

[Dashboard](#) / [My courses](#) / [\(EN\)Web Analytics Consultants+2019](#) / [Chapter 2 : Environmental Analysis and KPI](#) / [Chapter 2 Review Test 2](#)

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



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 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

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

$$=0.0125$$

SUGGESTED TARGET 4

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

$$=([125,000,000] \div [200,000]) \div ([1,000,000] \times [0.01] \times [0.2])$$

$$=0.3125$$



Question 4

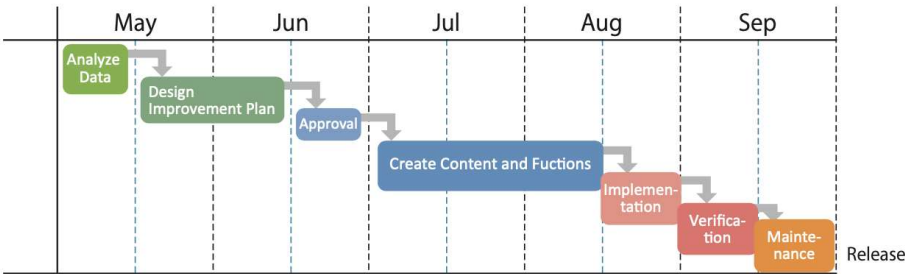
Correct

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.

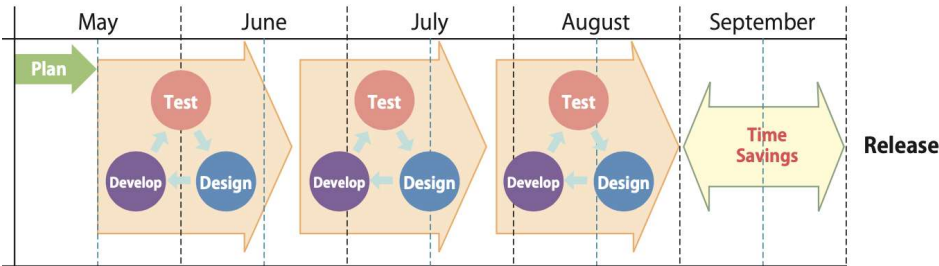
waterfall

✓



ajiles

✓



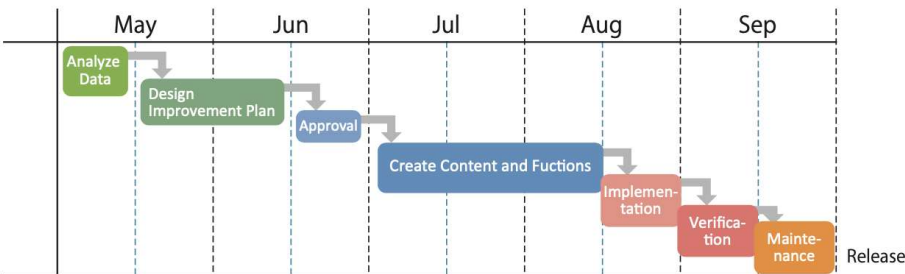
correct

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:

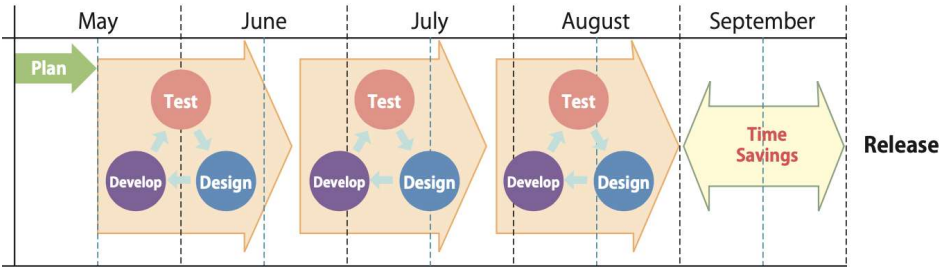
Agile Project repeats analysis, implementation, and review in a short period. Choose the correct word that matches the chart.

[waterfall]



[ajiles]





◀ Chapter 2 Review Test 1

Jump to...

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

