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QUESTION 1

A bank wants to learn more about potential customers applying for a mortgage online. In particular, they want to understand regional success rates on mortgage applications.

They have created events to capture the following information from the application process:

- Applicant postal code
- Applicant IP address
- Loan amount
- Loan type
- Application abandoned

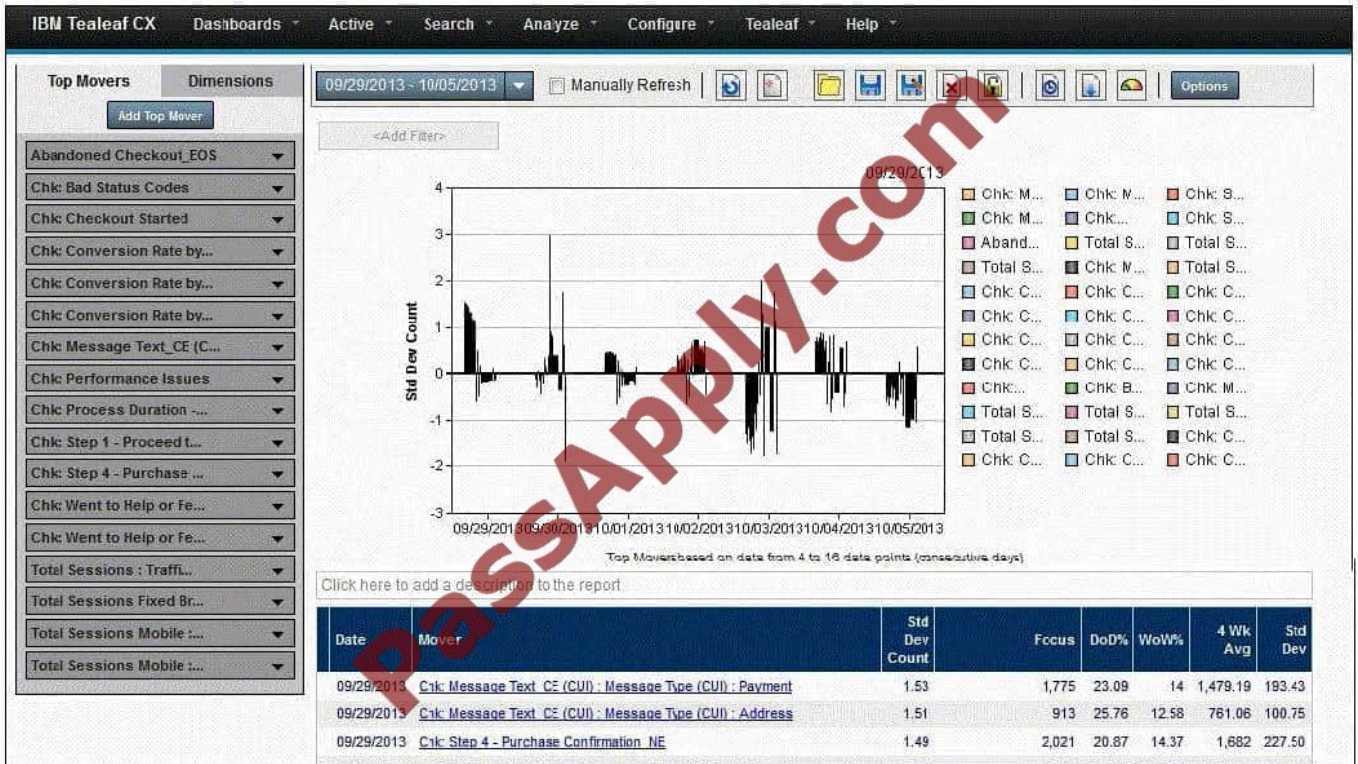
Which event configurations would create a report to help them understand mortgage applicants from different regions?

- A.
IP address event with dimensions on postal code, loan type, loan amount
- B.
Postal code event with dimensions on IP address, loan type, loan amount
- C.
Application abandoned event with dimensions on postal code, loan amount
- D.
Loan amount event with dimensions on postal code, application abandoned

Correct Answer: D

QUESTION 2

An online retailer is using Top Movers Reports to understand significant changes on their site. However, users are complaining that the resulting report is unusable.



Without limiting user ability to monitor significant changes, what are two ways to make the report legible?

- A. Use Top N filtering
- B. Narrow the date range
- C. Remove dimensional Movers
- D. Modify the Standard Deviation calculation
- E. Add only up to 5 Movers to a single report

Correct Answer: AB

QUESTION 3

The management team at an online travel organization wants a weekly report indicating how many online sessions started the checkout process, viewed Online Help, and did not book travel within the same session. To accomplish this, the event modeler creates an event where "Start Checkout Event=True" and "Views Online Help=True and BookTravel=False". When should this event be evaluated?

- A. Last Hit
- B. Every Hit
- C. End of Session
- D. First Hit of Session

Correct Answer: C



QUESTION 4

Why would a business analyst drag and drop column headers in a session list?

- A. To display a session summary
- B. To add a new data column to the column header
- C. To display the sessions that meet the filter criteria
- D. To group sessions according to the values in the column

Correct Answer: D

QUESTION 5

A developer needs to create an alert based on dimensional data. The alert should only monitor statistically significant changes appearing in that data set. Which type of alert should be used?

- A. Event Alert
- B. Canister Alert
- C. Portal Status Alert
- D. Top Mover Report Alert

Correct Answer: D

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