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Started on	Tuesday, 23 March 2021, 1:35 PM
State	Finished
Completed on	Tuesday, 23 March 2021, 1:42 PM
Time taken	7 mins 11 secs
Marks	4.33/5.00
Grade	8.67 out of 10.00 (87%)

Question 1

Correct

Mark 1.00 out of 1.00

What doesn't belong to the requirements of a good web analytics report?



Select one:

- ☐ a. Create a report that encourages action.
- ☒ b. Create a report that is thick. ✓ Creating a thick report is not the goal; it's important to make it as simple and thin as possible
- ☐ c. Make sure the value of report are judged solely by its contents.
- ☐ d. Create a fact-based report.

Your answer is correct.

The benefits of a report aren't its thickness. Some customers and stakeholders want a lot of detailed analysis, but responding to their requests will not add value.



We need to create reports that drive action. How to create reports that lead to action is what you will learn in Chapter 8.

The correct answer is: Create a report that is thick.

Question 2

Partially correct

Mark 0.33 out of 1.00

Choose an appropriate report for the needed requirements.



Use the path a convert user takes on your website as the basis for your proposed personas.

Micro Analysis Report



I need data on CPA and conversions for listings over the past six months.

User Survey Report



Let's compare the aggregate report from this summer's campaign's product awareness survey of users to last year's.

Advertising Effectiveness Measurement Report



あなたの答えは部分的に正解です。

You have correctly selected 1.

Choose the right report for your requirements

The correct answer is: Use the path a convert user takes on your website as the basis for your proposed personas. → Micro Analysis Report, I need data on CPA and conversions for listings over the past six months. → Advertising Effectiveness Measurement Report, Let's compare the aggregate report from this summer's campaign's product awareness survey of users to last year's. → User Survey Report

Question **3**

Correct

Mark 1.00 out of 1.00

Select the correct answer on following the correct steps in preparation of reports.

1. Report preparation

Understanding the company's business model.



2. Planning and data collection

Decisions on proposed measures.



3. Creating a rough draft

Creating Logic Trees



4. Report writing

Updating the task check.



Your answer is correct.

Please write your report after you are all prepared.

The correct answer is: Select the correct answer on following the correct steps in preparation of reports.

1. Report preparation

[Understanding the company's business model.]

2. Planning and data collection

[Decisions on proposed measures.]

3. Creating a rough draft

[Creating Logic Trees]

4. Report writing

[Updating the task check.]

Question 4

Correct

Mark 1.00 out of 1.00

Choose the correct word/s to fit in the following statements about planning and data collection tips.

You can't just look at the data without getting noticed. Put ✓ on

your data. Put segments, comparisons, and trends on your data. Also, refer to websites such as

 ✓

. And Refer to

 ✓

as well.

Be sure to include ✓ in your report. However, do not be overly concerned with accuracy.

There are no perfect solutions, so let's have ✓ . Base your decision on whether or not the measures will go as hypothesized.

Finally, we're looking at ✓ . Don't forget that all the challenges and measures of website advertising are driven by ✓ , who are

 ✓

, and it is

✓ who do the measures.

Your answer is correct.

Read the text in detail.

The correct answer is:

Choose the correct word/s to fit in the following statements about planning and data collection tips.

You can't just look at the data without getting noticed. Put [segments, comparisons, and trends] on your data. Put segments, comparisons, and trends on your data. Also, refer to websites such as [those of your competitors]. And Refer to [non-Web information] as well.

Be sure to include [speed of progress, feasibility and expected effect] in your report. However, do not be overly concerned with accuracy.

There are no perfect solutions, so let's have [actions]. Base your decision on whether or not the measures will go as hypothesized.

Finally, we're looking at [people]. Don't forget that all the challenges and measures of website advertising are driven by [people], who are [people], and it is [people] who do the measures.

Question **5**

Correct

Mark 1.00 out of 1.00

Choose the correct answer.

1. Changed the title from "Comparison of sessions and conversions compared to the previous month" to "No change in the number of sessions compared to the previous month, but the number of conversions has dropped sharply".

 ✓

2. The data are not annotated, so I've attached the period and the data source used.

 ✓

3. The number of graphs for the comments has been reduced to one, and the number of bar graphs represented has been reduced to match the message

 ✓

4. Each measure is summarized at the beginning of the report, with the necessary data added at the end as an Appendix, and a reference page number.

 ✓

Your answer is correct.

The correct answer is:

Choose the correct answer.

1. Changed the title from "Comparison of sessions and conversions compared to the previous month" to "No change in the number of sessions compared to the previous month, but the number of conversions has dropped sharply".

[Make the title the most important message.]

2. The data are not annotated, so I've attached the period and the data source used.

[Clarify the data source.]

3. The number of graphs for the comments has been reduced to one, and the number of bar graphs represented has been reduced to match the message

[One Chart, One Message]

4. Each measure is summarized at the beginning of the report, with the necessary data added at the end as an Appendix, and a reference page number.

[Indexing of data and suggestions]

8-1-1 Features and Flow of a Web Analytics Report

+ 8-2 How to Design a Web Analytics Report and Construct Logic ►