


Try again once you are ready
Grade received 57.14%
To pass 80% or higher
Try again

1. To pass this practice quiz, you must receive 80%, or 6 out of 7 points, by answering the questions 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 the product performance data for an e-commerce store, analyze the results, and answer a series of quiz questions.

Analyzing product performance data helps you determine whether a product is meeting a company's performance goals and can also help you make changes to improve a product's performance.

Scenario

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

As an e-commerce analyst for a small online store that sells personalized coffee mugs, you've been asked to analyze the product performance for two of the store's most popular products: a stainless steel coffee mug (Product 1) and a porcelain coffee mug (Product 2).

Here are the company's performance goals:

- Increase the number of product views by 20% quarter over quarter
- Increase the number of units purchased by 10% quarter over quarter
- Increase the product revenue by 10% quarter over quarter
- Increase the conversion rate by 5% quarter over quarter
- Keep the net profit margin above 11% for both quarters
- Keep the return rate below 6% for both quarters

The performance data spreadsheet includes the following sections and metrics:

- Number of product views: the number of times a product was viewed
- Number of add-to-carts: the number of times a product was added to cart
- Number of units purchased: how many units of the product were purchased
- Product revenue: the amount of revenue generated by a product
- Product conversion rate: the percentage of customers who purchase a product after viewing it
- Net profit margin: the percentage of revenue left over after expenses are paid
- Return on ad spend (ROAS): the revenue generated divided by the amount spent on advertising
- Return rate: the percentage of products sold that are returned by customers

Practice Example

Imagine the company has asked you to consider the following performance goal:

Increase the number of add-to-carts by 20%.

Your task is to determine which of the two products, if any, met or exceeded this performance goal.

To find out how much the number of add-to-carts has increased, you would examine the data in Column C in the spreadsheet. The percent change for Product 1 is 39%, which is located in Column C, Row 10. This number exceeds the company's goal of a 20% increase.

Next, you would examine the percent change for Product 2, which is located in Column C, Row 20. The percent change for this product is 19%, which does not meet the company's goal of a 20% increase.

In this case, only Product 1 met the company's performance goal.

Now it's your turn to practice analyzing product performance.

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: [Product performance data spreadsheet](#)

OR

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

 [Product performance data spreadsheet](#)
[XLSX File](#)

Step 2: Answer questions about product performance

Consult the data spreadsheet to answer the questions below.

Are you ready?

☒ I'm ready!

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

2. Consider the following performance goal:

0 / 1 point

Increase the number of product views by 20% quarter over quarter.

Which of the company's products, if any, met or exceeded this performance goal?

- ☐ Product 1
☐ Product 2
☒ Both products
☐ Neither product

☒ Incorrect
The percent change in Column B, Row 10 demonstrates that the number of product views increased 20% for Product 1. This met the company's performance goal. However, the percent change in Column B, Row 20 demonstrates that the number of product views only increased 14% for Product 2. This was not enough to meet the company's goal of a 20% increase in product views. Only Product 1 met the company's performance goal.

3. Consider the following performance goal:

1 / 1 point

Increase the number of units purchased by 10% quarter over quarter.

Which of the company's products, if any, met or exceeded this performance goal?

- ☐ Product 1

- ☐ Product 2
- ☒ Both products
- ☐ Neither product

☒ Correct
The percent change in Column D, Row 10 demonstrates that the number of units purchased increased 10% for Product 1. This met the company's performance goal. The percent change in Column D, Row 20 demonstrates that the number of units purchased increased 12% for Product 2. This also met the company's performance goal.

4. Consider the following performance goal:

1 / 1 point

Increase the product revenue by 10% quarter over quarter.

Which of the company's products, if any, met or exceeded this performance goal?

- ☐ Product 1
- ☐ Product 2
- ☒ Both products
- ☐ Neither product

☒ Correct
The percent change in Column E, Row 10 demonstrates that the product revenue increased 10% for Product 1. This met the company's performance goal. The percent change in Column E, Row 20 demonstrates that the product revenue increased 12% for Product 2. This also met the company's performance goal.

5. Consider the following performance goal:

0 / 1 point

Increase the conversion rate by 5% quarter over quarter.

Which of the company's products, if any, met or exceeded this performance goal?

- ☐ Product 1
- ☐ Product 2
- ☒ Both products
- ☐ Neither product

☒ Incorrect
Neither product met the company's performance goal. The percent change in Column F, Row 10 demonstrates that the conversion rate decreased by 9% for Product 1, and the percent change in Column F, Row 20 demonstrates that the conversion rate decreased by 2% for Product 2.

6. Consider the following performance goal:

1 / 1 point

Keep the net profit margin above 11% for both quarters.

Which of the company's products, if any, met or exceeded this performance goal?

- ☐ Product 1
- ☐ Product 2
- ☒ Both products
- ☐ Neither product

☒ Correct

The net profit margin for Product 1 was 11.12% in Quarter 1 (Column G, Row 3) and 11.83% in Quarter 2 (Column G, Row 4). The net profit margin for Product 2 was 12.98% in Quarter 1 (Column G, Row 13) and 13.11% in Quarter 2 (Column G, Row 14). The net profit margin was above 11% in both quarters for both products.

7. Consider the following performance goal:

0 / 1 point

Keep the return rate below 6% for both quarters.

Which of the company's products, if any, met or exceeded this performance goal?

- ☐ Product 1
- ☐ Product 2
- ☒ Both products
- ☐ Neither product

☒ Incorrect

The return rate for Product 1 was 5.87% in Quarter 1 (Column I, Row 3) and 6.11% in Quarter 2 (Column I, Row 4). The return rate was above 6% in Quarter 2, which means that Product 1 did not have a return rate below 6% for both quarters.