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Question: 1

A homeware retailer promotes a seasonal sale on a single landing page, /sale-preview. The campaign team asks how many of last month's visits started on that page.
An analyst builds a segment with a visit container holding one rule, Page equals /sale-preview, and it returns 62,000 visits. A freeform table of Page carrying the Entries metric reports 24,000 entries for that page, over the same month and the same report suite.
What accounts for the two figures, and which one answers what the campaign team asked?

A. The segment qualifies a visit in which the page was viewed at any point, so 24,000 is the figure the team asked for; a rule on the Entry Page dimension returns that population as a segment.
B. The segment is visit-scoped while the table reports at hit scope, so the two count different units; rebuilding the segment with a hit container brings it down to the 24,000.
C. The 38,000 difference is made up of visits that reached the page more than once, since a segment counts a visit once for each qualifying hit inside it, and the entry figure de-duplicates them.
D. The Entries metric counts the opening hits of visits rather than the visits themselves, so it reports a smaller unit; 62,000 is the visit count the campaign team asked for, and the 24,000 belongs in a page-level report.

Answer: A

Question: 2

A privacy review of a production report suite finds that eVar18 holds a customer reference number that can identify an individual. The administrator applies the data governance labels that mark the field as directly identifying personal data, and the labels save without error.
The next day the marketing team asks whether they may still break Orders down by eVar18 in their weekly Workspace project, as they have been doing for a year.
What is the effect of the labels that were applied?

A. The values already collected in eVar18 are removed from the report suite by the labeling, so the past year of that breakdown now reports as empty.
B. The field is now described for privacy processing, so what the team may open is unchanged: reporting access is still decided by user and group permissions on the report suite.
C. The dimension is withheld from any user who has not been granted a personal-data clearance, so the marketing team's breakdown returns no values until an administrator grants them that clearance.
D. Collection of eVar18 stops on the hits processed after the labels are saved, so the team keeps the past year of values and sees nothing new arrive.

Answer: B

Question: 3

A regional analyst is given a shared Repeat Buyers segment published by the central analytics team. Their work needs the same rule restricted to one region, and the regional variant has to exist as a single named component so that it can be published on to the rest of the regional team.
Opening the shared segment, the analyst finds they can apply it but cannot save a change to it.
What should the analyst do?

A. Ask the central team to add the region condition to Repeat Buyers, since they own the published definition, and one edit by them reaches every consumer of the segment at once.
B. Rebuild the rule from scratch as a new segment, since a shared segment cannot be used as the starting point for a definition that somebody else will own.
C. Stack the shared segment with a region segment in each panel, since two applied segments combine with AND and together qualify exactly the visits the regional analysis needs.
D. Make a copy of the shared segment, add the region condition to the copy and save it under their own name, leaving the published definition owned by the central team.

Answer: D

Question: 4

A retail analyst reports a lead conversion rate each week. Today they export two totals from a freeform table, Lead Submissions and Visits, into a spreadsheet, divide one by the other, and paste the resulting percentage into a slide.
The stakeholder now wants that same rate shown for every marketing channel, trended by week, and held in a Project that other teams can open and change the date range on.
What does building the rate as a calculated metric give this analyst that the spreadsheet division does not?

A. It fixes the denominator at the period total, so each channel row reports its share of the week's visits rather than a rate calculated from its own traffic.
B. It resolves the formula as the report runs, so every channel row and every week is divided from its own numerator and its own denominator.
C. It captures the numerator and the denominator at the moment it is saved, so the same pair of totals is reused everywhere the metric is placed.
D. It stores the weekly percentage the analyst has already worked out, so the figure the stakeholder signed off on stays fixed wherever the component is reused.

Answer: B

Question: 5

A retailer wants a single trendable figure: how many distinct product SKUs were purchased each week. Product is a populated dimension in the report suite, with Orders and Revenue reported against it. An analyst can produce the number for one week by listing the Product dimension in a freeform table and reading how many rows come back, but a row count cannot be trended over time, set as the subject of an alert, or placed on a mobile scorecard.
How can that count be made available as a metric?

A. Add Product as a second dimension inside the calculated metric definition, so that the metric reports the number of items that dimension holds for each row.
B. Use Unique Visitors broken down by Product, since the deduplication that produces that metric also collapses the repeated product values behind it.
C. Use Occurrences against the Product dimension, which counts each distinct value once per reporting period rather than once for every hit it appears on.
D. Build a calculated metric using the approximate count distinct function on the Product dimension, which returns how many distinct values appear as a metric.

Answer: D

Question: 6

A retailer's campaign tracking codes follow a fixed convention: every code is assembled as channel:campaign:region:placement, for example email:spring-sale:uk:hero. Three agencies mint roughly forty new codes a week, and those codes are already arriving in the campaign variable.
The analyst needs Channel, Campaign, Region and Placement to appear as their own dimensions beside the tracking code in Analysis Workspace, and does not want anyone to have to prepare and send a file every time a new batch of codes goes live.
Which approach meets the requirement?

A. Run the Classification Importer each week against a file listing the week's new codes with their four attributes in separate columns, so each batch is classified as it goes live.
B. Create a virtual report suite for each channel, filtered to the tracking codes that begin with that channel's prefix, and give each agency the view that belongs to it.
C. Add a processing rule that copies each part of the tracking code into its own eVar as the hit is collected, giving four dimensions from the next release onward.
D. Build classification rules that read each position of the code, so a code minted after the rules are saved is split into the four lookup columns without a file being prepared.

Answer: D

Question: 7

A retailer's Site Conversion metric is defined as Orders divided by Visits. Its Solution Design Reference records:
- event20 — Order Placed — counter — fires on the online order confirmation page

- eVar30 — Order Channel — eVar — set on every order to web or call-center
- Since the call center began recording its telephone orders into the same report suite against event20, carrying call-center in eVar30, Site Conversion has read 3.1% where it read 2.3% before. Every step rate in the site's checkout fallout is unchanged across the same weeks.
Which two statements describe what is happening and what the metric needs?
(Choose two.)

A. Call center orders reach the report suite with no page views behind them, so Visits covers only part of what the numerator now counts; importing the call center's own session counts into the denominator brings the two sides back into line.
B. The movement is a genuine improvement in online conversion that happens to coincide with the call center change, and the unchanged fallout step rates are consistent with it, since a fallout counts visitors rather than orders.
C. Because event20 now serves two ordering processes, the metric should be rebuilt on a new event reserved for online orders, which is the only way to keep the rate describing site trade.
D. Part of the numerator now comes from orders that generated no visit, so the two sides of the ratio no longer describe one population, and the rate climbs with call center volume alone.
E. Embedding a hit-scoped segment of Order Channel equals web on the Orders half of the definition restores a numerator drawn from the traffic the denominator counts.

Answer: D,E

Question: 8

An analyst has built a segmented metric, App Orders, with a mobile app segment embedded in its definition. A stakeholder now asks for a panel reporting app activity only, showing Visits, Average Time Spent on Site, entries by page and a flow visualization alongside that orders figure. The panel will sit inside an existing Project whose other panels report total traffic and must keep doing so.
The analyst wants the fewest components to maintain and the smallest chance of one figure being left unrestricted.
Which approach fits the request?

A. Build a segmented version of each of the other metrics as well, so every figure carries its own restriction and none of them depends on how the panel happens to be configured.
B. Apply the app segment to the panel and use the ordinary metrics, since a segmented metric restricts only its own column and leaves the rest of the panel reporting everything.
C. Create a virtual report suite filtered to the app and rebuild the Project against it, so that nothing anyone opens in it can report anything other than app activity.
D. Keep the segmented metric and add the app segment to each of the other freeform table columns beside it, leaving the flow visualization to be read against total traffic.

Answer: B

Question: 9

The APAC team works in a virtual report suite built from a saved segment named APAC visits, defined at the time as visits where Country is Australia, Japan or Singapore. To support a market entry, the analyst edits that saved segment to add New Zealand.
The following morning the team reports that Visits in the virtual suite are higher than the figures they circulated the previous week — not only for the current week, but for weeks that had closed before the edit was made.
What explains the change to the closed weeks?

A. Adding a fourth country pushed the segment from visit scope to visitor scope, so earlier visits from those visitors now qualify through their later visits.
B. Editing a saved segment creates a new version of it; the virtual suite reprocessed the history it stores against that version overnight.
C. The edit was inherited by the parent report suite, so the data underneath the view now includes New Zealand traffic for those weeks as well.
D. The virtual suite holds no copy of the data; its segment is applied when a report runs, so closed weeks reflect the wider definition too.

Answer: D

Question: 10

Two site-search figures are circulating at a retailer for the same month. The product team quotes 1.4, from a calculated metric defined as Internal Searches divided by Visits. The UX team quotes 38%, from a metric of their own.
The head of digital wants one number for what share of visits used the search box at least once, and asks the analytics team to confirm how it should be defined.
Which definition answers that question?

A. Internal Searches with a searching-visit segment embedded, divided by Internal Searches, which takes the visits that never searched out of both sides of the division.
B. Visits with a search segment embedded, divided by Visits, so that one visit counts once towards the share however many separate searches were run inside it.
C. Unique Visitors with a search segment embedded, divided by Unique Visitors, since a shopper either uses the search box during the month or does not.
D. Internal Searches divided by Visits, formatted as a percentage, since every search takes place inside a visit and the ratio is therefore already the share of visits that searched.

Answer: B

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