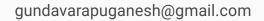
# Google Analytics Academy gundavarapuganesh@gmail.com





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.

## Google Analytics for Beginners

- **Introducing Google Analytics**
- 2 The Google Analytics Interface
  - ✓ 2.1 Navigating Google Analytics
    - 2.2 Understanding overview reports
    - 2.3 Understanding full reports
    - 2.4 How to share reports
  - ✓ 2.5 How to set up dashboards and shortcuts
  - Assessment 2
- 3 Basic Reports
- 4 Basic Campaign and Conversion Tracking

Analytics Academy Q&A with Krista Seiden

- All Courses
- Academy Announcements

### **Assessment 2**

1. What feature would be used to compare two date ranges in a report?

### Correct!

- Hourly, Day, Week, Month views in the time graph
- Real-time reports
- Date range comparison
- Account selector
- 2. What does the "Users" metric measure?

#### Correct!

- The total number of visits to your website
- Users that had at least one session on your site in the given date range
- Users that landed on the homepage of your website
- Users who have signed up to an email newsletter on your website

Course Community	3. What is the "Bounce Rate" in Google Analytics?
Course FAQs Profile	Correct!  The number of times unique users returned to your website in a given time period
	<ul> <li>The percentage of sessions in which a user exits from your homepage</li> </ul>
	<ul><li>The percentage of total site exits</li></ul>
	<ul> <li>The percentage of visits when a user landed on your website and exited without any interactions</li> </ul>
	<ul> <li>4. What is a "dimension" in Google Analytics?</li> <li>Correct!</li> <li>The total amount of revenue a business has made in a given date range.</li> </ul>
	<ul> <li>An attribute of a data set that can be organized for better analysis.</li> </ul>
	<ul><li>A comparison of data between two date ranges.</li></ul>
	<ul> <li>A report that offers information about your audience.</li> </ul>
	5. What is a "metric" in Google

Analytics?
Correct!
A dimension that can
help you analyze site
performance.
The dates in your date
The dates in your date range
range.
<ul> <li>A segment of data</li> </ul>
separated out in a report for
comparison.
The numbers in a data
set often paired with
dimensions.
6. What is a "secondary
dimension" in Google
Analytics?
Correct!
An additional widget you
can add to a dashboard for
more specific analysis.
An additional metric you
can add to a report for more
specific analysis.
An additional dimension
you can add to a report for
more specific analysis.
<ul> <li>A visualization that</li> </ul>
allows you to understand the
impact of your data.
7. Which Google Analytics
visualization compares report

data to the website average?
Correct!
O Pivot view
<ul><li>Comparison view</li></ul>
Performance view
Percentage view
8. How can the amount of
data in a sampled Google  Analytics report be increased?
Correct!
Apply additional filters
Remove the Secondary
Dimension
Choose "Faster
response" in the sampling
pulldown menu
• Choose "Greater
precision" in the sampling pulldown menu
pandovii inend
9. When selecting "Share
Template Link" in the
dashboard, what will be
shared?  Correct!
Dashboard only
O Data only
Dashboard and data
Neither dashboard nor
data

