



GOOGLE-ANALYTICS^{Q&As}

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QUESTION 1

What is a “dimension” in Google Analytics?

- A. The total amount of revenue a business has made in a given date range.
- B. An attribute of a data set that can be organized for better analysis.
- C. A report that offers information about your audience.
- D. A comparison of data between two date ranges.

Correct Answer: B

QUESTION 2

Which report demonstrates how well specific parts of your website performed?

- A. Content Drilldown report
- B. Frequency and Recency report
- C. Location report
- D. Top Events report

Correct Answer: A

QUESTION 3

Which type of Custom Report shows a static sortable table with rows of data?

- A. Pivot Table
- B. Map Overlay
- C. Flat Table
- D. Explorer

Correct Answer: C

QUESTION 4



Which of these could NOT be tracked using Goals in Google Analytics?

- A. Customer's lifetime value
- B. Signing up for a newsletter
- C. Making a purchase
- D. Watching a video

Correct Answer: A

QUESTION 5

Custom Reports will NOT let you do what?

- A. Create report with Custom Metrics
- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

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