Adobe

AD0-E214

Adobe Analytics Business Practitioner Professional

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Latest Version: 6.0

Question: 1

Two marketing channels drove similar total orders last month, but one did so from far fewer visits. A stakeholder asks which channel performed better. Which comparison BEST supports a fair conclusion?

A. Compare each channel's conversion rate, not just total orders
B. Compare only the raw total orders recorded for each channel
C. Compare the number of dimensions available for each channel
D. Compare the channels by the length of their tracking-code names

Answer: A

Question: 2

An analyst prepares to answer a question about which marketing channels drive the highest-value visits. Which two elements are MOST useful to combine in the freeform table?
(Choose two.)

A. The Workspace panel background color
B. A marketing-channel dimension
C. The number of Project visualizations
D. The analyst's saved login timestamp
E. A revenue-related conversion metric

Answer: B,E

Question: 3

When summarizing report findings for a business audience, what is the MOST important practice?

A. Present only the raw data table with no added interpretation
B. Use the most colorful visualization available regardless of its fit
C. Tie the numbers to the business question and the decision they inform
D. Include every available metric so that absolutely nothing gets left out

Answer: C

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Question: 4

An analyst needs external stakeholders who do not use Analysis Workspace to receive the report contents on a regular basis. Which approach is MOST appropriate?

A. Share only the raw Solution Design Reference document
B. Schedule the Project for recurring delivery as a file
C. Give them full administrator access to the report suite
D. Tell them to build the Project themselves in Workspace

Answer: B

Question: 5

In Adobe Analytics, what does an anomaly-detection result PRIMARILY indicate about a data point?

A. It is always caused by a tracking implementation error
B. It is the highest value ever recorded for that metric
C. It should be deleted from the report automatically
D. It falls outside the expected range for that metric

Answer: D

Question: 6

A marketer wants to compare email, paid search, and social campaigns on both traffic and conversions in one view. Which table composition BEST supports the comparison?

A. A device dimension paired with a server-uptime metric
B. A date range alone with no dimension or metric added
C. A channel dimension with visits and conversion counts
D. A page-name dimension with only a single bounce metric

Answer: C

Question: 7

What is a PRIMARY benefit of sharing well-defined segments across an organization?

A. The report suite automatically gains several more usable dimensions

B. Projects no longer need any metrics at all to function
C. Anomalies are automatically removed across every report
D. Teams reuse the same audience definitions instead of rebuilding

Answer: D

Question: 8

An analyst wants a single freeform table that answers: "For last quarter, how did orders differ by product category for returning visitors only?"
Which two components are REQUIRED to scope the table to that exact question?
(Choose two.)

A. The Project's scheduled-delivery time slot
B. The panel's chosen title font style
C. The number of other tables in the Project
D. A last-quarter date range on the table
E. A returning-visitor segment on the table

Answer: D,E

Question: 9

After analysis, an analyst finds that a metric improved overall but declined for the highest-value customer segment. The stakeholder wants a single headline. Which summary is MOST responsible?

A. Report only the overall gain and omit the segment decline
B. Report only the segment decline and omit the overall gain
C. Report that the results are inconclusive and give no numbers
D. Report the overall gain but flag the high-value decline

Answer: D

Question: 10

Before sharing a segment organization-wide, an analyst wants to reduce the risk that colleagues misuse it. Which practice BEST addresses this?

A. Give it a clear name and verify its scope and logic
B. Share it with no name so colleagues rename it themselves
C. Add several unrelated conditions to make it more flexible
D. Share it only after stripping out all of its conditions

Answer: A

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