



Free Questions for AD0-E208 by certscare

Shared by Harrison on 29-01-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

An analyst is given a list of specific events a user must take to complete a purchase. What would be used to see the conversion rate between steps?

Options:

- A- Cohort Table
- B- Fallout Visualization
- C- Flow Visualization

Answer:

B

Explanation:

A Fallout Visualization is a tool that shows the conversion rate between steps or touchpoints in a user journey. It can help identify where users drop off or complete a goal, such as a purchase. It can also support different types of touchpoints, such as pages, events, segments, or dimensions.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/fallout.html?lang=en#creating-a-fallout-visualization>

Question 2

Question Type: MultipleChoice

A chart displaying the daily trend of Orders and their performance against the daily average for the last month is needed.

How can this requirement be met?

Options:

- A-** Use a Line Visualization to trend the Orders and the daily average as a Calculated Metric in the same chart.
- B-** Use a Bullet Visualization to trend the Orders and Day dimension in the same chart.
- C-** Use a Histogram Visualization to trend the Orders and enable the settings to show the trend against the average value.

Answer:

A

Explanation:

The best way to display the daily trend of Orders and their performance against the daily average for the last month is to use a Line Visualization to trend the Orders and the daily average as a Calculated Metric in the same chart. A Calculated Metric can be created by using the Average function on Orders and applying a date range of last month. A Line Visualization can show both metrics as lines on the same chart, allowing for easy comparison.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/calculated-metrics/calculated-metrics-overview.html?lang=en#creating-a-calculated-metric> <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/line-visualization.html?lang=en>

Question 3

Question Type: MultipleChoice

A UI/UX manager asks an analyst to create an Analysis workspace visualization that shows all visits to English (/En) pages. The workspace is accessible by multiple stakeholders, most of whom have edit access.

Which visualization approach would be used?

Options:

- A-** Create a Freeform Table with Page Name and Visits. Filter Page Name by 'ends with = /en'
- B-** Create a Freeform Table with Page Name and Visits. Filter Page Name by 'contains = /en'
- C-** Create a Freeform Table with Visits and drag and drop all Page Names that contain '/en' from the left rail into the rows of the Freeform Table.

Answer:

B

Explanation:

The best way to create an Analysis Workspace visualization that shows all visits to English (/en) pages is to create a Freeform Table with Page Name and Visits, and then apply a filter to Page Name by "contains = /en". This will ensure that only the pages that have "/en" in their name will be shown in the table, regardless of their position in the URL. Filtering by "ends with = /en" would exclude pages that have other parameters after "/en", and dragging and dropping all Page Names that contain "/en" would be tedious and prone to errors.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/build/freeform-tables.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/build/freeform-tables.html?lang=en#filtering-data-in-a-freeform-table>

Question 4

Question Type: MultipleChoice

The analytics team has created an Analysis Workspace project featuring a Freeform Table and a Flow Visualization in one Panel.

Why is the scheduled report just showing the Panel Name?

Options:

- A- The Freeform Table and Flow Visualization were expanded.
- B- The Project was never curated.
- C- The Freeform Table and Flow Visualization in the Panel were minimized.

Answer:

C

Explanation:

When scheduling a report from an Analysis Workspace project, only the expanded visualizations in each panel will be included in the report. If the Freeform Table and Flow Visualization in the Panel were minimized, they will not show up in the scheduled report, only the Panel Name will.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang=en>
<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/share/schedule-project.html?lang=en#schedule-a-project>

Question 5

Question Type: MultipleChoice

What is the correct functionality when setting up Intelligent Alerts?

Options:

- A-** Send an alert by SMS with a link to your Analysis Workspace project
- B-** Send an alert by e-mail or SMS with a link to an auto-generated Analysis Workspace project
- C-** Send an alert by e-mail with a link to your Analysis Workspace project

Answer:

C

Explanation:

Intelligent Alerts is a feature that allows you to set up alerts based on data anomalies or thresholds in your Analysis Workspace projects. You can choose to send an alert by e-mail with a link to your Analysis Workspace project when the alert is triggered. You cannot send an alert by SMS or with a link to an auto-generated Analysis Workspace project.

References: <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/predictive-analytics/intelligent-alerts.html?lang=en> <https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/predictive-analytics/intelligent-alerts.html?lang=en#intelligent-alerts-in-analysis-workspace>

Question 6

Question Type: MultipleChoice

In Analysis Workspace, what are two ways a Map Visualization can be built? (Choose two.)

Options:

- A-** Representing geo segmentation data about visitor location on the DMA or Zip Code level
- B-** Using IP address or Latitude/Longitude

C- Building a Map Visualization using one metric (including calculated metrics)

D- Building a Map Visualization using two or more metrics (including calculated metrics)

Answer:

A, C

Explanation:

A Map Visualization can be built by representing geo segmentation data about visitor location on the DMA or Zip Code level, which are two dimensions that can be used in a map. Alternatively, a Map Visualization can be built by using one metric (including calculated metrics) that can be applied to any dimension that has geographic data associated with it, such as country or region.

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

<https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/map.html?lang=en#map-visualization-requirements>

Question 7

Question Type: MultipleChoice

Which option would an analyst choose to show the percentage change between the two numbers in a visualization?

Options:

- A-** Use the Summary Change visualization from a Freeform Table, click the Visualization settings, and O select Show Raw Difference
- B-** Use the Summary Change visualization, click the Visualization settings, and select Show Percent ,#I Change
- C-** Use the Summary Number visualization, click the Visualization settings, and select Percentages

Answer:

B

Explanation:

The Summary Change visualization shows the difference between two numbers in a report, such as current period vs previous period. To show the percentage change between the two numbers, you need to click the Visualization settings and select Show Percent Change.

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

Question 8

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

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

Question 9

Question Type: MultipleChoice

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?

Options:

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

Answer:

C

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-detection.html?lang=en#anomaly-detection-in-analysis-workspace>

To Get Premium Files for AD0-E208 Visit

<https://www.p2pexams.com/products/ad0-e208>

For More Free Questions Visit

<https://www.p2pexams.com/adobe/pdf/ad0-e208>

