Review Test Submission: Midterm

|  |  |
| --- | --- |
| User | Rahul Kotian |
| Course | MKT 6352.0W1 - Marketing Web Analytics and Insights - Su24 |
| Test | Midterm |
| Started | 7/10/24 6:39 PM |
| Submitted | 7/10/24 9:09 PM |
| Due Date | 7/10/24 11:59 PM |
| Status | Completed |
| Attempt Score | 92 out of 100 points |
| Time Elapsed | 2 hours, 29 minutes out of 2 hours and 30 minutes |
| Results Displayed | All Answers, Submitted Answers, Correct Answers, Feedback, Incorrectly Answered Questions |

* **Question 1**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Unique Visitor is synonymous of Unique Customer |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 2**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | A conversion report (eVar) can be broken down by a traffic report (sProp) |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 3**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Keywords used on search engines can be found in the internal search keyword report |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 4**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | A Visit is a session of no more than 12 hours of continuous activity, with no more than 30 minutes of inactivity |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 5**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | A Bounce happens when the customers lands on the website, scroll down the page and leaves without viewing a second page |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  True | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 6**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Saint Classification are used to upload external data into Adobe Analytics |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 7**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | A traffic report (sProp) can be broken down by a conversion report (eVar) |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 8**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Linear allocations means the success event is allocated evenly for each page/value |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 9**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Segments can be built at Customer, Visitor, Visit and Hit level |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 10**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Conversion is equal to Orders divided by Visits |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 11**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Natural Search traffic can be identified by looking at tracking code and search engine |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 12**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | sProp can only be tied to visits, visitors and page views |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 13**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Participation allocations means the success event is allocated evenly for each page/value |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 14**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Conversion is equal to Revenue divided by Visits |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 15**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | UPT is equal to Unique Visitors divided by Transactions |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 16**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Adobe Analytics geographic data is based on survey data |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 17**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | AOV is equal to Revenue divided by Orders |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 18**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | eVar values don't persist while sProp values persist |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 19**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | An event is a qualitative variable that can be tied to traffic metrics |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 20**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Unspecified in the Tracking Code report represents Direct Load & Natural Search |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 21**

0 out of 5 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | For August 2022 calculate visits, visits penetration and conversion for PC, Tablet and Mobile Phone for Repeat Visitors |  |  |  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Selected Answers: | Correct   |  |  |  |  | | --- | --- | --- | --- | |  | Visits | % TTL Visits | Conv | | PC | 65,019 | 68.9% | 9.60% | | Mobile Phone | 29,228 | 31.0% | 12.02% | | Tablet | 124 | 0.1% | 8.87% | | |  | Incorrect   |  |  |  |  | | --- | --- | --- | --- | |  | Visits | % TTL Visits | Conv | | PC | 65,019 | 68.9% | 9.60% | | Mobile Phone | 29,228 | 31.0% | 12.02% | | Tablet | 124 | 0.1% | 8.50% | | | Answers: | |  |  |  |  | | --- | --- | --- | --- | |  | Visits | % TTL Visits | Conv | | PC | 29,228 | 68.9% | 9.60% | | Mobile Phone | 65,019 | 31.0% | 12.02% | | Tablet | 124 | 0.1% | 8.87% | | |  | Correct   |  |  |  |  | | --- | --- | --- | --- | |  | Visits | % TTL Visits | Conv | | PC | 65,019 | 68.9% | 9.60% | | Mobile Phone | 29,228 | 31.0% | 12.02% | | Tablet | 124 | 0.1% | 8.87% | | |  | |  |  |  |  | | --- | --- | --- | --- | |  | Visits | % TTL Visits | Conv | | PC | 29,228 | 31.0% | 12.02% | | Mobile Phone | 65,019 | 68.9% | 9.60% | | Tablet | 124 | 0.1% | 8.87% | | |  | |  |  |  |  | | --- | --- | --- | --- | |  | Visits | % TTL Visits | Conv | | PC | 65,019 | 68.9% | 9.60% | | Mobile Phone | 29,228 | 31.0% | 12.02% | | Tablet | 124 | 0.1% | 8.50% | | |  |  |  |

* **Question 22**

3 out of 3 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For July 2022, calculate:  a) What marketing channel generated most bounces (excluding Unspecified)  Channel:                           Bounces:  b) Within that channel which product generated most revenue  Product:                           Revenue:  c) Within that channel which tracking code generated most exits  Tracking Code:                          Exits: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | a)  Channel:      **Email**Bounces: **6959**  (Freeform table with Marketing Channel in rows and Bounces in columns)  b)  Product:       **Pumi Luggage Set**                    Revenue: $**77,250**     (Breakdown Email using "Product" and add Revenue to columns and sort by it)  c)  Tracking Code:     **emm:101**                     Exits:      **824**     (Breakdown Email using "Tracking Code" using "Exits" in columns and sort based on Exits.) | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

* **Question 23**

5 out of 5 points

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| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For January 2020 which of the below products are outliers using orders as metric? (use 1 standard deviation) |  |  |  |
| |  |  | | --- | --- | | Selected Answers: | Correct  Gold Automatic Watch | |  | Correct  Silk Tunic Dress | | Answers: | Correct  Gold Automatic Watch | |  | Pea Coat | |  | Todds Duffle | |  | Correct  Silk Tunic Dress | |  |  |  |

* **Question 24**

3 out of 3 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For September 2022 what is the tracking code with highest UPT and at least 100 units (exclude unspecified) |  |  |  |
| |  |  | | --- | --- | | Selected Answers: | Correct  Tracking Code:  prl:134                          UPT: 4.21 | | Answers: | Tracking Code:  prl:134                          UPT: 4.12 | |  | Tracking Code:  prl:143                          UPT: 4.21 | |  | Correct  Tracking Code:  prl:134                          UPT: 4.21 | |  | Tracking Code:  none                          UPT: none | |  |  |  |

* **Question 25**

10 out of 10 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For August 2022, the marketing expense for Social campaigns was $1,500,000. If the Cancel Rate is 2% and the Return Rate is 5%, what is the ROI? |  |  |  |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Selected Answers: | Correct   |  |  | | --- | --- | | Revenue | $1,290,920 | | Net Sales | $1,201,847 | | Profit | -$298,153 | | ROI | -0.20 | | | Answers: | |  |  | | --- | --- | | Revenue | $1,290,920 | | Net Sales | $1,201,847 | | Profit | -$298,153 | | ROI | 0.20 | | |  | |  |  | | --- | --- | | Revenue | $1,290,920 | | Net Sales | $1,201,847 | | Profit | -$298,153 | | ROI | -2.20 | | |  | Correct   |  |  | | --- | --- | | Revenue | $1,290,920 | | Net Sales | $1,201,847 | | Profit | -$298,153 | | ROI | -0.20 | | |  | |  |  | | --- | --- | | Revenue | $1,290,920 | | Net Sales | $1,201,847 | | Profit | -$298,153 | | ROI | 1.20 | | |  |  |  |

* **Question 26**

5 out of 5 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For July 2022 what are the 3 most common pages that visitors view after Womens page. Show your work.   Page 1:                                        Instances:  Page 2:                                        Instances:  Page 3:                                       Instances: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Use "Next and Previous Page Flow"  add filter for "Contains = Womens" and Build  Page 1:        **Womens:Apparel**                              Instances: **4857**  Page 2:        **Womens:Dresses**                               Instances:**2,263**  Page 3:        **Womens:Handbags**                            Instances: **1,773** | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

* **Question 27**

5 out of 5 points

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| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For August 2022, run a product conversion funnel report for “Glazed White Leather Tote” for Mobile Phone Visits  and populate the below information. Show your work*:*   * + 1. Average Revenue per Unit     2. Product Views to Orders     3. Cart Additions |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Used "Product Conversion Funnel" and added segment for Product = "Glazed White Leather Tote " and Mobile Device Type = "Mobile Phone" at the 'Visit' level   * 1. Average Revenue per Unit :  **$3090.73**   2. Product Views to Orders : **14.23**   3. Cart Additions: **49** | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

* **Question 28**

3 out of 5 points

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| --- | --- | --- | --- | --- |
|  |  | | | |
| Partial Credit | For April 2022 how many visits were generated by visitors that had a visit where they saw the Product Descriptions page and within 5 minutes started checkout but did not place an order? Show your work |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Create a segment at 'Visit' level where :  Container 1: "Order" does not exist  Container 2: Page ="Product Descriptions" Then Within 5 Minutes Page ="Shopping Checkout"  Create a Freeform table , drop "Visits" and use the above segment    **Visits Generated**(for April 2022) : **240** | | Correct Answer: | [None] | | Response Feedback: | **459**  Segment at the visitor level with a visit container where page equals "Product Description" then within 5 minutes "Checkouts exists" and orders doesn’t exist | |  |  |  |

* **Question 29**

10 out of 10 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Your company is considering creating a Mexican website to accommodate the growing demand. The yearly cost of the project is $500,000 and will increase Revenue for the country by 33%.  Based your analysis on 2021 data and consider a 10% return rate and 40% cancellation rate. Would you recommend to implement the project? Show your work |  |  |  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Selected Answer: | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  |  |  | | Revenue 2021 for Mexico |  | $              8,346,234.00 |  |  |  | Cancel rate |  | 40% | |  |  |  |  |  |  | Return rate |  | 10% | |  |  | w project |  | w/o project |  |  |  |  | | Revenue 2022 |  | $            11,100,491.22 |  | $ 8,346,234.00 |  |  |  |  | | After cancel |  | $              6,660,294.73 |  | $ 5,007,740.40 |  |  |  |  | | After return |  | $              5,994,265.26 |  | $ 4,506,966.36 |  |  |  |  | | Cost |  | $                  500,000.00 |  | $                     - |  |  |  |  | | Profit |  | $              5,494,265.26 |  | $ 4,506,966.36 |  |  |  |  | |  |  |  |  |  |  |  |  |  | | Delta in Profit |  | $                  **987,298.90** |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |     Since Profit with project > Profit without project, we should **go ahead** with implementing the project. | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

* **Question 30**

15 out of 15 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For April 2022 for PC Visits complete the below waterfall table and identify the change in revenue and its drivers. Then answer the question "What is driving the change in revenue?" (evaluation will be based on 3 pieces: 1) pulling the right numbers from Adobe 2) calculating  the waterfall table correctly 3) Explaining what is driving the change in revenue with a few sentences.) Show your work   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | LY | TY | % vs LY | # vs LY | Adjusted Impact on Revenue | | Revenue |  |  |  |  |  | | Visits |  |  |  |  |  | | Conversion |  |  |  |  |  | | AOV |  |  |  |  |  | |  |  |  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Selected Answer: | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | |  |  | LY | TY | % vs LY | # vs LY | Adjusted Impact on Revenue | |  | Revenue | $          10,615,203 | $          10,340,952 | -3% | $     (274,251) |  | |  | Visits | 153,400 | 149,948 | -2% | $         (3,452) | $   (238,877) | |  | Conversion | 4.03% | 3.99% | -1% | -0.03% | $     (84,383) | |  | AOV | $                    1,719 | $                    1,726 | 0.5% | $             7.86 | $       48,580 |     Revenue has declined from $10,615,203 to $10,340,952 and the factors driving the change are the declining Visits , which can be seen from its impact on revenue $(238,877) and reduced Conversion rate ( seen from its impact of  $(84,383) ) . AOV had a positive impact (seen from its impact of $48,580 on revenue ).  We can see the impacts by keeping the other 2 variables constant and assessing the impact of the changed variable on the revenue. | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

* **Question 31**

8 out of 8 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | By leveraging the Adobe Debugger answer the below questions (2 points each):            a) What is the pagename for tractorsupply.com Homepage?  Pagename:  b)  What events fire when you perform a search on tractorsupply.com?  events:  c) List 3 events that fire on  neimanmarcus.com product page?  Event:  d)  Is nordstrom.com using Adobe Analytics as web analytics tool? Explain your answer |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | a) Pagename:  **home**  b) events:  **event35,event24**  c) Event: **event32,event46,event33,**(other events -> event20,event80,prodView,event57=10,event58=10,event75)  d) Nordstrom.com **is not** using Adobe Analytics. Using the debugger in the "Adobe Analytics" tab we see "Not Found" | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

* **Question 32**

6 out of 6 points

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| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | For July 2022:  a) Which tracking code with more than 3% Conversion Rate has the highest AOV? Show your work.  b) Within that tracking code which Country with more than 10 visits has the highest AUR? Show your work. |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | a)  Create a calculated metric as follows :  If( Greater than ( Orders / Visits , 0.03) , AOV , 0 )  Create a freeform table with Tracking code as rows and above metric as column  Tracking code : **sen:119**     AOV : **$3629.5**    b)  Create a calculated metric as follows :  If( Greater than ( Visits , 10) , AUR, 0 )  Breakdown "sen:119" with "Countries" , drag the above metric in column and sort by it.  Country with more than 10 visits which has the highest AUR : **United States,    $ 494** | | Correct Answer: | [None] | | Response Feedback: | [None Given] | |  |  |  |

Monday, July 22, 2024 1:20:35 PM CDT