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Adobe Analytics Business Practitioner Professional



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Question: 1

Two marketing channels drove similar total orders last month, but one did so from far fewer visits. A stakeholder asks which channel performed better. Which comparison BEST supports a fair conclusion?

- A. Compare each channel's conversion rate, not just total orders
- B. Compare only the raw total orders recorded for each channel
- C. Compare the number of dimensions available for each channel
- D. Compare the channels by the length of their tracking-code names

Answer: A

Question: 2

An analyst prepares to answer a question about which marketing channels drive the highest-value visits. Which two elements are MOST useful to combine in the freeform table?
(Choose two.)

- A. The Workspace panel background color
- B. A marketing-channel dimension
- C. The number of Project visualizations
- D. The analyst's saved login timestamp
- E. A revenue-related conversion metric

Answer: B,E

Question: 3

When summarizing report findings for a business audience, what is the MOST important practice?

- A. Present only the raw data table with no added interpretation
- B. Use the most colorful visualization available regardless of its fit
- C. Tie the numbers to the business question and the decision they inform
- D. Include every available metric so that absolutely nothing gets left out

Answer: C

Question: 4

An analyst needs external stakeholders who do not use Analysis Workspace to receive the report contents on a regular basis. Which approach is MOST appropriate?

- A. Share only the raw Solution Design Reference document
- B. Schedule the Project for recurring delivery as a file
- C. Give them full administrator access to the report suite
- D. Tell them to build the Project themselves in Workspace

Answer: B

Question: 5

In Adobe Analytics, what does an anomaly-detection result PRIMARILY indicate about a data point?

- A. It is always caused by a tracking implementation error
- B. It is the highest value ever recorded for that metric
- C. It should be deleted from the report automatically
- D. It falls outside the expected range for that metric

Answer: D

Question: 6

A marketer wants to compare email, paid search, and social campaigns on both traffic and conversions in one view. Which table composition BEST supports the comparison?

- A. A device dimension paired with a server-upptime metric
- B. A date range alone with no dimension or metric added
- C. A channel dimension with visits and conversion counts
- D. A page-name dimension with only a single bounce metric

Answer: C

Question: 7

What is a PRIMARY benefit of sharing well-defined segments across an organization?

- A. The report suite automatically gains several more usable dimensions

- B. Projects no longer need any metrics at all to function
- C. Anomalies are automatically removed across every report
- D. Teams reuse the same audience definitions instead of rebuilding

Answer: D

Question: 8

An analyst wants a single freeform table that answers: "For last quarter, how did orders differ by product category for returning visitors only?"

Which two components are REQUIRED to scope the table to that exact question?

(Choose two.)

- A. The Project's scheduled-delivery time slot
- B. The panel's chosen title font style
- C. The number of other tables in the Project
- D. A last-quarter date range on the table
- E. A returning-visitor segment on the table

Answer: D,E

Question: 9

After analysis, an analyst finds that a metric improved overall but declined for the highest-value customer segment. The stakeholder wants a single headline. Which summary is MOST responsible?

- A. Report only the overall gain and omit the segment decline
- B. Report only the segment decline and omit the overall gain
- C. Report that the results are inconclusive and give no numbers
- D. Report the overall gain but flag the high-value decline

Answer: D

Question: 10

Before sharing a segment organization-wide, an analyst wants to reduce the risk that colleagues misuse it. Which practice BEST addresses this?

- A. Give it a clear name and verify its scope and logic
- B. Share it with no name so colleagues rename it themselves
- C. Add several unrelated conditions to make it more flexible
- D. Share it only after stripping out all of its conditions

Answer: A

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