**Topic 19: Analytics, Surveys and Reports**

**Formative Assessment 19**

**Analytics, Surveys and Reports (115365)**

*Hello and welcome to the assessment. Here you’ll prove to the world just how much you know and understand about what you’ve just learnt in the learner guides. This is an important part of your time at Umuzi because once this is done, you’ll be certified! So please, take this time to learn everything you can! Take a look at some pointers below with regard to answering the questions…*

* *Be specific*
* *Write professionally - no shorthand!*
* *Your answers must be original and come from your brain and your brain only.*
* *No copy/paste tricks! Our markers have seen it all and will know if you’re taking shortcuts.*
* *Remember, sloppy or poor work will be sent back to you to do again, so do it properly the first time and you’ll be done in no time.*
* *Ask for help at any time. Ask your friends, a manager, anybody!!*
* *Don’t skip any questions! You must do them all!*
* *You’ll see two boxes after each question - one for your answer and one for the marker’s comments. DO NOT delete the marker’s comments if you are required to resubmit your work after the first attempt. Should you have to do it again you will see a new box* ***under*** *the marker’s comments, so fill that one out in* ***PURPLE****. Remember!! It’s not the end of the world if you have to resubmit. You’re here to learn, so don’t beat yourself up if you don’t get it right on the first go. Obviously, try your best to get it right on the first attempt, but if not, you have another chance to do it properly!*

*Ok, and that’s that! Time to get to it! Good luck, have fun and enjoy! :)*

**Enter your name and surname below**

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| **Luvo Spofana** |

Note for assessor: Questions 1-5 cover SO:1 AC:1-5 and SO:3 AC:1-2

**1. In Google Analytics, how do you exclude internal company traffic from your reports? [4 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

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| To exclude internal company traffic from reports, once should make use of the data filters and filter internal traffic out. To do that, a user can just go to their Admin > Data Streams > X Data Stream > Tagging Settings > Define Internal Traffic and then enter their IP addresses.  Then go to Admin > Data Settings > Data Filters > Internal Traffic and set it to Active.  That way, the internal data will be excluded based on the IP addresses, |

**Marker’s Comments**

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**2. What does the “Behaviors” report panel in Google Analytics show you? [4 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

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| It shows you the behavior of your users as they interact with your site.  Standard metrics include the number of users interacting with your application, the number of sessions the users create, the screens or web pages that they visit, and how frequently each page is viewed along with average time spent on viewing pages.  This report panel shows you information that helps one gain a better understanding of how people interact with individual application screens or pages on a website. |

**Marker’s Comments**

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**3. In Google Analytics, what does “bounce rate” mean? Give an example. [2 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

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| Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.  e.g., when a user opens a single page on your site and then leaves the site without triggering any other requests to the Analytics server during that session. This normally occurs when a user accidentally lands on your site. |

**Marker’s Comments**

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**4. How do you save or share a report using Google Analytics? What formats are available? [4 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

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| To save a report, you open the report you’d like to save, and ensure that the date is the range you’re looking for, then click ‘Export’, and select the format you’d like to have your report presented in.  To share a report, you open the report you’d like to share, then click ‘Share’, then enter the email addresses you’d like to share the report with. After entering the email addresses, you enter the email subject, specify the format of the attachment, and how frequent you would like to share the report with the specified email addresses, once is the default, but it can be adjusted to be of a custom frequency and period of time.  The available formats are CSV, TSV, TSV for Excel, Excel (XLSX), Google Sheets, and PDF. |

**Marker’s Comments**

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**5. Explain what a Acquisition Report is, and what the types of mediums that the report will display to tell you where a user to your website came from? [3 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

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| The Acquisition Report breaks down your traffic by source, providing insight about how users get to your website, and how well your digital marketing and advertising works across different channels like email, search, and display ads, allowing you to see which of your campaigns are contributing to your goal conversions or are bouncing users away.  The types of mediums are: organic, (direct)/(none), referral, cpc (cost per click), cpm (cost per mile). |

**Marker’s Comments**

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**6. List 6 best practices for good form design [6 Marks](6 SO:2 AC:1-3)**

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| 1. Make forms to be one column, multiple columns normally disrupt a user’s vertical momentum. 2. Top-align labels because users tend to complete top aligned forms at a much higher rate than left-aligned labels and top aligned labels translate well on mobile devices. 3. Avoid uppercased labels as they are more difficult to scan and read. 4. Resist using placeholder text as labels. 5. Specify errors inline. Show a user where the error occurred and provide a reason why it did. 6. Group related information. Creating logical groups helps the user make sense of the form much faster because users think in batches. |

**Marker’s Comments**

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**7. Provide a URL to the survey you created for user feedback on your game or to a survey you created for “Make Umuzi Better” (recreate the survey in google forms) (NB: please ensure you change the survey settings to allow people outside of Umuzi to complete it.) [2 Marks](SO:3 AC:1-3)**

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| https://forms.gle/gNo63EtG6f4fjuyk7 |

**Marker’s Comments**

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