dimension you can add to a report for more specific analysis.

○ A visualization that allows you to understand the impact of your data.

7. Which Google Analytics visualization compares report data to the website average?

Correct!

○ Pivot view

◉ Comparison view

○ Performance view

○ Percentage view

8. How can the amount of data in a sampled Google Analytics report be increased?

Correct!

○ Apply additional filters

○ Remove the Secondary Dimension

○ Choose "Faster response" in the sampling pulldown menu

◉ Choose "Greater precision" in the sampling pulldown menu

9. When selecting "Share Template Link" in the dashboard, what will be shared?

Correct!

◉ Dashboard only

○ Data only

○ Dashboard and data

○ Neither dashboard nor data

10. When a dashboard is shared with a user, that user can edit the dashboard configuration as they see it.

Correct!

⦿ True

○ False

Your score: 10/10 (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 3**
- **Assessment 4**