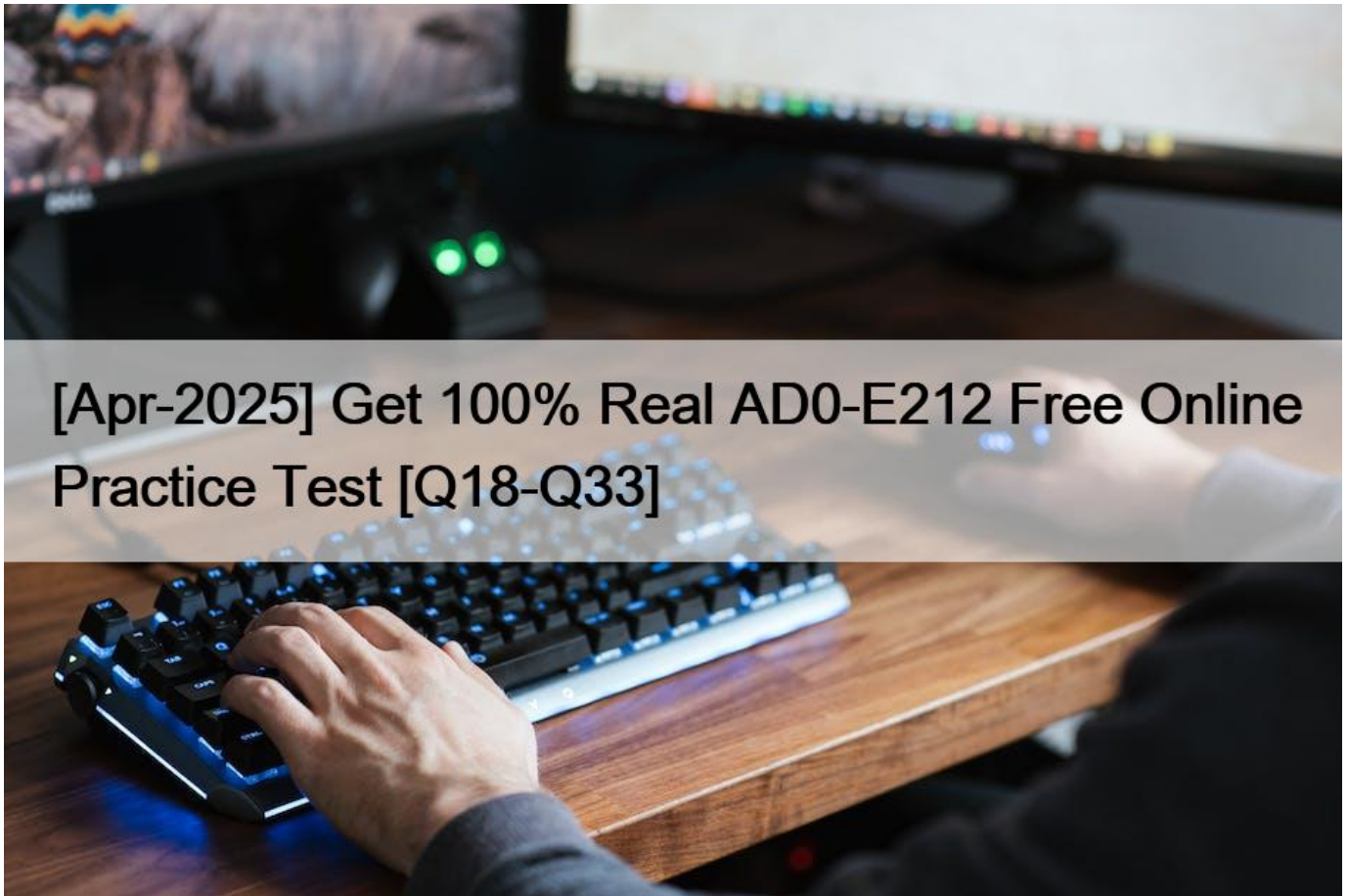


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NO.18 Which feature is typically used to customize dashboards for different users in a project?

- * Data filtering
- * User authentication
- * Role-based access control
- * Static data presentation

NO.19 What feature should you use to export real-time data for immediate analysis?

- * Data Warehouse
- * Report Builder
- * Real-Time Reports
- * Workspace

NO.20 In what way does a conversion funnel help analysts in understanding business processes?

- * By showing the most profitable product lines
- * By illustrating the steps a customer takes before a purchase
- * By mapping out the corporate structure
- * By displaying financial transactions only

NO.21 Which type of segment would be best for analyzing data from users who visited your site more than once in a month?

- * Cohort segment
- * Visitor segment
- * Visit segment
- * Page segme

NO.22 To ensure the effectiveness of segments applied to projects, it is crucial to _____.

- * frequently change the segments
- * align the segments with project objectives
- * use as many segments as possible
- * apply segments only to large data sets

NO.23 What is a primary advantage of using calculated metrics in data analysis?

- * They simplify data collection processes.
- * They allow for customized data interpretation.
- * They eliminate the need for data segmentation.
- * They reduce the volume of data storage.

NO.24 How does identifying a conversion funnel help in business analysis?

- * It delineates potential areas for automation.
- * It identifies critical touchpoints in customer interaction.
- * It predicts the future value of the company.
- * It aids in determining stock levels.

NO.25 What is the primary function of applying the process to look up and combine dimensions, metrics, date ranges, and segments in reporting?

- * To ensure data security
- * To enhance visual appeal
- * To achieve a comprehensive understanding of data
- * To reduce the amount of data used

NO.26 What is the primary advantage of using bar charts over line charts in reporting project status?

- * Displaying trends over time
- * Comparing quantities among different categories
- * Showing relationships between variables
- * Illustrating part-to-whole relationships

NO.27 When analyzing data to answer business questions, it is important to:

- * Focus solely on quantitative data
- * Ignore qualitative insights
- * Consider both quantitative and qualitative data
- * Prioritize external data over internal data

NO.28 When comparing fallout and flow visualizations, flow visualizations are particularly useful for:

- * Identifying where users drop off in a process
- * Understanding the sequence of user actions
- * Highlighting bottlenecks in a process
- * Visualizing the volume of interactions between stages

NO.29 When reporting on marketing campaign performance, which metric is not typically analyzed?

- * Click-through rate
- * Bounce rate
- * Cost per acquisition
- * Employee satisfaction

NO.30 Given a business need to optimize operational efficiency, which reporting strategy should be prioritized?

- * Financial reporting
- * Customer satisfaction analysis
- * Process analytics
- * Competitor analysis

NO.31 In a given scenario where you need to display monthly sales, customer growth, and product popularity, which visualizations would be most appropriate? (Choose Three)

- * Bar chart for monthly sales
- * Line graph for customer growth
- * Pie chart for product popularity
- * Table for displaying detailed data
- * Map for geographic data distribution

NO.32 Basic segments should be configured to reflect _____.

- * complex mathematical models
- * specific user behaviors
- * general trends only
- * data from external sources

NO.33 When analyzing data to answer business questions, which of the following should be considered first?

- * The source of the data
- * Potential biases in the data
- * The format of the data report
- * The volume of data available

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