Adobe

AD0-E212

Adobe Analytics Business Practitioner

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Question: 1

How does applying the process to create a visualization benefit the end-user in terms of data analysis?
Response:

A. Allows for manual data entry
B. Simplifies complex data sets into understandable formats
C. Reduces the amount of data storage required
D. Eliminates the need for data security

Answer: B

Question: 2

In a given scenario where you need to display monthly sales, customer growth, and product popularity, which visualizations would be most appropriate?
(Choose Three)
Response:

A. Bar chart for monthly sales
B. Line graph for customer growth
C. Pie chart for product popularity
D. Table for displaying detailed data
E. Map for geographic data distribution

Answer: A,B,C

Question: 3

Which of the following would be most important when identifying an appropriate reporting strategy to perform an analysis for a new market entry?
(Choose Two)
Response:

A. Current market size
B. Past financial reports
C. Competitor analysis
D. Regulatory considerations

Question: 4

Given a business need to optimize operational efficiency, which reporting strategy should be prioritized?
Response:

A. Financial reporting
B. Customer satisfaction analysis
C. Process analytics
D. Competitor analysis

Answer: C

Question: 5

What are key benefits of using specific visualizations in reports?
(Choose Two)
Response:

A. Enhancing data comprehension
B. Reducing the need for textual explanation
C. Increasing the data processing time
D. Improving aesthetic appeal of reports

Answer: A,B

Question: 6

To ensure accurate data collection, what should be verified in the tracking code implementation?
Response:

A. The presence of eVars and props
B. The frequency of data exports
C. The configuration of dashboard widgets
D. The synchronization with external data sources

Answer: A

Question: 7

When reporting on marketing campaign performance, which metric is not typically analyzed?
Response:

A. Click-through rate
B. Bounce rate
C. Cost per acquisition
D. Employee satisfaction

Answer: D

Question: 8

When applying the process to look up and combine dimensions, metrics, date ranges, and segments, which steps are crucial?
(Choose Three)
Response:

A. Selecting the relevant data sources
B. Choosing an aesthetically pleasing color scheme
C. Defining the data extraction logic
D. Configuring the data blending options
E. Setting appropriate privacy controls

Answer: A,C,D

Question: 9

Basic segments should be configured to reflect _____.
Response:

A. complex mathematical models
B. specific user behaviors
C. general trends only
D. data from external sources

Answer: B

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