



Adobe AD0-E215

Adobe Analytics Data Analyst Professional

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Question: 1

A processing rule is used to:

- A. Modify collected data before storage
- B. Delete raw data permanently
- C. Export data to external systems
- D. Create dashboards automatically

Answer: A

Explanation:

Processing rules in Adobe Analytics allow administrators to transform incoming data at the time of collection. They can set, copy, or modify variable values without requiring code changes on the website. This helps maintain data consistency and reduces dependency on development teams. However, they do not delete raw data or handle exports or visualization tasks.

Question: 2

Which metric would best measure user actions like clicks or purchases?

- A. Prop
- B. eVar
- C. Event
- D. Segment

Answer: C

Explanation:

Events are designed to track user actions such as clicks, downloads, form submissions, or purchases. They represent measurable interactions rather than attributes. Props and eVars store descriptive values, while segments filter data. Events are essential for conversion tracking and performance measurement across reports.

Question: 3

A stakeholder wants to see pathing data. Which variable supports pathing?

- A. eVar
- B. Prop
- C. Event
- D. List Var

Answer: B

Explanation:

Props support pathing analysis in Adobe Analytics, allowing users to see navigation flows between pages or values. While eVars persist longer, they do not provide pathing capabilities by default. Pathing helps analysts understand user journeys and optimize navigation structures. Therefore, props are the correct choice.

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