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<b>Started on</b>	Tuesday, 22 December 2020, 10:58 AM
<b>State</b>	Finished
<b>Completed on</b>	Tuesday, 22 December 2020, 11:05 AM
<b>Time taken</b>	6 mins 45 secs
<b>Marks</b>	4.00/4.00
<b>Grade</b>	<b>10.00</b> out of 10.00 ( <b>100%</b> )



## Question 1

Correct

Mark 1.00 out of 1.00

What can you search in Google Analytics using User Explore? Choose the correct box to match the following statements.

- **Name of corporation** s and areas ✓ from which websites are visited
- **The process of page** views ✓ from potential customers (which they've seen products and cases )
- The process of each user page view that **comes from the ads** ✓
- **Visit frequency, visit** s ✓ , dates & time

The process of the server

correct

In Google Analytics, you can find out the following things by using User Explorer.

You can find out about organization name analysis by using the "Doko-Doko JP" service (for large companies only)

The screenshot displays the Google Analytics User Explorer interface. On the left, a sidebar shows navigation options like '概要', 'アクティブ ユーザー', 'ライフタイム バリ', 'レポート分析', 'オーディエンス', 'ユーザー エクスプローラー', 'インタレスト', '地域', '行動', 'テクノロジー', 'モバイル', 'クロスデバイス', 'カスタム', 'ベンチマーク', 'ユーザーフロー', '集客', '行動', 'コンバージョン', 'アトリビュション', '発見', and '管理'. The main area shows session data for a specific user (ID: 908770238.1523244813) on 5/1/2020. Key metrics include 303 sessions, 25:44:07 session time, 0 revenue, 0 transactions, 0 goals completed, and 0 goal value. Below this, a list of sessions is shown, with the first session (6:54 PM) being expanded to show page views and events. The page views include '企業調査' and 'ウェブ解析士協会'. The events include 'Intensive Page View' and 'Outbound Link'.

The correct answer is:

What can you search in Google Analytics using User Explore? Choose the correct box to match the following statements.

- [Name of corporations and areas] from which websites are visited
- [The process of page views] from potential customers (which they've seen products and cases )
- The process of each user page view that [comes from the ads]
- [Visit frequency, visits], dates & time



Question **2**

Correct

Mark 1.00 out of 1.00

Choose the correct business model to match the following descriptions.

Increasing active users and increasing recurring billing.

Active User Model



Improving customer satisfaction and reducing support costs at the same time.

Support Model



To be seen by a lot of users in order to increase advertising revenue or product awareness.

Media Model



The goal is to sell products. Conversions lead directly to sales.

E-Commerce Model



The goal is to receive orders. Conversions alone don't lead to sales because of the need for business meetings and orders.

Lead Generation Model



correct

Think about which business model your business will include.

**M** Media and web-like information

**E** E-Commerce, selling goods or information

**L** Lead generation

**S** Support sites

**A** Imagine an active user, recurring billing model.

Starting in 2020, the Association of Web Analysts believes that web usage will evolve in the above order.

The correct answer is: Increasing active users and increasing recurring billing. → Active User Model, Improving customer satisfaction and reducing support costs at the same time. → Support Model, To be seen by a lot of users in order to increase advertising revenue or product awareness. → Media Model, The goal is to sell products. Conversions lead directly to sales. → E-Commerce Model, The goal is to receive orders. Conversions alone don't lead to sales because of the need for business meetings and orders. → Lead Generation Model



## Question 3

Correct

Mark 1.00 out of 1.00

The CVR (A) for achieving the following target amounts is 1.25% and the order rate (B) is 31.25%. Choose the numbers in the boxes below to arrive at the correct answer.

	current figure	suggested target1	suggested target2	suggested target 3	suggested target 4
Sessions	1,000,000	1,250,000	1,000,000	1,000,000	1,000,000
CVR	1.00%	1.00%	1.25%	1.00%	1.00%
Appointment rate	20.00%	20.00%	20.00%	25.00%	20.00%
Order rate	25.00%	25.00%	25.00%	25.00%	31.25%
unit price	¥200,000	¥200,000	¥200,000	¥200,000	¥200,000
Sales	¥100,000,000	¥125,000,000	¥125,000,000	¥125,000,000	¥125,000,000

## SUGGESTED TARGET 2

(Sales ÷ Customer Transaction ÷ Received Order Rate ÷ Business Negotiation Rate) ÷ Sessions

$$= \left( \frac{125,000,000}{200,000} \div \frac{0.25}{0.2} \right) \div 1,000,000$$

$$= 0.0125$$

## SUGGESTED TARGET 4

(Sales ÷ Customer Transaction) ÷ (Sessions × CVR × Business Negotiation Rate)

$$= \left( \frac{125,000,000}{200,000} \right) \div (1,000,000 \times 0.01 \times 0.2)$$

$$= 0.3125$$

correct

The lead generation model has also an important offline effort to implement offline measures. Think about both online and offline efforts to improve your business so that you can increase the total number of orders.

The correct answer is:

The CVR (A) for achieving the following target amounts is 1.25% and the order rate (B) is 31.25%. Choose the numbers in the boxes below to arrive at the correct answer.



	current figure	suggested target1	suggested target2	suggested target 3	suggested target 4
Sessions	1,000,000	1,250,000	1,000,000	1,000,000	1,000,000
CVR	1.00%	1.00%	1.25%	1.00%	1.00%
Appointment rate	20.00%	20.00%	20.00%	25.00%	20.00%
Order rate	25.00%	25.00%	25.00%	25.00%	31.25%
unit price	¥200,000	¥200,000	¥200,000	¥200,000	¥200,000
Sales	¥100,000,000	¥125,000,000	¥125,000,000	¥125,000,000	¥125,000,000

## SUGGESTED TARGET 2

(Sales ÷ Customer Transaction ÷ Received Order Rate ÷ Business Negotiation Rate) ÷ Sessions

$$=([125,000,000]÷[200,000]÷[0.25]÷[0.2])÷1,000,000$$

$$=0.0125$$

## SUGGESTED TARGET 4

(Sales ÷ Customer Transaction) ÷ (Sessions × CVR × Business Negotiation Rate)

$$=([125,000,000]÷[200,000])÷([1,000,000]×[0.01]×[0.2])$$

$$=0.3125$$



Question 4

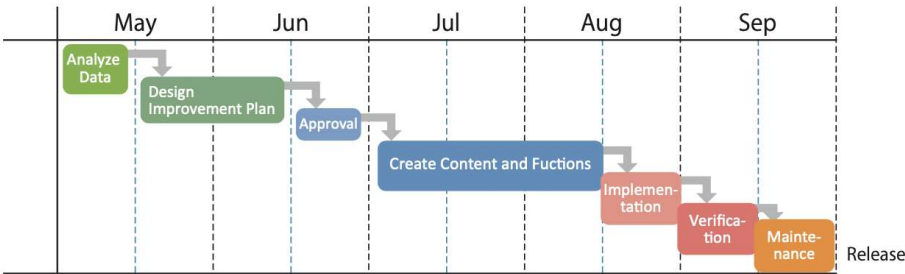
Correct

Mark 1.00 out of 1.00

Agile Project repeats analysis, implementation, and review in a short period. Choose the correct word that matches the chart.

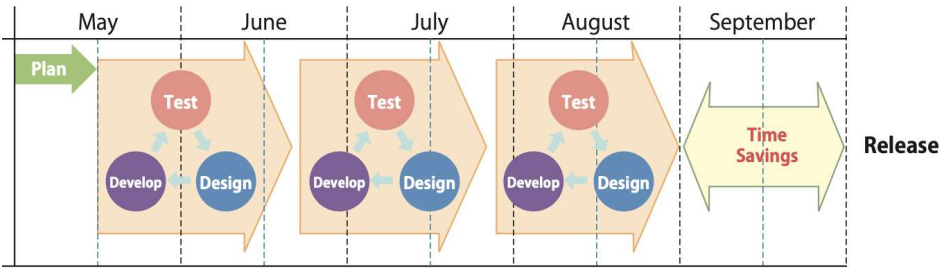
waterfall

✓



ajiles

✓



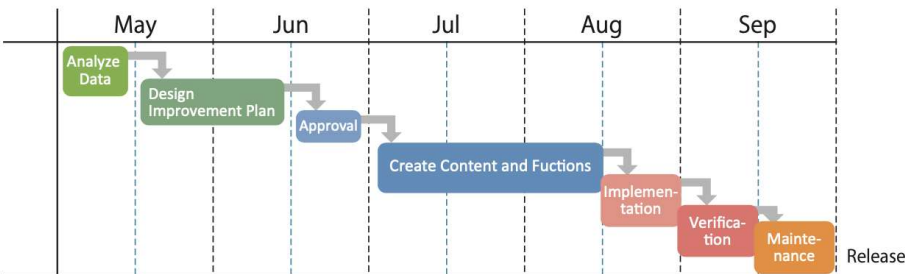
correct

In your web analytics, keep in mind the agile way of working on a project that can be done in a short construction period.

The correct answer is:

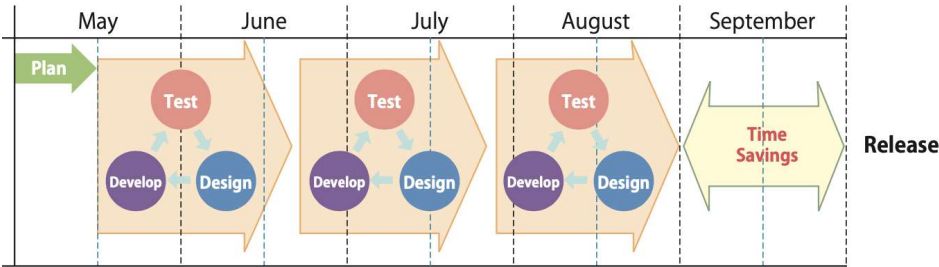
Agile Project repeats analysis, implementation, and review in a short period. Choose the correct word that matches the chart.

[waterfall]



[ajiles]





◀ Chapter 2 Review Test 1

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+2-1 Part 1: Analyzing with the 3C Model ▶

