

## Exam Questions AD0-E202

Adobe Analytics Business Practitioner

<https://www.2passeasy.com/dumps/AD0-E202/>



**NEW QUESTION 1**

A company has been using Adobe Analyst for many years. Throughout this period, data needs have changed and some variables no longer make sense with historical records.

What is one possible solution for re-purposing a variable?

- A. Create a new report Suite with new definition so that the previous data is overwritten.
- B. Create a Data, and overwrite the old eVar data into data with new data.
- C. Use a SAINT Classification to sort the old data into a new default.
- D. Use the reset Conversion variables option to delete the previous data.

**Answer: B**

**NEW QUESTION 2**

An analyst has been given a list of dimension available to conduct an analysis on their hospital's site. The Solution Design Reference (SDR) contains:  
Event -Start Appointment Booking - Set on: Appointment Booking Start event2 - Booking Complete Set on Booking Complete eVar Doctor - Type Set on event evar2 - number of available Appointments - Set on event prop Appointment patting  
Given the SDR which report can be generated?

- A. Booking Completion Rate
- B. Time to Book an Appointment
- C. Length of appointments
- D. Missed appointments

**Answer: B**

**NEW QUESTION 3**

A streaming media company's acquisition team want to understand when to end a free trial subscription of its product to maximize value. Which Visualization in Analyst Workspace provides this information?

- A. A Cohort table with Free Trial Start' as include criteria and 'paid subscription ' as return criteria
- B. A line visualization showing free trial subscriptions over time
- C. A Fallout report showing where users dropped out during a three page subscription flow
- D. A Cohort table with free Start as inclusion criteria and Video Play as return criteria

**Answer: C**

**NEW QUESTION 4**

A data analyst needs to create dashboards with the same elements metrics and dimension for six different divisions of the company. The divisions are captured by a variable called "Company division" All users should have access to all the data.

What is the correct way to perform this task in Analysis Workspace?

- A. Use the dashboard visualization in Analyst Workspace
- B. Use the copy project option and rename it keeping all the same elements and sharing with the appropriate groups.
- C. Configure Adobe Workspace to automatically flip through the panels.
- D. Use the dropdown option and allow users to change the dimension that defines the division so that they can change the dashboard.

**Answer: B**

**NEW QUESTION 5**

A company just hired a new analyst. The new resource does not have any previous experience with Adobe Analytics but does with a different free Analytics tool, which is also install on the website for remarketing proposes. When analyzing Bounce Rate in both of the tool, the sees a significant different between them.

What is a possible reason for this different considering the implementation do not have any issues?

- A. In Adobe Analyst Bounce rate is calculated using the formula "Session divided by Enterie
- B. In some other Analytics tools, Bounce rate is calculated using the formula Single session divided by session.
- C. They way Adobe analytics visitors is different from the rest of the market based on IP addresses.
- D. In Adobe Analytics calculate Visitors is different from the rest of the market based on IP addresses.
- E. In Adobe Analytics, Bounce rate is calculated using the formula "Bounces divided by Entries ". In some other Analytic tool
- F. Bounce rate is calculated using the formula "Single-page session divided by sessions."
- G. Metrics can never be compared between two different tools

**Answer: C**

**NEW QUESTION 6**

Various reports show None Unspecified other, or unknow depending on the specific report viewed, generally, this breakdown means that the variable was not defined or otherwise unavailable.

Which statements explains the possible behavior of the data?

- A. Similar to events firing eVars, It is possible to see "OTHER" in a merchandising eVar report when that variable is not defined before a success event.
- B. Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor profile| technology report when that variable is not defined before a success event.
- C. When viewing classification data any value that does not have data associated with that particular returns "NONE". To resolve this issue create a classification export file and classify the appropriate columns.
- D. This happens when a user comes to your site for the first and males a purchase without firing eVar1. If you view order in the eVar1 report, there is no value to attribute this order to, so it will appear as NONE:

**Answer: B**

**NEW QUESTION 7**

The e-commerce team of a home furniture store notices a decrease in numbers of orders over the last two months for the bedroom category. Which three metrics are relevant to include in the report to investigate the decrease? Fallout rate for each step in the purchase funnel for the bedroom” category

- A. Cart additional for bedroom” category
- B. Revenue for the bathroom” category
- C. Page views for bathroom” category
- D. Average Page views per category
- E. Orders per product in the bedroom category

**Answer:** ADE

**NEW QUESTION 8**

An analyst wants to create a Freeform Table In Adobe Analyst Workspace that shows the top week, based on number of visitors and the number of page loads. Which three default components should be used? (Choose three.)

- A. Day of Week
- B. Visit
- C. Exits
- D. Week
- E. Page Views
- F. Unique Visitors

**Answer:** BEF

**NEW QUESTION 9**

Refer to the exhibit.



A business stakeholder receives a Workspace report that indicates that data is incorrect. The sums of the items in the rows do not match the total metric values of the columns in the unique visitors and visitor report. Which statement about the report is true?

- A. The business stakeholder is correct, and a support ticket should be opened at Adobe as this is a bug in the tool.
- B. The total row in the table does not represent the sum of all the values in the table for unique visitors and visits.
- C. There is a filter applied, and total are not updated when filters are applied.
- D. The report includes data from April, and this inflates the totals.

**Answer:** B

**NEW QUESTION 10**

When configuring Marketing Channel processing Rules, which variable provides the web page location (full URL) your visitors were at before coming at your site?

- A. Referrer
- B. Referring parameter
- C. Referring Domain and path
- D. Referring Rule

**Answer:** C

**NEW QUESTION 10**

In the Solution Design Reference (SDR) document, variable “Category” is assigned as “prop2” and is set on a product page with value “Shoes”, it is then set in this sequence.

- snooping Cart” in the View cart page Order summary on the order summary page
- Order Completion on the Order Completion page where the Purchase Event is set.

If we count the number of order per category in a report, which value receives the order when one visitor completes a purchase from that products page?

- A. Order Completion
- B. Confirmation
- C. Shopping Cart
- D. Shoes

**Answer:** B

**NEW QUESTION 14**

A newly-identified bot needs to be filtered out from all reports in a report suite. Which information from the bot can be used? (Choose two.)

- A. User-agent
- B. Query-string parameter
- C. IP address
- D. Country
- E. ISP

**Answer:** BC

**NEW QUESTION 18**

Certain links on your website are resulting in a 404 page. Which dimension should be used to find out pages are affected?

- A. Pages by Geo Dimension
- B. Pages by Geo Dimension
- C. Patching Dimensions
- D. Page name Dimension

**Answer:** B

**NEW QUESTION 19**

Segment used as checkpoint in a Fallout Visualization with four checkpoints must always use which container already?

- A. A container that is a high level then the overall context of the Fallout Visualization.
- B. A container that is at a visit level for the overall context of the fallout Visualization
- C. A container that is at a lower level than the overall context of the fallout Visualization
- D. A container that is at a Visitor level for the overall context of the fallout Visualization

**Answer:** C

**NEW QUESTION 23**

A business owner wants to identify the percentage of people registered in their insurance plan who are over age 65. Which calculate metric definition should be used to answer the business question?

- A. Registration Completes of users over the age of 65/registration completes.
- B. Registration Completes/Unique Visitors over the age 65
- C. Registration Completes/Registration Completes of user over the age of 65.
- D. Registration completes of users over the age of 65 registration completes of under the age of 65

**Answer:** A

**NEW QUESTION 28**

Which two items are available for capture using the Adobe Analytics data insertion API? (Choose two.)

- A. Cached pages hits
- B. Clicking data
- C. Custom links
- D. Web browser configuration data
- E. Custom visitor ID

**Answer:** AD

**NEW QUESTION 32**

Regarding the use of Operators for the creation of Segment which statement is true?

- A. AND OR THEN are the Operators and THEN allows you to create sequential segments.
- B. AND OR IF are the Operators and OR can only use inside the Visit container.
- C. AND IF THEN are the Operator and Then allow you to create sequential segments.
- D. AND OR THEN are the Operator and OR can only be used within the Visitor Container.

**Answer:** A

**NEW QUESTION 33**

A web analyst is viewing a report in an Analytics' Workspace freeform table and sees a dark grey triangle.



What is the specifying in the report?

- A. Incomplete data
- B. End of data set
- C. Data anomaly detected
- D. Data includes outside data source

Answer: D

**NEW QUESTION 38**

A visitor decides to download the white paper "Jobs of the Future" from a financial service Institutions online publication. While the download Event is triggered the evar56 which captures downloaded file named not fire. Consider the following eVar setting set at Hit level and Allocation is Most recent (last) What will the analyst see as the value for evar56 when looking at the number of downloads by file.

- A. Unspecified
- B. Jobs of the Future Other
- C. Other
- D. None

Answer: A

**NEW QUESTION 43**

A marketing organization has ongoing marketing efforts across multiple channel. In the past, the organization the following URL parameters to track their efforts:

- mpid: to identify the marketing agency partner
- afid: for affiliate ID
- campid: to track the campaign ID
- trkid: for internal campaigns
- offerid: tracks the special offer ID

The marketing manager asks the analyst to provide an example URL that the team can replicate. What is a valid landing page URL with appropriate values?

- A. MISSING
- B. MISSING
- C. MISSING

Answer: B

**NEW QUESTION 45**

A the analyst team has created an Analyst Workspace project featuring a Cohort Table and a Scatter Visualization. The executive team, which does not have Analytics access, has requested distribution of the report. Which available file format should be used for distribution of the report?

- A. PFF
- B. PTT
- C. CSV
- D. XLSZ

Answer: C

**NEW QUESTION 47**

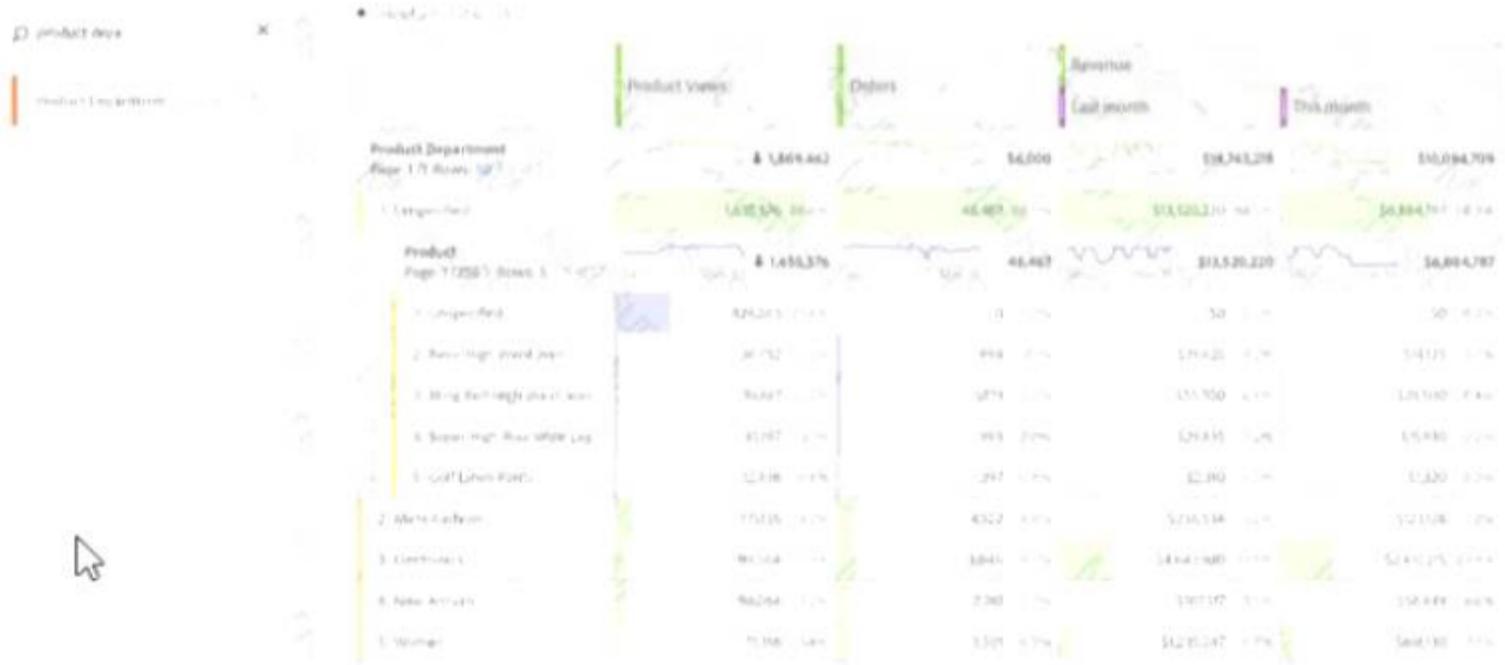
The SDR document states that an eVar expires after each visit. In the first visit "value A is collected. How would the evar be populated for the second visit if the evar only collects values on the first visit.

- A. Unspecified
- B. (not collected)
- C. Value A
- D. Value B

Answer: B

**NEW QUESTION 51**

Refer to the exhibit.



Analyzing results from multinational e-commerce, a data analyst realize much of the product view results and orders are being mapped to an “unspecified” department name.  
 What is the probable cause?

- A. Product View is not the proper metric for Product Department thus causing the appearance of Unspecified.”
- B. Product Department is a classification of product dat
- C. The products are not correctly updated or defined in classifications.
- D. Depending on time of the day, the Adobe AI will take longer to process Numeric 2 classifications.
- E. Not all products will have a defined name and departmen
- F. The unspecified is an expected behavior.

Answer: A

**NEW QUESTION 53**

An Analyst need to create a report using a mix of pages viewed by visitors and customer events to understand where visitors abandon the process.  
 Which type of report should the analyst create?

- A. A patting report within Report
- B. A Pathfinder report within workspace
- C. A fallout analyst within Workspace
- D. A custom event funnel within Reports

Answer: B

**NEW QUESTION 56**

An Analyst would like to display the number of visits directly as a chart in Report Builder. How can this task be achieved of possible?

- A. In request's Pivot Layout > right click on “Visits” and select “Change Output Display”
- B. It is not possible to display metrics as charts in report Builder.
- C. In request Custom Layout > right click on “Visits” and select’ Change to microsoft”
- D. In the request created with custom Layout > right click on “Visits” and select “change output Display.”

Answer: A

**NEW QUESTION 61**

Anomaly detection alerts the analytics team to a spike in product view on a specific views on a specific item. User further investigation the discovers that a remarketing partner is sending illegitimate traffic to the website. Business partners are asking that the analyst team exclude the traffic from both future report and past reports.  
 How can this request be accomplished?

- A. Create a processing rule to exclude the traffic.
- B. Create a segment excluding the traffic.
- C. Add offending IP addresses to bot rules to exclude the traffic.
- D. Work with Adobe Engineer to create a VISTA rule to exclude the traffic

Answer: A

**NEW QUESTION 63**

How would the analyst create a segment for a new visitor’?

- A. Use a segment container of “visitor”, where visit number is less than 1
- B. Use a segment container of “hit”, where visit number is less than 1
- C. Use a segment container of “visitor”, where visit number = 1
- D. Use a segment container of “hit”, where visit number = 1

Answer: C

**NEW QUESTION 65**

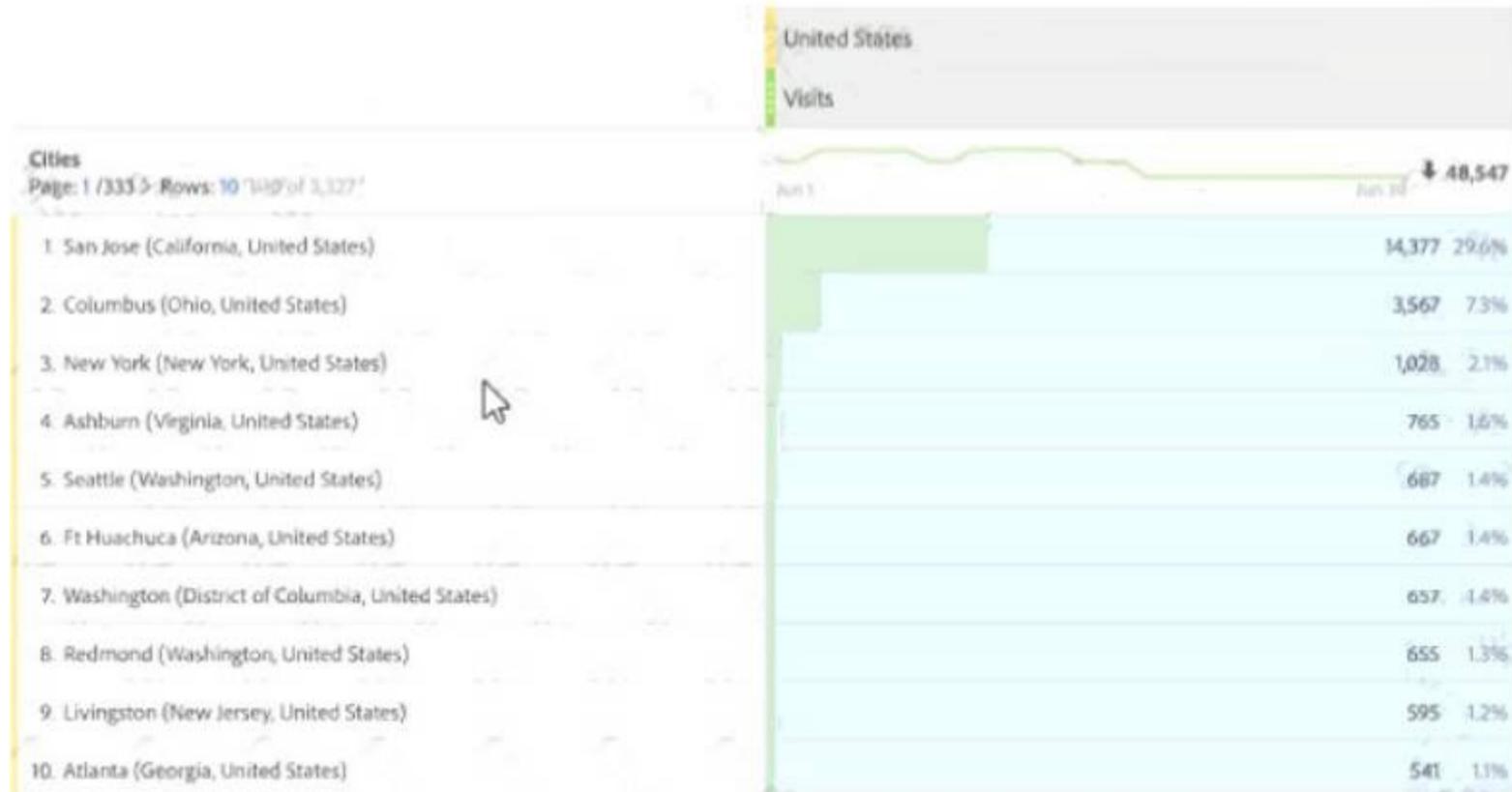
A campaign running last week had a query string error, using an invalid separator instead of between the parameters. Due to this error, the tracking code variable as not recorded. The team in charge denies the error, suggesting there is a problem with Adobe Analyst tracing instead. Which tool can be is to prove the error by showing the full unstrapped URLs, including all the parameters used? Assume no custom variables were used)

- A. Data Warehouse
- B. Data Feeds
- C. Analysis Workspace
- D. Reporter

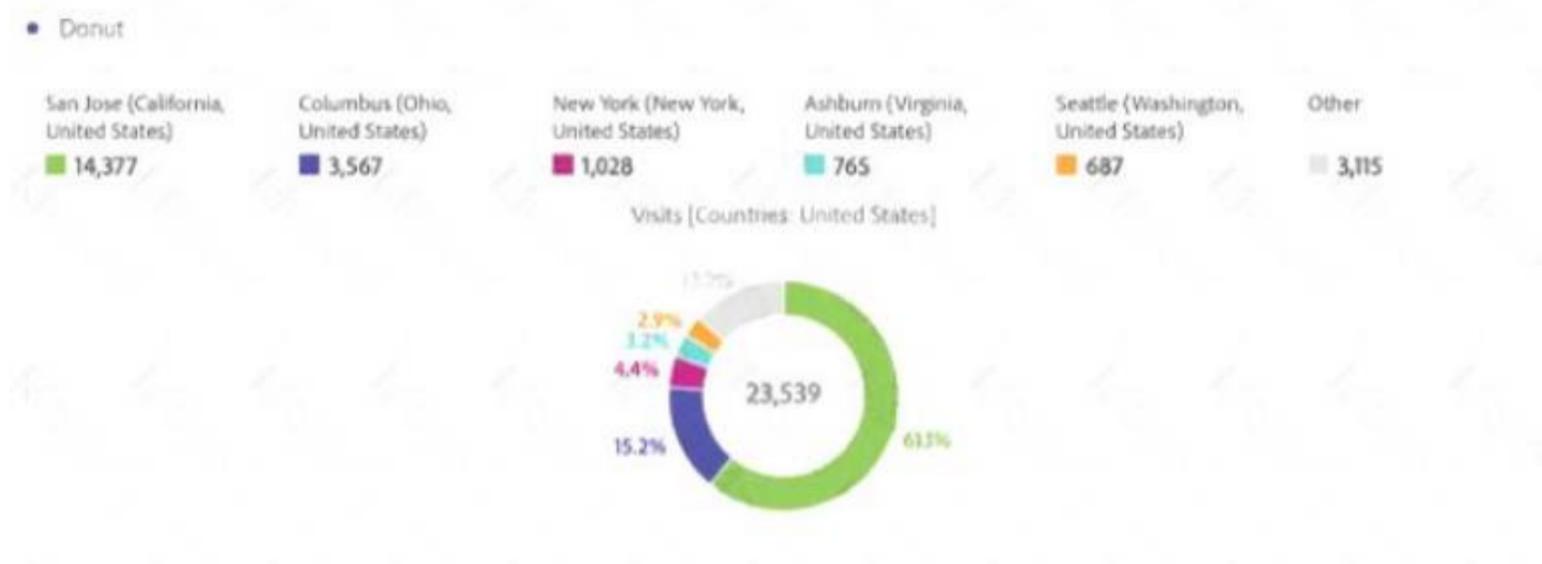
**Answer: C**

**NEW QUESTION 69**

A client requests a donut chart of the top 10 cities. The analyst creates the following Freeform table.



The following donut chart was already created, but only shows five cities and an "Other" bucket.



What is the correct way to show all 10 cities in the same donut visualization?

- A. Open the visualization settings in the top right visualization menu, and set the item limit to 10.
- B. Right-click the visualization to set the item limit to 10.
- C. Change the source freeform table to limit the amount of records.
- D. Click on the "Other" bucket label to unhide the list of elements in this bucket.

**Answer: A**

**NEW QUESTION 70**

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