✓ **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 main four categories in Analytics reports?   `1 / 1 point`

   ● Audience, Acquisition, Behavior, Conversions

   ○ Real Time, Goals, Audience, Advertising

   ○ Audience, Goals, Real Time, Behavior

   > ✓ **Correct**
   > Correct! Besided real time reports, these four categories classify the reports indicating who visits your site, how users get to your site, what do they do once they are there, and whether or not they achieve their goals.

2. What can I see in Audience reports?   `1 / 1 point`

   ○ Details of the advertising audience pre-set in my online marketing campaigns

   ● Who are the users that reached my site, and details about them, such as their location or the device and operating system used.

   ○ What are the goals or purchases users have completed on my site

   > ✓ **Correct**
   > Correct! The Audience reports show aggregate anonymized data on the users and their behavior on your site.

3. What does (not set) mean in Analytics reports?   `1 / 1 point`

   ● A certain value has not been collected in the reports, for example Analytics could not register a user location

   ○ The data has been filtered by a report or dashboard

   ○ A certain value has been discarded by a filter

   > ✓ **Correct**
   > Correct! "Not set" is a predefined label to identify anything that Analytics could not determine, for example if a location is "not set" for a particular visit, it means that Analytics could not assign a location to such visit.

4. What does (not provided) mean in Analytics reports?   `1 / 1 point`

   ○ A certain dashboard is not ready yet

   ○ Data has been deleted from the report by an administrator

   ● That particular information was not forwarded by an information provider, for instance a search or keyword coming from a search engine.

   > ✓ **Correct**
   > Correct! For example, some search engines like Google do not provide keyword data of logged in users for

privacy reasons. In this case, Analytics will mark the value as "not provided" to indicate that it's not a value that has not been set, rather a value that the data provider did not share or did not have available to share.

5. What are regular expressions? `1 / 1 point`

☑ A way to search for text similar to an advanced CTRL+F in a text document

> ✓ **Correct**
>
> Correct! Regular expressions will match text strings similarly to searching for words and characters in a text document

☑ A way to compose a matching filter in Analytics dashboards and reports

> ✓ **Correct**
>
> Correct! Through a regular expression you can incorporate a set of conditions and use them as a filter property

☑ A way to search for and identify more than one information to filter at once and in one line

> ✓ **Correct**
>
> Correct! Regular expressions can match several value and conditions at once.

☐ A mathematical expression used to compile data in a marketing report

6. What are "Regions" in Analytics? `1 / 1 point`

◉ A dimension identifying country location subset of a user (e.g. administrative areas or states of a federal government)

◯ A percentage of data in goal calculation

◯ A metric that measures traffic by metropolitan area in location reports

> ✓ **Correct**
>
> Correct! The regions will be applied in all reports as derived by anonymized IP address geo localization.

7. How do you create a pie chart widget in an Analytics Dashboard? `1 / 1 point`

◯ Open a location report, click on "Secondary dimension", click the Pie button to graph a Pie chart

◯ Open the relevant report, click on "Charts", click on "Pie" and select "Plot data by dimension"

◉ Open the relevant Dashboard, click on "Add Widget", select "Pie" under "Standard" button menu, and edit the details as necessary

> ✓ **Correct**
>
> Correct! Adding a widget allows you to select standard or custom components, and "Pie charts" can be created as standard widgets.

8. How do you create an Advanced Filter on a secondary dimension in an Analytics report? `1 / 1 point`

◯ Open the relevant report, click on "Secondary dimension", select "Table", click "Dashboard filters" and edit the filter options

◉ Open the relevant report, click on "secondary dimension" and choose the dimension of your choice, from the table header drop down menu, cick on "advanced" by the search bar, edit the filter by selecting dimension and filtering options

◯ Open the dashboard, select "report", click on "Apply Secondary Dimension", select the relevant dimension, open the filters tab, click "Add a filter" and select "Advanced"

> ✓ **Correct**
>
> Correct! Advanced filters and secondary dimensions can be selected and added from the table header, together with charting options.

9. How long can a monthly scheduled Analytics report be kept active?   **1 / 1 point**

- ◉ up to 12 months
- ○ up to 2 years
- ○ up to 6 months

✓ **Correct**
Correct! You can select this value from the Advanced Options drop down menu when scheduling an email report. The maximum value is 12 months.

10. What data range will be displayed in an Analytics monthly scheduled email report?   **1 / 1 point**

- ○ Last month, as long as we have selected a last month date range
- ◉ Last month, automatically picked by Analytics as the report is scheduled as "monthly"

✓ **Correct**
Correct! As indicated in Google Analytics Help documentation, Analytics automatically selects the relevant time period depending on the scheduled report. A "monthly" report will include "last month" data, a weekly report will include a "last week" data.

11. What are dimensions and metrics and Analytics?   **1 / 1 point**

- ○ Dimensions are estimates, metrics are measurements
- ◉ Dimensions represent qualitative data, metrics represent measured quantitative data
- ○ Dimensions are values selected in a dashboard, metrics are value selected in a table

✓ **Correct**
Correct! Dimensions are qualitative data objects such as "location" or "device category" or "language", while metrics are quantitative data objects, measurable and indicated in numbers.

12. How do you create ideally a bar chart widget for large list of dimensions?   **1 / 1 point**

- ○ Click "Add Widget", select "Advanced charts" from the graphs list, choose "bar chart", tick the box "use horizontal bars, click "adjust for large data sets" and click "Save"
- ○ Click "Add Widget", select "Chart" from the graphs list, choose "bar chart" and edit options
- ◉ Click "Add Widget", select "Bar" from the graphs list, under "show up to" select "9 bars", tick the box "use horizontal bars"

✓ **Correct**
Correct! Widgets are the basic elements of a dashboard, the "Bar chart" is a standard widget option, and with large amount of data or long lists of dimensions and metrics, it's a good idea to visualize many bars and it can be easier to the eye to use a horizontal bar chart configuration