Dashboard / My courses / (EN)Web Analytics Consultants+2019 / Chapter 2 : Environmental Analysis and KPI / Chapter 2 Review Test 1

Started on	Tuesday, 22 December 2020, 10:53 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 10:58 AM
Time taken	4 mins 56 secs
Marks	4.00/4.00
Grade	**10.00** out of 10.00 (**100**%)

Question **1**

Correct

Mark 1.00 out of 1.00

TOWS analysis is a framework for incorporating SWOT analysis into your strategy.

Define business areas with customers, competitors, and own corporation.

3Cs analysis

✓

A Framework for analyzing the Broad Competitive Environment.

5 force analysis

✓

Share user behavioral trends and context to achieve the ultimate goal, whether online or offline.

customer journey map analysis

✓

User-centric marketing framework; the 4Ps are company-centria.

4Cs analysis

✓

A framework for setting and sharing the " target user " for purchasing service products.

persona analysis

✓

correct

1. Cross SWOT Analysis is a framework that **fits SWOT strategy to your own company's resources.**

- Persona Analysis
  Framework to set up and share an "ideal user" that purchases your service or product.
- Customer Journey Map Analysis
  Sharing behavioral tendencies and backgrounds for users' goals regardless of online and offline activities.
- 3C Analysis
  Defining a business range of customers, rivals and your company.
- 4C Analysis
  Marketing framework that is user oriented. 4P is business oriented.
- 5 Force Analysis
  Framework for wide range of competitive environment analyses.

The correct answer is: Define business areas with customers, competitors, and own corporation. → 3Cs analysis, A Framework for analyzing the Broad Competitive Environment. → 5 force analysis, Share user behavioral trends and context to achieve the ultimate goal, whether online or offline. → customer journey map analysis, User-centric marketing framework;

the 4Ps are company-centria. → 4Cs analysis,

A framework for setting and sharing the " target user " for purchasing service products. → persona analysis

the 4Ps are company-centria. → 4Cs analysis,

A framework for setting and sharing the " target user " for purchasing service products. → persona analysis

Question **2**

Correct

Mark 1.00 out of 1.00

Choose the number that fits in the formula to arrived at the correct answers in bold numbers.

	CURRENT	SUGGEST TARGET 1	SUGGEST TARGET 2	SUGGEST TARGET 3
SESSIONS	15,000	25,000	15,000	15,000
CVR	1.00%	1.00%	**1.67%**	1.00%
UNIT PRICE	¥5,000	¥5,000	¥5,000	**¥8,333**
SALES	¥750,000	¥1,250,000	¥1,250,000	¥1,250,000

suggest target2

CVR=salse÷unit price÷sessions

= [1,250,000] ✔ ÷ [5,000] ✔ ÷ [15,000] ✔

=0.01666…

suggested target3

unit price=sales÷sessions×CVR

= [1,250,000] ✔ ÷ [15,000] ✔ × [0.01] ✔

=8,333.333...

correct

2. CVR(A) is 1.67%, (B) is 8,333 yen.

	Current	Suggestion 1	Suggestion 2	Suggestion 3
Sessions	15,000	**25,000**	15,000	15,000
CVR	1.00%	1.00%	**1.67%**	1.00%
Customer Transaction	¥5,000	¥5,000	¥5,000	**¥8,333**
Sales	¥750,000	¥1,250,000	¥1,250,000	¥1,250,000

Suggestion 2
CVR = Sales ÷ Customer Transaction ÷ Sessions
= 1,250,000 ÷ 5,000 ÷ 15,000
= 0.01666…

Suggestion 3
Customer Transaction = Sales ÷ Sessions × CVR
= 1,250,000 ÷ 15,000 × 0.01
= 8,333.333...

試験でも実務でも数字の感覚が大事で感覚があれば大きすぎたり小さすぎたりしたとき違和感でミスを防げる

The correct answer is:

Choose the number that fits in the formula to arrived at the correct answers in bold numbers.

	CURRENT	SUGGEST TARGET 1	SUGGEST TARGET 2	SUGGEST TARGET 3
SESSIONS	15,000	25,000	15,000	15,000
CVR	1.00%	1.00%	**1.67%**	1.00%
UNIT PRICE	¥5,000	¥5,000	¥5,000	**¥8,333**
SALES	¥750,000	¥1,250,000	¥1,250,000	¥1,250,000

suggest target2
CVR=salse÷unit price÷sessions
=[1,250,000]÷[5,000]÷[15,000]
=0.01666…
suggested target3
unit price=sales÷sessions×CVR
=[1,250,000]÷[15,000]×[0.01]
=8,333.333...

Question **3**

Correct

Mark 1.00 out of 1.00

Choose the correct tool to match the following descriptions.

Internet Archive is to see how often the website is updated.

Yahoo! Finance is to see how well the company is doing.

SEO performance	semrush	✔
Page update history	Internet Archive	✔
Competitive Financial Review	Yahoo! Finance	✔
Number of competitor's visits and channels to the site	SimilarWeb	✔
Page display speed	Pingdom	✔
Grasp market trends	Google Trends	✔

correct

All of them are FREE to use in the feature-limited version.

Business consultants can analyze and talk about business models much better than you can talk about them.

However, we can use these tools to speak with a numerical arm (even if it's a rough estimate) and gain insights.

Let's use those advantages in our proposals.

The correct answer is: SEO performance → semrush, Page update history → Internet Archive, Competitive Financial Review → Yahoo! Finance, Number of competitor's visits and channels to the site → SimilarWeb, Page display speed → Pingdom, Grasp market trends → Google Trends

Question **4**

Correct

Mark 1.00 out of 1.00

The active user model is aimed at the continued use of the service by active users. Choose the correct word/s that match the following descriptions.

Percentage of people who continue to serve us	Persistency Rate	✓
Rate of Service Cancellation	Churn Rate	✓
Active users of the month	MAU	✓
Revenue per active user	ARPU	✓
Revenue amount per user	ARPPU	✓
Active users per day	DAU	✓
Billing rate for active users	Revenue Rate	✓

correct

There are a lot of not so familiar words, but learn them.

Keep in mind that DAUs and WAUs are not the same when you add them up.

Adding DAUs for 7 days does not equal WAUs.

The same is true if you add a month's worth of WAUs. Be aware that there will always be users who are doubling up.

DAU	Daily Active User
MAU	Monthly Active User
Revenue Rate	Revenue rate per User
ARPU	Average Revenue Per User
ARPPU	Average Revenue Price Per User
Persistency Rate	Persistency of service Rate
Churn Rate	Rate of Service Cancellation

The correct answer is: Percentage of people who continue to serve us → Persistency Rate, Rate of Service Cancellation → Churn Rate, Active users of the month → MAU, Revenue per active user → ARPU, Revenue amount per user → ARPPU, Active users per day → DAU, Billing rate for active users → Revenue Rate

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