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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will sign-in to the Google Analytics demo account and create an Exploration using a template available in the tool. You'll review a scenario with metrics to monitor and then create the Exploration to display the metrics of interest and analyze the data.

As a review, an Exploration is a feature that enables you to create a custom report in Google Analytics. An Exploration is a good way to check or confirm a trend you think could be happening.

Note: To complete this activity, you must have a Google account to sign in and access the Google Analytics demo account. If you don't have a Google account, you may set up an account by following the instructions in the Help Center article,

[Create a Google Account](#). There is no charge to access the Google Analytics demo account.

Be sure to complete this activity before moving on. The next course item will review an exemplar Exploration created in the demo account. You can compare the analysis in the exemplar exploration to your own analysis.

Scenario

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

As a marketing associate at Google, you have been asked to use Google Analytics to try to determine if user visits and purchases in the Google Merchandise Store trend upward when developer events are held. You want to answer the question: *Do active users and purchases in the Google Merchandise Store go up when developer events occur?*

To complete the analysis, you'll select three developer events and create a free-form Exploration in Google Analytics to visualize the metrics during and in the days immediately before and after those events. The Exploration will enable you to see if there is a possible correlation between developer events and Google Merchandise Store purchases.

Step-By-Step Instructions

Step 1: Access the template

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

Link to template: [Record of events, metrics, and insights](#)

Step 2: Find developer events

Click this link, [Google Developers Events](#), to view the page in a new browser window.

Scroll down to the directory of past events and find the most recent three events listed for the current year. For instance, for the year 2021, the analysis may consider these three events:

December 8-9, 2021 - Cloud Learn - Global

December 2, 2021 - GFSA Women Founders: Demo Day 2021 - Global

December 2, 2021 - Gaming Day on Google Open Source Live - Global

Enter the required event information in your Record of events template.

Step 3: Access the Google Analytics demo account

Click this link, [Access the demo account](#), to display the page in a new browser window.

Locate the paragraph that contains the three options:

Google Analytics 4 property: Google Merchandise Store (web data)

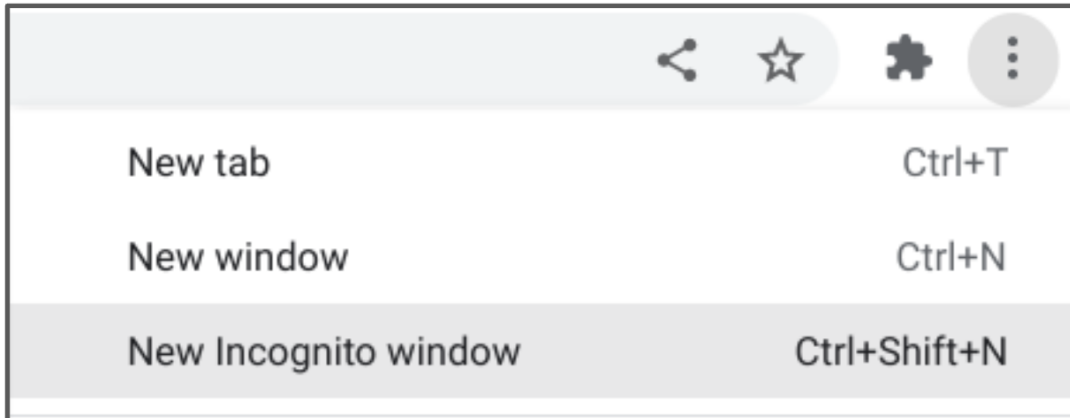
Google Analytics 4 property: Flood-It! (app and web data)

Universal Analytics property: Google Merchandise Store (web data)

Click the link to the first option.

Note: If you aren't already signed in to your Google account, you'll be prompted with "Sign In to continue to Google Analytics." Enter your Google (gmail) ID and click Next. Then, enter your password and click Next. You'll be returned to the Help article and you can click the link again as instructed.

Note: If you are denied access to the demo account when you sign in, open the link in an Incognito window and sign in again. To open an Incognito window in Chrome, click the More icon (three vertical dots) and select New Incognito window.



Step 4: Create the exploration and identify anomalies

In the navigation panel on the left, click *Explore*.

Under Start a new exploration, click *Free form* in the Template gallery. By default, the data displayed is for the last 30 days and the free-form template has the following tab settings:

VISUALIZATION: set as *Table* (hover over any icon to reveal its description)

ROWS: set as *City*

COLUMNS: set as *Device category*

VALUES: set as *Active users*

For ROWS, click X to remove City. You won't be comparing user segments by city.

For the date range under Variables, choose *Custom*. Click on the start date and scroll up to select a new start date that is at least seven days before the start date of the first event. Click on the end data and scroll down to select a new end date that is at least seven days after the start date of the last event. For instance, for the last three events in December 2021, the start and end dates could be October 15, 2021 and December 15, 2021, respectively.

Click *Apply*.

For VISUALIZATION under Tab Settings, choose the icon for *Line chart*. Hover over any icon to reveal its description.

In your activity template, mark an X in the Anomalies column of the table for any event dates with anomalies detected for active users. Also consider anomalies that occurred within a day of when an event happened because people can also visit the merchandise store right before or after an event.

Anomalies are identified when a data point differs from what is expected based on historical values. In a line chart, anomalies are usually displayed as unfilled data points. Refer to the chart legend to confirm how they're labeled.

If you identified an anomaly for active users, describe your findings in the Observations section of your activity template. Hover over a data point identified as an anomaly for additional details.

Pro tip: If it's hard to differentiate the data points because they're displayed too closely together in the chart, find the Anomaly Detection section under Tab Settings and drag the slider for Sensitivity to the right to increase the scale.

For the VALUES field under Tab Settings, click X to remove Active users.

Under Variables, click + (the plus sign) for the Metrics section heading.

In the Select Metrics window, click to expand the listing under E-commerce.

Scroll down to locate and check the box for Purchases and click the Import button.

In the Metrics section under Variables, drag and drop *Purchases* into the Values field under Tab Settings. The line chart will update with the purchases for the current quarter. In your activity template, mark an X in the Anomalies column of the table for any dates with anomalies detected for purchases. Also consider anomalies that occurred within a day of when an event happened because people can also make purchases from the merchandise store right before or after an event.

Anomalies are identified when a data point differs from what is expected based on historical values. In a line chart, anomalies are usually displayed as unfilled data points. Check the chart legend to be sure.

If you identified an anomaly for purchases, describe your findings in the Observations section of your activity template. Hover over a data point identified as an anomaly for additional details.

Pro tip: If it's hard to differentiate the data points because they're displayed too closely together in the chart, find the Anomaly Detection section under Tab Settings and drag the slider for Sensitivity to the right to increase the scale.

Step 5: Describe insights from your analysis

You created the exploration to investigate a possible trend: *Do active users and purchases in the Google Merchandise Store go up when developer events occur?*

Based on what you documented in the Observations section of the activity template, record your insights and possible next steps in the Insights section of the activity template.

For help describing your insights, you can start by answering these questions:

Did anomalies (positive spikes) occur near any of the dates for the developer events?

Is there a reason to continue monitoring anomalies when developer events are held?

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to include the following elements in your completed activity:

Three developer events and their dates

A record and description of anomalies that occurred during or within a day of each event

Insights from your analysis, including any correlation between anomalies and events

Next steps, if needed