

317- E commerce Analytics – I

1. What is the primary role of Ecommerce Analytics in business?

- A) Driving sales
- B) Creating business value and driving business growth
- C) Managing inventory
- D) Improving customer service

Answer: B) Creating business value and driving business growth

2. Which of the following is not a part of the Ecommerce Analytics Value Chain?

- A) Identifying and prioritizing demand
- B) Preparing and wrangling data
- C) Developing an analytical plan
- D) Fulfilling orders

Answer: D) Fulfilling orders

3. Which technique is used for understanding the calendar in Ecommerce Analysis?

- A) Storytelling
- B) Tukey's Exploratory Data Analysis
- C) Machine Learning
- D) Inventory Management

Answer: B) Tukey's Exploratory Data Analysis

4. What are some key performance indicators for Ecommerce?

- A) Customer satisfaction rate
- B) Inventory turnover rate
- C) Returns
- D) Employee satisfaction rate

Answer: C) Returns

5. Which approach is used for dashboarding in Ecommerce Analytics?

- A) LIVEN
- B) SPARK
- C) DIVE
- D) SHINE

Answer: A) LIVEN

5. What is the purpose of data visualization in Ecommerce Analytics?

- A) To confuse stakeholders
- B) To create complex reports
- C) To simplify complex data and communicate insights effectively
- D) To hide information from competitors

Answer: C) To simplify complex data and communicate insights effectively

6. What is a dimension in the Ecommerce Analytics Data Model?

- A) Product price
- B) Customer name
- C) Order date
- D) Order ID

Answer: B) Customer name

10. Which book is suggested for studying Ecommerce Analytics?

- A) "Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy" by Judah Phillip
- B) "Introduction to Rocket Science" by John Smith
- C) "Cooking 101: A Beginner's Guide to Culinary Arts" by Jane Doe
- D) "The Art of Underwater Basket Weaving" by Anonymous

Answer: A) "Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy" by Judah Phillip

11. What is the main focus of marketing and advertising analytics in Ecommerce?

- A) Tracking employee performance
- B) Understanding customer behavior and optimizing marketing strategies
- C) Creating new product lines
- D) Forecasting future sales

Answer: B) Understanding customer behavior and optimizing marketing strategies

12. What type of analysis helps in understanding the flow of user behavior on an Ecommerce website?

A) Shopping Behavior Analysis

B) Inventory Analysis

C) Financial Analysis

D) HR Analysis

Answer: A) Shopping Behavior Analysis