Midterm Examination in Web Analytics and Search Engine Optimization (PCIT20)

Total points 64/80 ?

Read before you answer.
Follow instructions.
Review your answers before submitting the form.
Good luck and God bless.

The respondent's email (**sgbmagcalas.student@ua.edu.ph**) was recorded on submission of this form.

I. Identification   6 of 10 points

Answer the questions below.
Use capital letters.

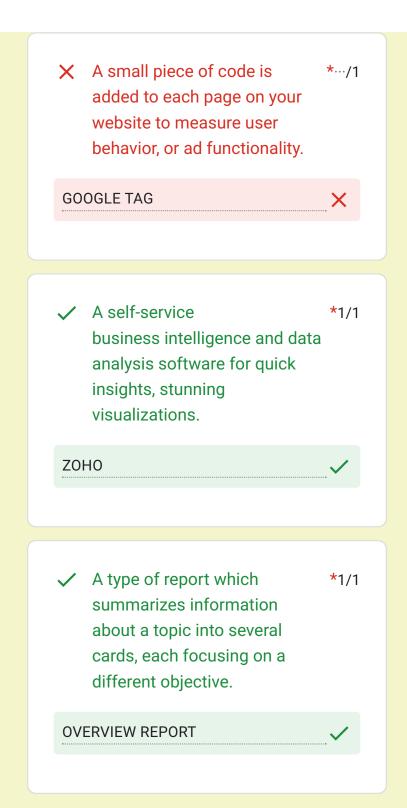✓ The process of collecting, measuring, and analyzing data from digital sources such as websites or mobile apps. *1/1

DIGITAL ANALYTICS ✓

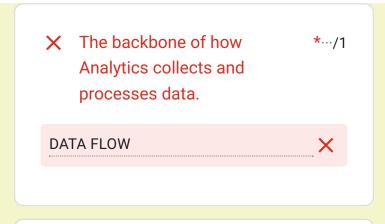✓ A cloud-based business intelligence and business analytics company that was founded in 2010 by Josh James, the former CEO of Omniture (a web analytics company acquired by Adobe Systems). *1/1

DOMO ✓

✓ A leading American computer maker who provides a single entry no-code content hub to discover, personalize and recommend business analytics content among multiple vendors. *1/1

INTERNATIONAL BUSINESS MACHINES ✓

✗ A small piece of code is added to each page on your website to measure user behavior, or ad functionality. *⋯/1

GOOGLE TAG ✗

✓ A self-service business intelligence and data analysis software for quick insights, stunning visualizations. *1/1

ZOHO ✓

✓ A type of report which summarizes information about a topic into several cards, each focusing on a different objective. *1/1

OVERVIEW REPORT ✓

✕ The backbone of how Analytics collects and processes data. *⋯/1

DATA FLOW ✕
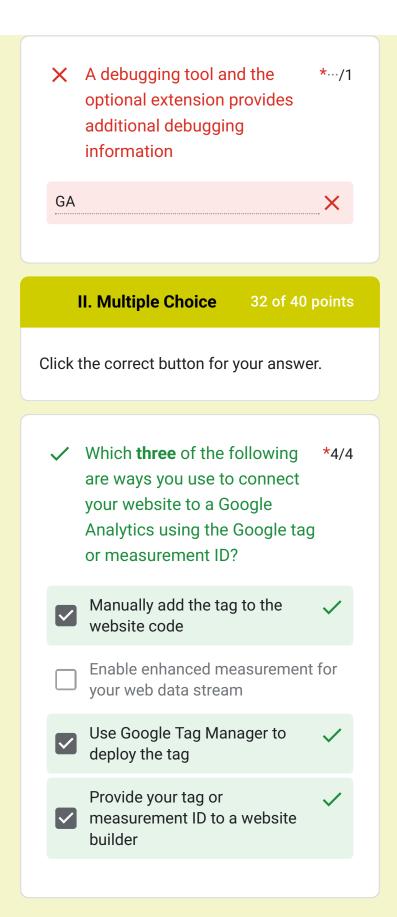
✕ It is a setting that automatically measures many website interactions without requiring updates to your code. *⋯/1

EVENTS ✕

✓ It is a powerful business intelligence and data visualization tool which enables individuals and organizations to gather, analyze and visualize data from various sources to make informed business decisions. *1/1

MICROSOFT POWER BI ✓

✕ A debugging tool and the optional extension provides additional debugging information *···/1

GA ✕

Click the correct button for your answer.

✓ Which **three** of the following are ways you use to connect your website to a Google Analytics using the Google tag or measurement ID? *4/4

☑ Manually add the tag to the website code ✓

☐ Enable enhanced measurement for your web data stream

☑ Use Google Tag Manager to deploy the tag ✓

☑ Provide your tag or measurement ID to a website builder ✓
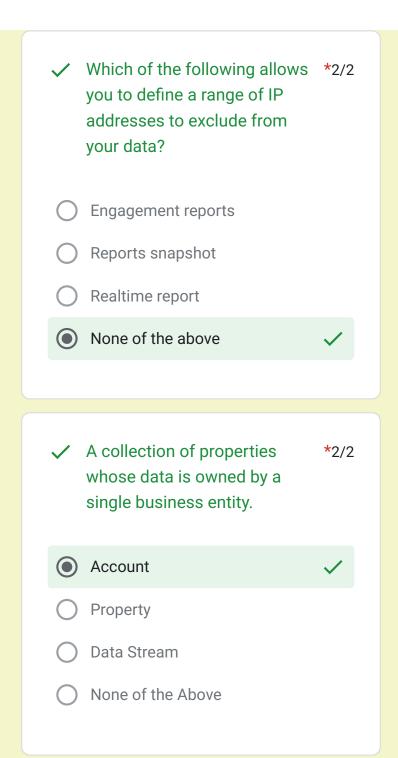
✓ Which of the following allows you to define a range of IP addresses to exclude from your data? *2/2

○ Developer traffic data filter

● Internal traffic data filter ✓

○ Listing unwanted referrals

○ None of the above

✓ A business owner runs a local *2/2
news service for his city. He
has a website, an Android app,
and an iOS app.
He's new to Google Analytics
and wants to set up his first
property to show how his
users are interacting with all
his platforms. When setting up
his new property, what data
streams should he use?
Select the best answer.

○ One data stream for all his
platforms

○ One web data stream for his
website and one app data stream
for his apps

○ One web data stream for his   ✓
website and two app data
streams, one for each of his
apps

○ Two web data streams, one for
each of his apps

✓ It is when your users interact *2/2
with your business.

○ Acquisition

◉ Engagement ✓

○ Monetization

○ None of the Above

✓ Which is true about Event- *2/2
scoped dimension?

◉ It provides information about an ✓
action that a user performs.

○ It provides information about the
user who performed that action.

○ All of the above

○ None of the above

✓ Which of the following allows you to define a range of IP addresses to exclude from your data? *2/2

○ Engagement reports

○ Reports snapshot

○ Realtime report

⦿ None of the above ✓

✓ A collection of properties whose data is owned by a single business entity. *2/2

⦿ Account ✓

○ Property

○ Data Stream

○ None of the Above

✗ An eCommerce store has a *0/2
goal of selling more sneakers.
Which of these isn't a value of
using digital analytics for the
business?

○ Analyze sales trends in specific
geographies

◉ Identify issues on particular ✗
web pages

○ Inform decisions about online
advertising campaigns

○ Optimize the website for search
engines

✓ Which of the following is a *2/2
dimension?

○ Conversions

◉ Country ✓

○ Event count

○ None of the Above

✓ The level of Google Analytics *2/2
where data is processed and
where linkages to other
products can be made. It
stands for a collection of user
information from a website or
app.

○ Account

⦿ Property ✓

○ Data Stream

○ None of the Above

✓ Which statement is correct *2/2
about Custom events

○ A custom event is one whose name
and parameters you define.

○ A custom event lets you collect
specific business data that
Analytics doesn't otherwise
automatically collect or
recommend.

⦿ All of the above ✓

○ None of the above

✓ It involves building awareness *2/2
of your product or service and
acquiring user interest.

⦿ Acquisition ✓

○ Engagement

○ Monetization

○ None of the Above

✕ Which of the following allows *0/2
you to define a range of IP
addresses to exclude from
your data?

○ Developer traffic data filter

○ Internal traffic data filter
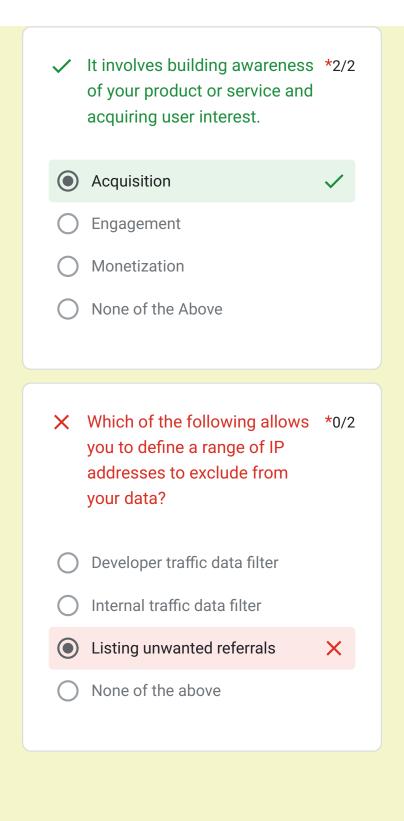
⦿ Listing unwanted referrals ✕

○ None of the above

✓ You can use the Realtime report to confirm data is successfully being collected. Which best describes the data shown in the Realtime report? *2/2

○ User activity during the past 10 minutes

⦿ User activity during the past 30 minutes ✓

○ User activity during the past 60 minutes

○ None of the Above

✓ It represents the flow of data from a website or an app to the property, and the level where you can control things like what data gets collected. *2/2

○ Account

⦿ Data Stream ✓

○ Property

○ None of the Above

✕ When building the rules for a   *0/2
report filter or comparison,
which of the following is used?

○ Dimension values

⦿ Dimension or metric values   ✕

○ Report names

○ Metric values

✕ It occurs when a user   *0/2
becomes a customer and
makes a purchase.

○ Acquisition

⦿ Engagement   ✕

○ Monetization

○ None of the Above

✓ It presents data in a cross-tab *2/2
layout, where you can arrange
the rows and columns and add
metrics you're most interested
in.

◉ Free form ✓

◯ Funnel exploration

◯ Path exploration

◯ None of the above

✓ In which Google Analytics *2/2
section would you find
advanced analysis techniques
to help you uncover deep
insights about how users are
engaging with your website or
app?

◯ Admin

◯ Advertising

◉ Explore ✓

◯ None of the Above

III. True or False   26 of 30 points

Select True if the statement is correct and False if it is incorrect.

✓ Google Analytics collect and   *2/2
   process user interactions on
   both websites and apps as
   events.

   ⦿ True   ✓

   ○ False

✓ When you create a custom   *2/2
   event and start sending new
   data to Google Analytics, the
   data will be automatically
   available in your reports.

   ○ True

   ⦿ False   ✓

✓ in Power BI, Power View is a data mashup and transformation tool. *2/2

○ True

◉ False ✓

✗ Your website might need a sitemap if your website doesn't have media files or only has few media files. *0/2

◉ True ✗

○ False

✓ You're granting access to a new user and choose to assign them the editor role. This option also grant them the permissions of the analyst role. *2/2

◉ True ✓

○ False

✓ An account can include multiple properties and property types, but a property can belong to only one Analytics account. *2/2

◉ True ✓

◯ False

✓ Your website might need a sitemap if it has a large archive of content pages that are isolated or not well linked to each other. *2/2

◉ True ✓

◯ False

✓ Conversions is a subset of events that are most valuable to your business. *2/2

◉ True ✓

◯ False

✓ You don't have to use the   *2/2
Firebase SDK to connect your
app to Google Analytics.

○ True

◉ False   ✓

✓ A sitemap tells search engines *2/2
which pages and files you
think are important in your
site, and also provides
valuable information about
these files so bots and spiders
can crawl your site more
efficiently.

◉ True   ✓

○ False

✓ Events, like as page views, button clicks, or user activities, provide you information about what's occurring on your website or application. Once your website or app is linked to Google Analytics, a variety of events are automatically collected. *2/2

- ⦿ True ✓
- ◯ False

✓ The person who owns a fashion blog website is interested in learning more about the information displayed on the New users by User medium card. She may examine her new users by accessing the View user acquisition report, which will offer her a complete analysis. *2/2

- ⦿ True ✓
- ◯ False

✓ BI tools allow users to create *2/2
and customize reports to
analyze data and gain insights.
These reports can be in the
form of tables, charts, graphs,
or dashboards.

◉ True ✓

○ False

✕ IBM Business Analytics *0/2
enables collaboration with
granular data control. Users
create reports, embed
on websites, and share via
email for teamwork.

◉ True ✕

○ False

✓ A user purchasing from your store or subscribing to your newsletter is an example of conversion. *2/2

⦿ True ✓

◯ False

Google Forms