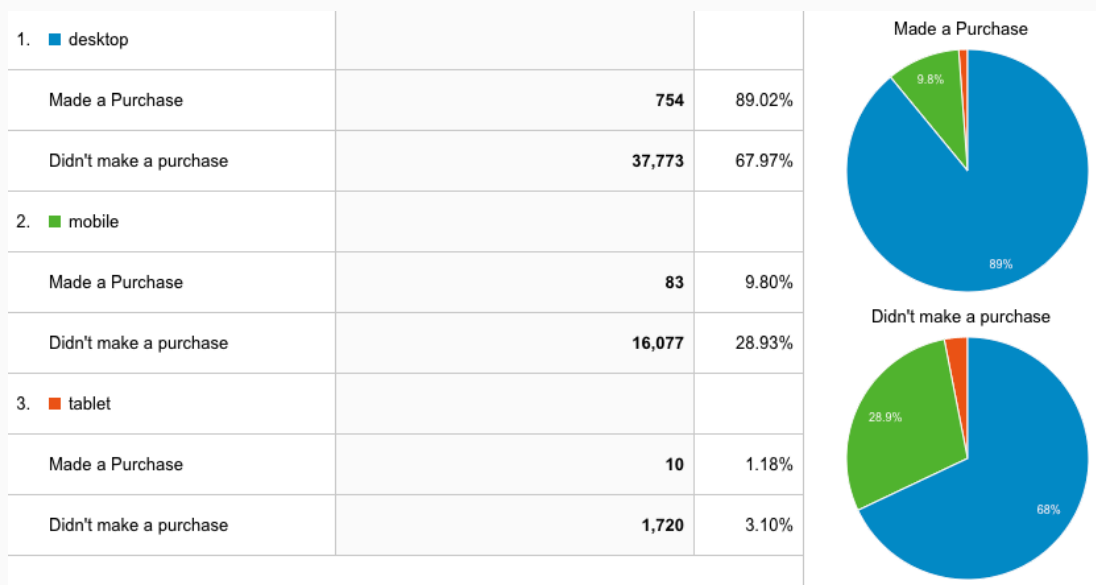




These courses are about Universal Analytics, which will stop processing data on July 1, 2023. Learn about Google Analytics 4, our next-generation measurement solution, with [these free courses on Skillshop](#).

Assessment 1

1. When viewing the Mobile Overview report below and comparing "Made a Purchase" and "Didn't make a purchase" segments, which conclusion is recommended?



Correct!

- ☒ Most users who converted were using desktop.
- ☐ The Google Store should optimize their site for tablet.
- ☐ The Google Store shouldn't bother developing for mobile.
- ☐ There must be an issue with the checkout flow on desktop.

2. Which report, without additional configuration, shows e-commerce conversion rates for users on Tablets?

Correct!

- ☐ Conversions > Ecommerce > Overview
- ☒ Audience > Mobile > Overview
- ☐ Audience > Cross-Device > Device Paths
- ☐ Audience > Mobile > Devices

3. Which feature enables you to analyze up to 3 dimensions at once?

Correct!

- ☐ Explorer report
- ☐ Primary dimension
- ☒ Pivot table
- ☐ Table filter

4. Which setting do you use to change the metric displayed in the table?

The screenshot shows the Google Analytics interface with a pivot table. The table is titled 'Operating System' and shows transactions for various operating systems. The columns are: Total, 1. Chrome, 2. Safari, 3. Firefox, 4. Internet Explorer, and 5. Edge. The rows are: 1. Macintosh, 2. Chrome OS, 3. Windows, 4. Linux, 5. iOS, and 6. Android. The table is filtered by 'Operating System' and 'Transactions'.

	C Total	1. Chrome	2. Safari	3. Firefox	4. Internet Explorer	5. Edge
B Operating System	Transactions ↓	Transactions	Transactions	Transactions	Transactions	Transactions
1. Macintosh	478	455	20	3	0	0
2. Chrome OS	151	151	0	0	0	0
3. Windows	131	116	0	8	6	1
4. Linux	73	72	0	1	0	0
5. iOS	53	15	38	0	0	0
6. Android	44	42	0	1	0	0

Correct!

- ☐ A
- ☐ B
- ☒ C
- ☐ D

Your score: 4/4 (100%)

SUBMIT

RESET

< LESSON 1.3

LESSON 2.1 >

Congratulations, you have passed this assessment! To earn your certificate of completion, complete the following assessments with a score of 80% or better:

- **Assessment 2**
- **Assessment 3**
- **Assessment 4**