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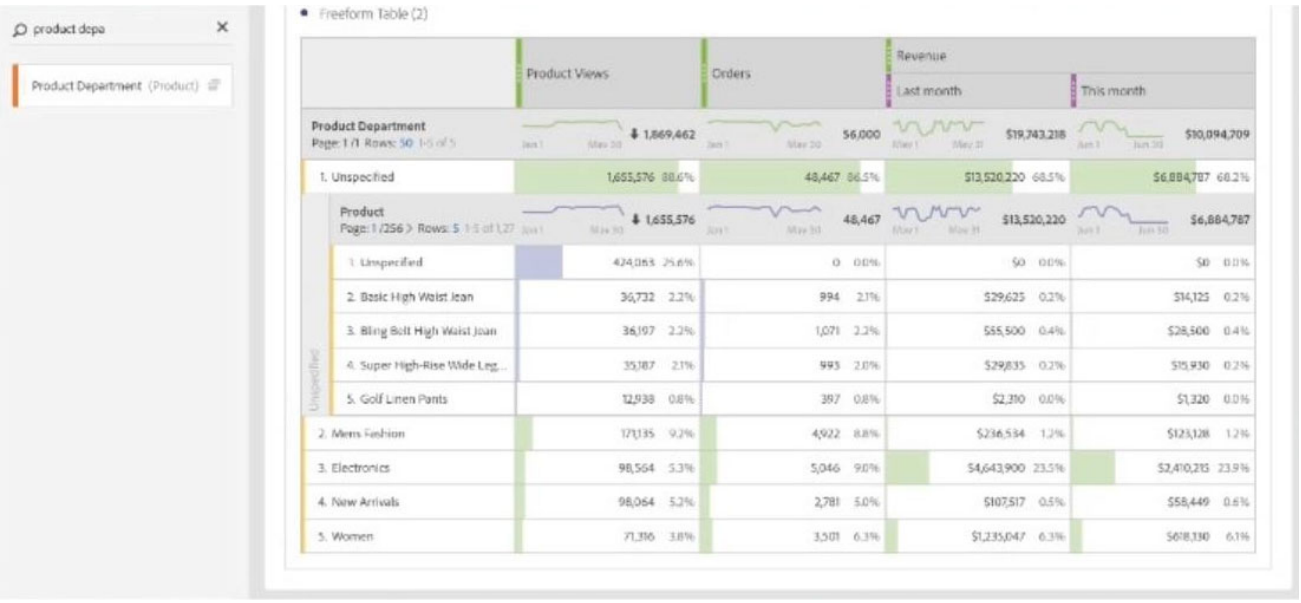
Exam : **AD0-E208**

Title : Adobe Analytics Business Practitioner Expert

Version : DEMO

1.The web analyst for a beauty products company wants to create a report to analyze the number of sample requests for one of their product pages.
The following items are available from the default configuration:
• prop3, which registers the product page name and is fired in the first page load
• eVar4, which registers the product page name and is fired in the first page load
• event1 2, which fires when a visitor clicks on "Request a sample" call to action How can the analyst accomplish the creation of this report?
A. Use either prop3 or eVar4 in combination with event1 2 as a metric.
B. Use prop3 in combination with event1 2 as a metric.
C. Use eVar4 in combination with event1 2 as a metric.
Answer: C
Explanation:
The best way to create a report to analyze the number of sample requests for one of their product pages is to use eVar4 in combination with event12 as a metric. eVar4 registers the product page name and is fired in the first page load, so it will capture and persist the value for each visit. event12 fires when a visitor clicks on “Request a sample” call to action, so it will measure the number of sample requests. Using eVar4 as a dimension and event12 as a metric will show how many sample requests were made for each product page. Using prop3 instead of eVar4 will not work, as prop3 does not persist across hits or visits.
References:
https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en
https://experienceleague.adobe.com/docs/analytics/components/variables/traffic-variables/traffic-var-overview.html?lang=en

2.Refer to the exhibit.



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

A. Product Department is a classification of product data. These products are not correctly updated or defined in classifications.
B. Product View is not the proper metric for Product Department, thus causing the appearance of ® "Unspecified".
C. Not all products will have a defined name and department. The "Unspecified" is an expected behavior.
Answer: A
Explanation:
Product Department is a classification of product data that can be used to group products into meaningful categories. If some products are showing up as “Unspecified”in the report, it means that they are not correctly classified or updated in the classification file.
References:
https://experienceleague.adobe.com/docs/analytics/components/classifications/classifications-overview.html?lang=en

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. 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

4.Various reports show None, Unspecified, Other, or Unknown, depending on the specific report viewed. Generally, this breakdown means that the variable was not defined or otherwise unavailable.
Which statement explains the possible behavior of the data?
A. When viewing classification data, any value that does not have data associated with that particular classification returns "OTHER". To resolve this issue, create a classification export file and classify the appropriate columns.
B. Similarly to non-mobile hits in mobile reports, mobile hits in all Visitor Profile I Technology reports are listed as 'UNSPECIFIED'.
C. This happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear

as "NONE".
Answer: C
Explanation:
The statement that explains the possible behavior of the data is that this happens when a user comes to a site for the first time and makes a purchase without firing eVar1. If orders are viewed in the eVar1 report, there is no value to attribute this order to, so it will appear as “NONE”. This means that eVar1 was not set on any page or hit during the visit where the order occurred, so there is no way to associate the order with any value of eVar1. The other statements are not correct explanations of why None, Unspecified, Other, or Unknown may appear in various reports.
References:
https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en
https://experienceleague.adobe.com/docs/analytics/components/variables/conversion-variables/conversion-var-overview.html?lang=en#unspecified-values

5.In Analysis Workspace a Flow Visualization can be created.
What is the benefit of using the correct configuration of Flow Visualization?
A. It enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed.
B. It is based on instances of a dimension. However, this configuration does not offer the option to exclude repeated instances, for example, Page reloaded.
C. It allows analyzation of the visitor's path for the same visit only
Answer: A
Explanation:
A Flow Visualization is a tool that shows the path that users take through a website or app. It can help identify common or uncommon behaviors, drop-offs, loops, or exits. One benefit of using the correct configuration of Flow Visualization is that it enables the expansion of a column to show all nodes. By default, only the top five nodes are displayed in each column, but you can click on the expand icon to see more nodes.
References:
https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en
https://experienceleague.adobe.com/docs/analytics/analyze/analysis-workspace/visualizations/flow.html?lang=en#expanding-a-column