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Exam : **AD0-E208**

Title : Adobe Analytics Business
Practitioner Expert

Vendor : Adobe

Version : DEMO

NO.1 Refer to the exhibit:

Top Metrics Against Segments

| | Purchasers | Non-Purchasers | Difference Score |
|--|------------|----------------|------------------|
| Metrics Page: 1 / 1 Rows: 50 1-5 of 5 | 14 | 5 | |
| 1. Video Views / Visitors | 9.78 | 2.22 | 0.81 |
| 2. Video Time Viewed / Visitors | 0.65 | 0.18 | 0.78 |
| 3. Searches / Visitors | 0.51 | 0.19 | 0.73 |
| 4. Page Events / Visitors | 2.56 | 1.17 | 0.69 |
| 5. New Engagements / Visitors | 0.88 | 0.96 | 0.52 |

What is a valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments?

- A. Purchasers are 81 % more likely to complete a Video View than Non-Purchasers.
- B. Video Views/Visitors is the most statistically significant difference between the two segments.
- C. On average, Purchasers view 81 % more videos than Non-Purchasers.

Answer: C

Explanation

A valid interpretation of this Segment Comparison between Purchasers and Non-Purchasers segments is that on average, Purchasers view 81 % more videos than Non-Purchasers. This means that the average Video Views per Visitor for Purchasers is 81 % higher than that for Non-Purchasers. Video Views/Visitors is not the most statistically significant difference between the two segments, as it has a low confidence level of 68 %.

Purchasers are not 81 % more likely to complete a Video View than Non-Purchasers, as this would imply a probability or conversion rate, not an average.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/components/segment-comparison>

NO.2 A spike in traffic is observed for a specific day. Knowing that there are no campaigns running, the first hypothesis is that this is bot traffic.

Which Adobe Analytics tool may be used to identify the IP of the user that contributes to this spike in traffic without using a custom variable?

- A. Analysis Workspace
- B. Anomaly Detection
- C. Data Warehouse

Answer: C

Explanation

Data Warehouse is a tool that allows you to run custom queries on raw data and export the results to various formats. It can also provide the IP address of the user as a dimension, which can help identify

bot traffic without using a custom variable.

References:

<https://experienceleague.adobe.com/docs/analytics/export/data-warehouse/data-warehouse.html?lang=en>

<https://experienceleague.adobe.com/docs/analytics/components/dimensions/ip-address.html?lang=en>

NO.3 An analyst wants to use all of the following variables to configure a single fallout report:

- * Landing page prop
- * Marketing channel eVar
- * Product view event
- * Purchase event
- * Product category eVar

Which tool should the analyst use?

- A.** Workspace
- B.** Segment builder
- C.** Reports and analysis

Answer: A

Explanation

Workspace is a tool that allows you to create interactive and customizable reports using various visualizations and components. It can also support multiple variables in a single fallout report, unlike segment builder or reports and analysis.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/analysis-workspace.html?lang=e>

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=>

NO.4 A web analyst is viewing a report in an Analysis Workspace freeform table and sees a dark gray triangle.



What is this specifying in the report?

- A.** Data anomaly detected
- B.** Incomplete data
- C.** Data includes outside data source

Answer: A

Explanation

A dark gray triangle in a report indicates that a data anomaly has been detected for that data point. It means that the value is significantly different from the expected range based on historical data and seasonality.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/predictive-analytics/anomaly-det>

NO.5 In which two visualizations is the Anomaly Detection report available? (Choose two.)

- A.** Trended Freeform Table
- B.** Line Visualization by Week
- C.** Ranked Freeform Table
- D.** Line Visualization by Day

Answer: B,D

Explanation

Anomaly Detection is a feature that automatically detects statistical anomalies in your data based on a daily or weekly granularity. Therefore, it is only available in line visualizations by day or by week, not in ranked or trended freeform tables.

References:

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/line-visualization.h>