

Try again once you are ready  
Grade received 50%  
To pass 80% or higher  
Try again

1. To pass this practice quiz, you must receive 80%, or 4 out of 5 points, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).

1 / 1 point



### Activity Overview

In this activity, you will review an e-commerce company's yearly performance data. Then, you will analyze the results of the company's progress towards its goals by answering a series of quiz questions.

Analyzing performance data allows you to measure the success of an e-commerce store. It helps you understand what's working, what isn't, and what might need to change in order to improve the store's performance.

#### Scenario

Review the scenario below. Then complete the step-by-step instructions.

As an e-commerce specialist for an online auto parts store, you've been asked to analyze the company's performance data for the past two years. Your manager has requested specific information based on the company's performance goals. This information will help the company understand how to improve their website and digital marketing strategy.

Here are the company's performance goals:

- Increase total revenue by 20%
- Increase total traffic by 8%
- Increase conversion rate by 6%
- Decrease cart abandonment rate by 5%
- Increase average order value by 5%

The performance data spreadsheet includes the following sections and metrics:

- Total traffic: The total number of visits to the e-commerce site
- Traffic by source: The number of visits from each traffic source, such as paid search, organic search, or email
- Total revenue: The total amount of money generated by purchases on the e-commerce site
- Revenue by traffic source: The amount of revenue that can be contributed to each traffic source, such as paid search, organic search, or email
- Conversion rate: The percentage of users who completed a purchase
- Total cart abandonment rate: The percentage of customers who added a product to their shopping cart and left the store without completing their purchase
- Cart abandonment rate by device: The cart abandonment rate specific to desktop, mobile, and tablet devices
- Average order value: The average amount of money a customer spends each time they complete an order

#### Step-By-Step Instructions

Step 1: Access supporting materials


The following supporting materials will help you complete this quiz. Keep them open as you proceed to the questions below.

To use the supporting materials for this course item, click the link below and select "Use Template."

Link to supporting materials: [E-commerce performance data](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [E-commerce performance data](#)  
[XLSX File](#)

Step 2: Answer questions about the performance data  
Consult the performance data spreadsheet to answer the questions below.

Are you ready?

☒ I'm ready!

☒ Correct  
Great! Compare your answers to the feedback provided below.

2. Which of the following year-over-year performance goals did the company meet or exceed? Select all that apply.

0.5 / 1 point

☒ Increase average order value by 5%

☒ Correct  
In the average order value column, the percent change for the year-over-year comparison was 7%. This met and exceeded the company's performance goal to increase average order value by 5%.

☒ Increase total traffic by 8%

☒ This should not be selected  
In the total traffic column, the percent change for the year-over-year comparison was 1%. This did not meet the company's performance goal to increase total traffic by 8%.

☒ Increase conversion rate by 6%

☒ This should not be selected  
The percent change for the year-over-year comparison was 5%. This did not meet the company's performance goal to increase conversion rate by 6%.

☒ Increase total revenue by 20%

☒ Correct  
The percent change for the year-over-year comparison was 20%. This met the company's performance goal to increase total revenue by 20%.

3. Your manager wants to know which traffic sources decreased over the past year so that the company can concentrate on generating more traffic from those sources. Which traffic sources decreased year-over-year? 0 / 1 point
- ☒ Organic search and direct
- ☐ Organic search and email
- ☐ Paid search, email, and referral
- ☐ Direct, paid search, and referral
- ☒ Incorrect  
In the traffic by source data, the percent change for the year-over-year comparison was 6% for organic search and -8% for direct. Although direct traffic decreased over the past year, the amount of traffic from organic search increased.
4. The company is seeking to increase qualified traffic to their website. They want to know which traffic source led to the most sales. Which traffic source brought in the most revenue for both years combined? 0 / 1 point
- ☐ Direct
- ☐ Email
- ☒ Organic search
- ☐ Paid search
- ☒ Incorrect  
In the revenue by traffic source data, the combined results for revenue from organic search traffic was \$632,989. This traffic source did not generate the most revenue for both years combined.
5. One of the company's performance goals was to decrease the cart abandonment rate for each device by 5%. To learn if the company met its goal, you'll need to review the data to find a negative percent change in cart abandonment. Which device met this performance goal? 1 / 1 point
- ☐ Mobile
- ☒ Desktop
- ☐ Tablet
- ☒ Correct  
The percent change for the cart abandonment rate for desktop users was -5%. The company met its performance goal to decrease the cart abandonment rate for desktop users by 5%.