We are about to look at a table for each Key Value Area. There is a lot of information here. All you need to know for the certification is which Key Value Metrics are appropriate for which Key Value Areas, and some general understanding about them.

I've provided some additional information on how these metrics are created for context to help with your understanding.

Download the table here

https://docs.google.com/document/d/15WQnqy4AgJOmoX8El1GIBPJ7LktPosxE2HCM\_fSV7F8/edit?usp=sharing