

Try again once you are ready  
Grade received 75%  
To pass 80% or higher  
Try again

1. What can an e-commerce store do with the insights gained from analytics? Select all that apply. 0.75 / 1 point

☒ Better understand customer behavior

☒ Correct  
With the insights gained from analytics, an e-commerce store can determine which sales and marketing tactics are the most effective. Analytics also help a store understand customer behavior and discover which tactics provide the best results.

☒ Determine which sales and marketing tactics are the most effective

☒ Correct  
With the insights gained from analytics, an e-commerce store can determine which sales and marketing tactics are the most effective. Analytics also help a store understand customer behavior and discover which tactics provide the best results.

☒ Discover which tactics provide the best results

☒ Correct  
With the insights gained from analytics, an e-commerce store can determine which sales and marketing tactics are the most effective. Analytics also help a store understand customer behavior and discover which tactics provide the best results.

☒ Learn how to conduct A/B testing

☐ This should not be selected  
With the insights gained from analytics, an e-commerce store can determine which sales and marketing tactics are the most effective. Analytics also help a store understand customer behavior and discover which tactics provide the best results. A/B testing is a tool for gathering data, not an action a company would take after reviewing the insights gained from analytics.

2. Consider the following scenario: 1 / 1 point

Customers at an e-commerce store are getting stuck on the promotion code field during checkout and end up leaving the checkout process to search for promotions. However, the retailer is not aware of what is happening. All they notice is numerous instances of cart abandonment.

What tool can this retailer use to understand why customers are leaving the checkout process without completing their purchase?

☐ A key performance indicator (KPI)

☒ A heat map

☐ The Net Promoter Score

☐ The customer lifetime value

- ☒ Correct  
A heat map is a tool that demonstrates how visitors interact with a website. A heat map can provide data that helps an e-commerce store make improvements to their checkout process, so customers do not get stuck on the promotion code field.

3. How do e-commerce stores measure customer loyalty? Select all that apply.

0.5 / 1 point

☒ By measuring brand advocacy

- ☒ Correct  
E-commerce stores measure brand advocacy because it is the strongest form of customer loyalty. Brand advocacy measures the number of customers who promote a brand through elements like word-of-mouth marketing.

☒ By using Live View

- ☒ This should not be selected  
Live View provides a real-time view of the store's activity as it happens. It does not measure customer loyalty. To measure customer loyalty, an e-commerce store needs to examine the customer lifetime value and brand advocacy.

☒ By analyzing the customer lifetime value

- ☒ Correct  
The customer lifetime value is a helpful metric to measure customer loyalty because it estimates the total amount of money that a customer is expected to spend with a business over their lifetime. The higher the number, the better, because retaining existing customers is more cost effective than acquiring new ones.

☒ By setting a key performance indicator (KPI)

- ☒ This should not be selected  
A key performance indicator (KPI) is a measurement that gauges how successful a business is in its effort to reach a business or marketing goal. It does not measure customer loyalty. To measure customer loyalty, an e-commerce store needs to examine the customer lifetime value and brand advocacy.

4. What are the benefits of Shopify analytics? Select all that apply.

0.75 / 1 point

☒ Review store's recent activity

- ☒ Correct  
Shopify's analytics allow companies to review their store's recent activity, get information about their customers, test the site speed, and analyze their store's transactions.

☒ Analyze the store's transactions

☒ Correct  
Feedback: Shopify's analytics allow companies to review their store's recent activity, get information about their customers, test the site speed, and analyze their store's transactions.

☒ Test the site speed

☒ Correct  
Shopify's analytics allow companies to review their store's recent activity, get information about their customers, test the site speed, and analyze their store's transactions.

☒ Get information about their competition

☐ This should not be selected  
Shopify's analytics allow companies to review their store's recent activity, get information about their customers, test the site speed, and analyze their store's transactions. Shopify's analytics does not allow a company to get information about their competition.

5. What types of reports can a company access with Shopify? Select all that apply.

0.75 / 1 point

☒ Customer acquisition reports

☒ Correct  
With Shopify, a company can access multiple types of reports. These include reports on finances, customer acquisition, inventory, customer behavior, and marketing.

☒ Finance reports

☒ Correct  
With Shopify, a company can access multiple types of reports. These include reports on finances, customer acquisition, inventory, customer behavior, and marketing.

☒ Marketing reports

☒ Correct  
With Shopify, a company can access multiple types of reports. These include reports on finances, customer acquisition, inventory, customer behavior, and marketing.

☒ Seasonal trend reports

☐ This should not be selected  
With Shopify, a company can access multiple types of reports. These include reports on finances, customer acquisition, inventory, customer behavior, and marketing.