Dashboard / My courses / (EN)Web Analytics Consultants+2019 / Chapter 8 : Reporting / Chapter 8 Review Test

Started on	Tuesday, 23 March 2021, 1:25 PM
State	Finished
Completed on	Tuesday, 23 March 2021, 1:31 PM
Time taken	6 mins 27 secs
Marks	4.00/4.00
Grade	**10.00** out of 10.00 (**100**%)

Question **1**

Correct

Mark 1.00 out of 1.00

Choose the correct answer that applies to the following description of the report procedure.

1. In addition to web analytics data, we interview stakeholders to analyze the business environment and obtain requirements definition and design documents, such as the web.

Report Preparation ✓

2. Confirm the requirements (RFP) with the client, detecting the data and putting together a proposal.

Planning and Data Collection ✓

3. Assemble the logic, assemble the report outline, and position the title, comments, and data.
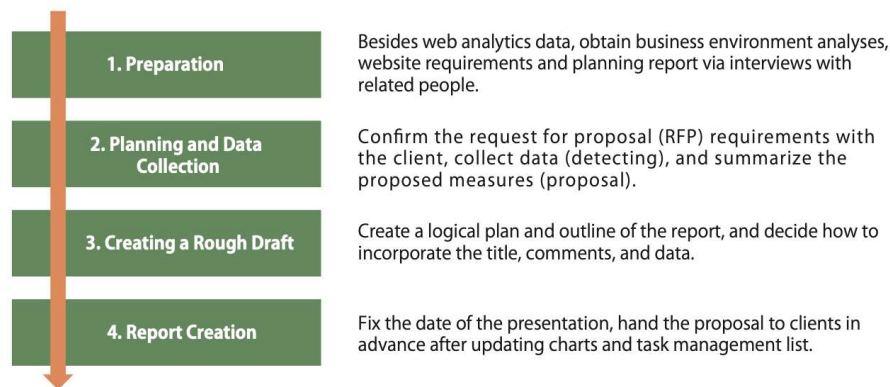
Creating a Rough Draft ✓

4. After visualizing the figures and updating the task check, schedule a presentation date and time, and provide a report in advance.

Report Writing ✓

Your answer is correct.

The figure below shows the steps to write a web analytics report.

1. Preparation	Besides web analytics data, obtain business environment analyses, website requirements and planning report via interviews with related people.
2. Planning and Data Collection	Confirm the request for proposal (RFP) requirements with the client, collect data (detecting), and summarize the proposed measures (proposal).
3. Creating a Rough Draft	Create a logical plan and outline of the report, and decide how to incorporate the title, comments, and data.
4. Report Creation	Fix the date of the presentation, hand the proposal to clients in advance after updating charts and task management list.

The correct answer is: 1. In addition to web analytics data, we interview stakeholders to analyze the business environment and obtain requirements definition and design documents, such as the web. → Report Preparation, 2. Confirm the requirements (RFP) with the client, detecting the data and putting together a proposal. → Planning and Data Collection, 3. Assemble the logic, assemble the report outline, and position the title, comments, and data. → Creating a Rough Draft, 4. After visualizing the figures and updating the task check, schedule a presentation date and time, and provide a report in advance. → Report Writing

Question **2**

Correct

Mark 1.00 out of 1.00

Drag and drop the correct box that fits the following descriptions.

The basis for this is | MECE | ✔ .

No duplication of each, and no omissions as a whole.

Explain the data source.

1. Be explicit about the | source | ✔ .
2. Indexing of data and suggestions.

One chart one message.

1. Omitting | data | ✔ that doesn't support the message.
2. Write a message that only talks about the results.
3. Make the | title | ✔ the most important message.

Encouraging action.

1. Risk and | forecast | ✔ .

Your answer is correct.

Keep your offerings simple, easy to understand, easy to communicate, and simple to act upon.

The correct answer is:
Drag and drop the correct box that fits the following descriptions.

The basis for this is [MECE].

No duplication of each, and no omissions as a whole.

Explain the data source.

1. Be explicit about the [source].
2. Indexing of data and suggestions.

One chart one message.

1. Omitting [data] that doesn't support the message.
2. Write a message that only talks about the results.
3. Make the [title] the most important message.

Encouraging action.

1. Risk and [forecast].

Question **3**

Correct

Mark 1.00 out of 1.00

Choose the graph that best meets your objectives below.

Comparison of Quantities	bar graph	✔
Color, Size, and X-Y axis	bubble chart	✔
Understanding the Trend	line graph	✔
Percentage Comparison	100% stacked bar chart	✔
Comparing Size of Multiple Items	radar chart	✔
Using colors to represent changes in numbers.	color scale	✔

Your answer is correct.

Try to choose the right graphs for your purpose and also try to minimize the amount of information and create graphs that are easy to get your message across.

The correct answer is: Comparison of Quantities → bar graph, Color, Size, and X-Y axis → bubble chart, Understanding the Trend → line graph, Percentage Comparison → 100% stacked bar chart, Comparing Size of Multiple Items → radar chart, Using colors to represent changes in numbers. → color scale

Question **4**

Correct

Mark 1.00 out of 1.00

Choose the correct term for each of the following statistical descriptions.

Values that indicate how much the individual data vary from the average.   distribution   ✔

Total of the total divided (quotient) by the total number of pieces.   average   ✔

The data at the center when the data are arranged in ascending order.   median   ✔

Determine if there is a difference between the two values.   differential test   ✔

The most frequent value in the data group.   mode   ✔

The variance is taken from the square root and the units are combined.   standard deviation   ✔

Your answer is correct.

Try to understand the terms and concepts of statistics and try to catch trends in the data.

The correct answer is: Values that indicate how much the individual data vary from the average. → distribution, Total of the total divided (quotient) by the total number of pieces. → average, The data at the center when the data are arranged in ascending order. → median, Determine if there is a difference between the two values. → differential test, The most frequent value in the data group. → mode, The variance is taken from the square root and the units are combined. → standard deviation

◄ Chapter 8 Comprehension Test