

Exam : AD0-E212

**Title : Adobe Analytics Business
Practitioner Professional**

Version : DEMO

1. In which scenario would a scatter plot be the most appropriate visualization to use?

- A. To show the relationship between advertising spend and sales volume
- B. To compare sales data from multiple regions
- C. To display the distribution of customer feedback ratings
- D. To outline the steps in a manufacturing process

Answer: A

2. When sharing a segment with others in your organization, what is a key consideration?

- A. The complexity of the segment
- B. The size of the data set
- C. User permissions
- D. The visual appeal of the segment

Answer: C

3. How does identifying a conversion funnel help in business analysis?

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

Answer: B

4. Which method would be most appropriate for identifying anomalies in financial reports?

- A. Variance analysis
- B. Trend extrapolation
- C. Customer feedback analysis
- D. Employee performance review

Answer: A

5. Why is it important to consider the advantages of specific visualizations when preparing reports?

- A. To fulfill legal requirements
- B. To match industry standards
- C. To aid stakeholders' understanding of the data
- D. To increase the processing speed of reports

Answer: C