

**OVERALL DECISION: COMPETENT**

**Excellent. Good work!**

**Formative Assessment**

**Analytics, Surveys, and Reports (115365)**

*Hello and welcome to the assessment. Here you’ll prove to the world just how much you know and understand about what you’ve just learnt in the learner guides. This is an important part of your time at Umuzi because once this is done, you’ll be certified! So please, take this time to learn everything you can! Take a look at some pointers below with regard to answering the questions…*

* *Be specific*
* *Write professionally - no shorthand!*
* *Your answers must be original and come from your brain and your brain only.*
* *No copy/paste tricks! Our markers have seen it all and will know if you’re taking shortcuts.*
* *Remember, sloppy or poor work will be sent back to you to do again, so do it properly the first time and you’ll be done in no time.*
* *Ask for help at any time. Ask your friends, a manager, anybody!!*
* *Don’t skip any questions! You must do them all!*
* *You’ll see two boxes after each question - one for your answer and one for the marker’s comments. DO NOT delete the marker’s comments if you are required to resubmit your work after the first attempt. Should you have to do it again you will see a new box* ***under*** *the marker’s comments, so fill that one out in* ***PURPLE****. Remember!! It’s not the end of the world if you have to resubmit. You’re here to learn, so don’t beat yourself up if you don’t get it right on the first go. Obviously, try your best to get it right on the first attempt, but if not, you have another chance to do it properly!*

*Ok, and that’s that! Time to get to it! Good luck, have fun and enjoy! :)*

**Enter your name and surname below**

|  |
| --- |
| **Sinethemba Zulu** |

Note for assessor: Questions 1-5 cover SO:1 AC:1-5 and SO:3 AC:1-2

**1. In Google Analytics, how do you exclude internal company traffic from your reports? [4 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

|  |
| --- |
| **To exclude company traffic from report you perform the following:**  Click the "Filters" button on the "New Filter" button to mark the filter. Place the drop down to "Exclude" > "From IP addresses equal to" > Enter your IP address**✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**2. What does the “Behaviors” report panel in Google Analytics show you? [4 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

|  |
| --- |
| This report shows you all the pages of your site and the data that goes with them. How you will use this report to your advantage is by determining which product pages with the largest number of visits. Through this, you will know which items are most popular in your online store.Now that you know which products are most popular, you can have those products featured on your home page or use it as recommendations for new shoppers. **✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**3. In Google Analytics, what does “bounce rate” mean? Give an example. [2 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

|  |
| --- |
| Bounce rate is the percentage of visits to a single page (or to web sessions). This is the percentage of visits that a person leaves your website from the landing page without browsing any further. For example, if your website is a blog then reading and leaving is popular for your visitors, and hence a high rate of bounce. If you have a single page website, the bounce rate may be up to 100%.**✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**4. How do you save or share a report using Google Analytics? What formats are available? [4 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

**Your answer below**

|  |
| --- |
| Open the report which you want to export. Analytics exports the report as currently displayed on your computer, so make sure you have added your preferred date range and settings for the report. **✓**  Click Export (in front of title of the report). **✓**  Choose one export format: CSV. TSV. Excel TSV. **✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**5. Explain what a Acquisition Report is, and what the types of mediums that the report will display to tell you where a user to your website came from? [3 Marks](SO:1 AC:1-5 / SO:3 AC:1-2)**

|  |
| --- |
| Acquisition Reports is used to compare the performance of various marketing networks and to figure out which outlets have the highest level of traffic that could have contributed to conversions. The types of mediums that the report will show to tell you where the visitor comes from on your website are "local," "cpc," "referral," "personal," and "none." **✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**6. List 6 best practices for good form design [6 Marks](6 SO:2 AC:1-3)**

|  |
| --- |
| * Forms should be one column**✓** * Group labels with their inputs**✓** * Avoid all caps**✓** * Show all selection options if under 6**✓** * Resist using placeholder text as labels**✓** * Place checkboxes (and radios) underneath each other for scannability**✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**7. Provide a URL to the survey you created for user feedback on your game or to a survey you created for “Make Umuzi Better” (NB: please ensure you change the survey settings to allow people outside of Umuzi to complete it.) [2 Marks](SO:3 AC:1-3)**

|  |
| --- |
| <https://docs.google.com/forms/d/e/1FAIpQLSdFEqwhNpABxvyMJa8s8GGiqZCy3Qt01OpvQKmA1M3b0Gf7lQ/viewform> **✓** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |