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# Adobe

9A0-381  
*Analytics Business Practitioner*

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## Version product

### Question: 1

You want to access Content Consumption (Page Views/Visits) per Pages, Site Sections and Site Sub Sections. You have a separate custom traffic variable reserved for each of the reports. What is the best way to ensure that the Content Consumption calculated metric is available for all three reports?

- A. You only need to build it once and it will become available for all three reports
- B. Build that calculated metric three times, once in each report.
- C. That metric is only available for Pages so you will be unable to apply it to Site Sections or Sub Sections
- D. Choose the "copy" feature in the calculated metric builder to propagate the metric from one report to the other

**Answer: A**

### Question: 2

You are using a filter to eliminate a select group of line items. What does the metric total number represent?

- A. The total including the line items that are not filtered.
- B. The site total for the selected metric
- C. The percentage of the filtered line items compared against the Report Suite total
- D. The total of the line items filtered

**Answer: C**

### Question: 3

Which statement summarizes the reporting possibilities for subrelations?

- A. You can drill down multiple levels deep and choose up to 10 metrics for display
- B. You can drill down only one level deep and choose up to 10 metrics for display
- C. You can drill down only one level deep and only get to choose one metric
- D. You can drill down multiple levels deep but you only get to use the Instances metric

**Answer: D**

### Question: 4

What are the maximum number of items that can be displayed in a Trended graph?

- A. 1
- B. 5
- C. 10
- D. 30

**Answer: D**

### Question: 5

Which statement about Classification reports is NOT true?

- A. Classified reports are used to provide friendly names to key values
- B. Classified reports can be applied to every variable
- C. Classified reports are controlled by an admin
- D. Classified reports are used to group key values to higher level categories

**Answer: B**

### Question: 6

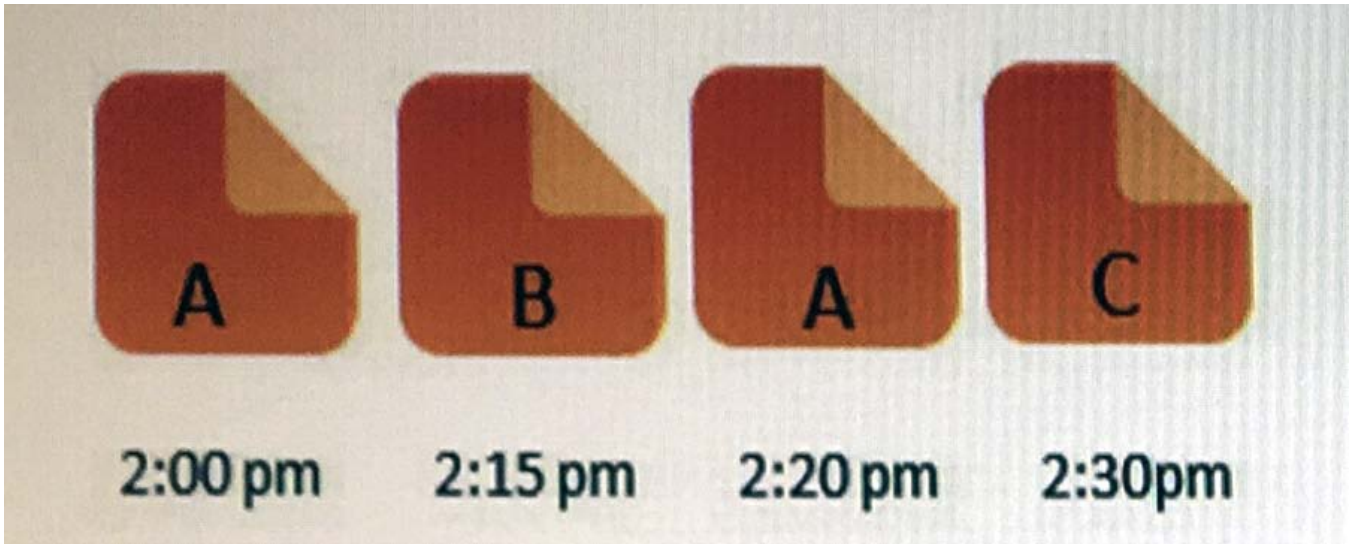
You are building a segment based only on Events in the Segment Canvas. Which two containers can you use? (Choose two.)

- A. Events
- B. Visitors
- C. Visits
- D. Hits

**Answer: A,C**

### Question: 7

A visitor demonstrates the following behavior in terms of time spent:



What is the average time spent on page A?

- A. 12.5 minutes
- B. 25 minutes
- C. 20 minutes
- D. 15 minutes

**Answer: D**

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