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Adobe Customer Journey Analytics Business Practitioner Professional Sample Questions (Q80-Q85):

NEW QUESTION # 80

Your manager requested a product performance report showing revenue from different categories. After generating the report, you notice that key product categories are missing. Upon investigation, you discover that the "Product Category" dimension was not added to the report. What should you do next?

Response:

- A. Add the "Product Category" dimension to the report and refresh the data.
- B. Enable automatic campaign syncing for new products.
- C. Create a calculated metric for each product category.
- D. Update the data source permissions for reporting.

Answer: A

NEW QUESTION # 81

Which visualization should be used to display the flow of customer interactions through different stages of a marketing funnel?
Response:

- A. Summary Table
- **B. Funnel Analysis**
- C. Bar Chart
- D. Line Graph

Answer: B

NEW QUESTION # 82

Which features enable data filtering and segmentation in Adobe CJA?
(Select two.)
Response:

- **A. Segments**
- **B. Calculated Metrics**
- C. Event Flags
- D. Data Transfer Rules

Answer: A,B

NEW QUESTION # 83

An organization considers any interaction from website, mobile app or call center as 'an engagement event' and web, mobile, and phone call as its channels. As a CJA business practitioner, how can you create a weekly report that reflects average engagement per channel?
Response:

- A. Create a calculated metric with sum of all engagement events multiplied by total number of channels.
- B. Create a calculated metric using total sessions instead of engagement events.
- C. Create a filter for all events with condition as channel = mobile OR website OR phone call.
- **D. Create a calculated metric with sum of all engagement events divided by total number of channels.**

Answer: D

NEW QUESTION # 84

Which type of visualization best represents the distribution of product categories purchased by customers in a specific region?
Response:

- A. Funnel Visualization
- **B. Bar Chart**
- C. Line Chart
- D. Scatter Plot

Answer: B

NEW QUESTION # 85

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