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/ 8-1 Web Analytics Consultant Associate Certification Features and Flow of a Web Analytics Report 8-1 Features and Flow of a Web Analytics Report

Started on	Tuesday, 23 March 2021, 1:32 PM
State	Finished
Completed on	Tuesday, 23 March 2021, 1:34 PM
Time taken	1 min 53 secs
Marks	0.86/5.00
Grade	**1.72** out of 10.00 (**17**%)

Question **1**

Incorrect

Mark 0.00 out of 1.00

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

Select one:

○ a. Create a report that is thick.

● b. Make sure the value of report are judged solely ✕   The report is then shared with those involved without the
   by its contents.   reporter. Since the report is judged by the report alone, the report
                                                                 must still be communicated correctly.

○ c. Create a report that encourages action.

○ d. Create a fact-based report.

Your answer is not correct. Checking prerequisites is important no matter where you are or what you do. This is also true when you are solving a problem.

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**

Incorrect

Mark 0.00 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.

Search Engine Analysis Report

✖

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

Social Media Analytics Report

✖

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

Micro Analysis Report

✖

あなたの答えは正しくありません。

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, Let's compare the aggregate report from this summer's campaign's product awareness survey of users to last year's. → User Survey Report, I need data on CPA and conversions for listings over the past six months. → Advertising Effectiveness Measurement Report

Question **3**

Incorrect

Mark 0.00 out of 1.00

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

1. Report preparation

    | Creating Logic Trees | ✘

2. Planning and data collection

    | Understanding the company's business model. | ✘

3. Creating a rough draft

    | Updating the task check. | ✘

4. Report writing

    | Decisions on proposed measures. | ✘

Your answer is not 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**

Partially correct

Mark 0.11 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 | those of your competitors | ✖ on

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

| segments, comparisons, and trends | ✖ . And Refer to

| speed of progress, feasibility and expected effect | ✖ as well.

Be sure to include | actions | ✖ in your report. However, do not be overly

concerned with accuracy.

There are no perfect solutions, so let's have | cats | ✖ . 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 | AI | ✖ , who are

| cats | ✖ , and it is | segments, comparisons, and trends |

✖ who do the measures.

Your answer is partially correct.

You have correctly selected 1.
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**

Partially correct

Mark 0.75 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".

   | Indexing of data and suggestions | ✗

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 | ✓

Your answer is partially correct.

You have correctly selected 3.

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]

◄ Chapter 8 Review Test

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