

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

Which report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

- A. Active Users report
- B. Users Flow report
- C. User Explorer report
- D. Cohort Analysis report

Correct Answer: A

QUESTION 2

Which of these are required for Multi-Channel Funnels?

- A. In-page Analytics
- B. Advertising Features
- C. Custom Dimensions
- D. Goals or Ecommerce

Correct Answer: D

QUESTION 3

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 4

What is the set of rules that determines how sales and conversions get attributed based on touch-points in the conversion path?

- A. Attribution modeling
- B. Conversion tracking
- C. Multi-Channel Funnels
- D. Channel Groupings

Correct Answer: A

QUESTION 5

Which of these represents the hierarchical structure of a Google Analytics account?

- A. Account > View > Property
- B. Account > Property > View
- C. Property > Account > View
- D. View > Account > Property

Correct Answer: B

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