



✓ **Congratulations! You passed!**

TO PASS 80% or higher

Keep Learning

GRADE
100%

Graded Quiz: Test your Project understanding

LATEST SUBMISSION GRADE

100%

1. What are the three different types of reports in Google Analytics?

1 / 1 point

- ☐ Behavior, Acquisition, Conversions
- ☐ Account, Property, View
- ☒ Explorer, Flat Table, Map Overlay
- ☐ Bounce Rate, Users, Age

✓ **Correct**

Nicely done! Explorer is the most common type of report in Google Analytics. The other two types are Flat Table and Map Overlay.

2. Which of the following is an example of a Dimension?

1 / 1 point

- ☐ Users
- ☒ Age
- ☐ Pages/Session
- ☐ Bounce Rate

✓ **Correct**

Very good! Dimensions are characteristics of your audience. Metrics is quantitative data.

3. Which list below is an example of Dimension Drilldowns?

1 / 1 point

- ☐ Avg Session Duration
- ☒ Age > Country > Gender
- ☐ Location > Language > Users
- ☐ Bounce Rate >

✓ **Correct**

Exactly! Dimensions are characteristics of your audience and can be set up so a dimension shows a subset of the primary dimension, etc.

4. Which of the following best describes a metric group?

1 / 1 point

- ☐ Set of Dimension Drilldowns
- ☐ A report
- ☒ A set of metrics
- ☐ The rows in a data table

✓ **Correct**

Very good! A metric group is a set of metrics shown on a custom report.

5. What type of data makes up the Report Content section of a report?

1 / 1 point

- ☐ Report Title
- ☒ Metrics and Dimensions
- ☐ Metrics only
- ☐ Dimensions only

✓ **Correct**

Great job! Metrics and Dimensions make up the report content.

6. What is the maximum number of dimension drilldowns you can have in an Explorer type report?

1 / 1 point

- ☒ 5
- ☐ 2
- ☐ 1
- ☐ 3

✓ **Correct**

That's right! You can have up to 5 dimension drilldowns on an Explorer report.

7. Which of the following is not in the Google Gallery?

1 / 1 point

- ☐ Custom Reports
- ☐ Custom Dashboards
- ☒ Standard Reports
- ☐ User Ratings

✓ **Correct**

Excellent. Standard reports are a part of any Google Analytics account, not a part of the Google Gallery.

8. Which of the following statements is true about Custom Reports?

1 / 1 point

- ☒ You can organize your custom reports into categories.
- ☐ You cannot change the dates of a report.
- ☐ You can only show the first 10 rows of a Custom Report.
- ☐ Custom reports do not have the same parameters as the Standard Reports.

✓ **Correct**

Right! You can set up categories to organize your custom reports.