

CBDA Dumps

Certification in Business Data Analytics (IIBA - CBDA)

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NEW QUESTION 1

- (Topic 1)

The analytics team has been asked to assess sales data from their company's website with the hopes of providing insights to help increase online sales. It's the first time the team is looking at this specific data and they are concerned about the quality of data that has been captured. They decide to use the following approach as the next step:

- A. Trend Analysis
- B. Classification analysis
- C. Data Analysis
- D. Exploratory analysis

Answer: D

Explanation:

Exploratory analysis is the approach that the analytics team should use as the next step, because it is a technique that allows them to examine the quality, structure, and characteristics of the data, without making any assumptions or hypotheses. Exploratory analysis can help the team identify any issues or anomalies in the data, such as missing values, outliers, or errors, and decide how to handle them. Exploratory analysis can also help the team discover any patterns, trends, or relationships in the data, and generate new research questions or hypotheses for further analysis. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 3: Analyze Data
- Understanding the Guide to Business Data Analytics, page 16
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 8

NEW QUESTION 2

- (Topic 1)

An analytics team is interested in reviewing the results of a public opinion poll that is going to be conducted at the end of the month. One of the factors the team is interested in, is ensuring the result set is statistically significant. Why would this factor be important to the team?

- A. To make sure the criteria for the target audience is met
- B. Guarantee that the objectives of the poll are met
- C. Improve the likelihood of receiving a response rate of 100%
- D. Ensure that results are not biased or random

Answer: D

Explanation:

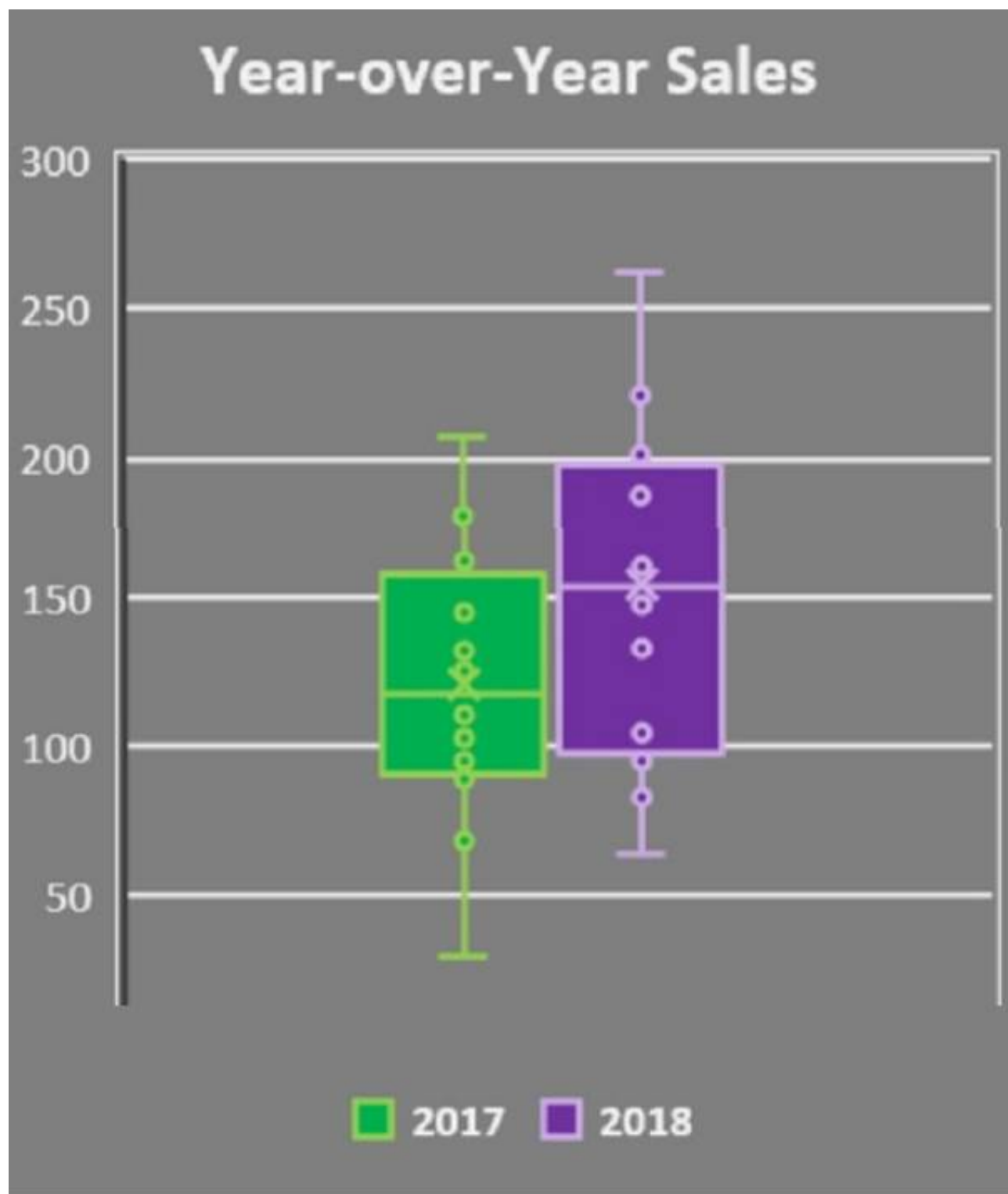
Ensuring the result set is statistically significant is important to the team because it means that the difference or relationship observed in the data is unlikely to be due to chance or sampling error. Statistical significance helps the team to assess the validity and reliability of their findings, and to draw meaningful conclusions and recommendations from the data.

Statistical significance also helps the team to communicate their results with confidence and credibility to the stakeholders and decision makers¹² References: 1: An Easy Introduction to Statistical Significance (With Examples) - Scribbr 2: Statistical Significance in Experimentation and Data Analysis - All About Circuits

NEW QUESTION 3

- (Topic 1)

A software company launched a new product in late 2016. The product manager is reviewing a Box and Whisker plot used to compare year-over-year sales, from 2017 to 2018. What is the conclusion he can make from this chart?



- A. 2017 minimum and maximum sales are higher than 2018, and the 2017 median result is higher than the 2018 median result
- B. 2017 minimum and maximum sales are higher than 2018, but the 2017 median result is lower than 2018 1st quartile result
- C. 2018 minimum and maximum sales are higher than 2017, and the 2018 quartile results are higher than 2017 quartile results
- D. 2018 minimum and maximum sales are higher than 2017, and the 2018 1st quartile is higher than 2017 median result

Answer: D

NEW QUESTION 4

- (Topic 1)

The results for a certification exam were revealed in percentage and percentile. The results for one of the attendees was: 75%, 90th percentile. What is the value in sharing the percentile score?

- A. The percentile score provides value by assessing the attendee's score against the average score for that exam
- B. While the exam score is an objective score, the percentile is a relative score that assesses the attendee's score against the highest possible score
- C. By ranking, it provided additional insight on how the attendee performed in comparison to other attendees
- D. The percentile score does not add any additional value in assessing the attendee's performance

Answer: C

Explanation:

The percentile score provides value by ranking the attendee's score among all the scores of the exam takers. A percentile score of 90 means that the attendee scored higher than 90% of the exam takers, and only 10% scored higher than the attendee. This gives a relative measure of how the attendee performed in comparison to other attendees, and how competitive or exceptional the score is. The percentile score does not depend on the average or the highest possible score of the exam, but only on the distribution of the scores of the exam takers. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 4: Interpret and Report Results
- Understanding the Guide to Business Data Analytics, page 9
- What is a Percentile? - Statistics By Jim

NEW QUESTION 5

- (Topic 1)

A job satisfaction survey is being developed. Half of the employees will be asked the question "Do you enjoy working in your workplace?" The other half will be asked "Do you like the current work benefits?". The business analyst raises concern over the survey. What is concerning to the business analyst?

- A. Precision
- B. Reproducibility

- C. Reliability
D. Validity

Answer: D

Explanation:

The business analyst is concerned about the validity of the survey. Validity is the extent to which a survey measures what it intends to measure. In this case, the survey is supposed to measure job satisfaction, but the two questions asked to different groups of employees are not equivalent or relevant to this construct. The question ??Do you enjoy working in your workplace??? is more directly related to job satisfaction than the question ??Do you like the current work benefits???. The latter question may capture only one aspect of job satisfaction, and may not reflect the overall level of contentment or happiness with the job. Therefore, the survey results may not be valid or accurate in measuring job satisfaction12 References: 1: Survey and questionnaires in business analysis - The Functional BA 2: Job Satisfaction Survey - Paul Spector

NEW QUESTION 6

- (Topic 1)

A company wants to gauge the thoughts of their employees towards a new company product. On the 25th of March the interviewer makes a list of all employees who were at work on that day and then chooses a subset of those employees to interview. Which term describes the list of all employees present on March 25th?

- A. Population of interest
B. Survey sample
C. Sampling frame
D. Sample weights

Answer: C

Explanation:

The sampling frame is the term that describes the list of all employees present on March 25th, because it is a technique that defines the set of elements from which a sample is drawn. The sampling frame should ideally match the population of interest, which is the group of elements that the researcher wants to study or make inferences about. In this case, the population of interest is the employees of the company, and the sampling frame is the subset of employees who were at work on a specific day. The survey sample is the technique that selects a portion of the sampling frame to participate in the survey. The sample weights are the technique that assigns different values or importance to each element in the sample, based on their representation in the population. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 2: Source Data
- Understanding the Guide to Business Data Analytics, page 14
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 14

NEW QUESTION 7

- (Topic 1)

The analytics team has completed analyzing a dataset and unfortunately the data didn't deliver the kinds of insights that the team was hoping for. After much contemplation, they decide to:

- A. Summarize the results and indicate the outcome was inconclusive
B. Inform management that analytics could not derive insightful results
C. Wait a few weeks and rerun the analysis using refreshed data
D. Restart the work with formation of a new research question

Answer: D

Explanation:

The analytics team should restart the work with formation of a new research question, because the existing one may not be well-defined, relevant, or feasible. A well-formed research question is the first step of the business data analytics cycle, and it guides the subsequent steps of sourcing, analyzing, interpreting, and reporting data. If the data analysis does not yield meaningful insights, the team should revisit the research question and refine it based on the business problem, stakeholder needs, data availability, and analytical methods. References:

- Understanding the Guide to Business Data Analytics, page 10-11
- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 1: Identify the Research Questions
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 5

NEW QUESTION 8

- (Topic 1)

A database analyst is modelling a database for a large toy manufacturer. Which statement describes a logical database model?

- A. The layer of views created to summarize data or provide another perspective of certain data
B. A model that depicts the actual design of the relational database
C. An abstraction of the conceptual data model that includes rules of normalization
D. Modelling that involves objects being defined at the schema level

Answer: C

Explanation:

A logical database model is a data model of a specific problem domain expressed independently of a particular database management product or storage technology. It describes data using notation that corresponds to a data organization used by a database management system, such as relational tables and columns. It also includes rules of normalization, which are the process of converting complex data structures into simple, stable data structures12 References: 1: Logical schema - Wikipedia 2: What Is a Data Model? | Coursera

NEW QUESTION 9

- (Topic 1)

The analytics team is identifying research questions to address a business problem. The business analysis professional reminds the team that the most important dimension to consider is the:

- A. Sources of data
- B. Quality of the data
- C. Timeframe of analysis
- D. Measurement scale

Answer: B

Explanation:

The quality of the data is the most important dimension to consider when identifying research questions, as it affects the validity, reliability, and accuracy of the analysis and the results. Data quality refers to the degree to which the data meets the requirements and expectations of the stakeholders and the purpose of the analysis¹². Poor data quality can lead to erroneous conclusions, ineffective decisions, and wasted resources³. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 282: Data Quality Assessment, Arkady Maydanchik, 2007, p. 33: Data Quality: The Field Guide, Thomas C. Redman, 2001, p. 1.

NEW QUESTION 10

- (Topic 1)

The research question prompting the use of analytics is well-defined. The team obtains the results and determines that the source data did not provide reliable results. As a result of this finding, the team modifies the original question to one that can be answered by the data. What is a risk that could impact the value of this analysis?

- A. The objective of the original research may not be met
- B. Timelines will be pushed out making stakeholders unhappy
- C. Increased costs associated with the source data
- D. The quality of the analysis may be negatively impacted

Answer: A

Explanation:

The risk that could impact the value of this analysis is that the objective of the original research may not be met, because the team modified the research question to fit the data, rather than finding the data that fits the research question. This could lead to a loss of alignment between the research question and the business problem, stakeholder needs, or analytical methods. The team may end up answering a different or less relevant question than the one they intended to answer, and thus provide less valuable insights or recommendations. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 1: Identify the Research Questions
- Understanding the Guide to Business Data Analytics, page 10-11
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 10

NEW QUESTION 10

- (Topic 1)

The results of the data analytics work led to some clear and strongly supported outcomes and the analytics team is very confident in their recommendations; particularly given that the payback on the required changes are a short 3 months. However, there is concern because the organization operates in a highly regulated environment and some new regulatory changes are being considered with announcements and implementation in the next 6 months. Under these conditions the team decides to:

- A. Recommend no action be taken at this time and revisit in 6 months
- B. Reassess their results to ensure their validity and then decide what to do
- C. Identify and carefully document assumptions for their recommendation
- D. Postpone recommendations for 6 months until the announcements are made

Answer: C

Explanation:

The best option for the team under these conditions is to identify and carefully document the assumptions for their recommendation, such as the expected impact of the regulatory changes, the risks and benefits of implementing the changes before or after the announcements, and the sensitivity of the results to different scenarios. This way, the team can communicate their findings and recommendations clearly and transparently, while also acknowledging the uncertainty and limitations of their analysis. This can help the decision makers to evaluate the trade-offs and make informed choices¹². References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 242: Data-Driven Decision Making: A Primer for Beginners, Anand Rao, 2018, 1.

NEW QUESTION 15

- (Topic 1)

The marketing department for a major restaurant chain is interested in testing a Kids Eat Free campaign to determine if it will help to increase sales. They are interested in piloting the campaign to determine which day of the week will improve sales the most.

The campaign is launched across 7 cities with each city promoting a different day of the week. The sales data is collected and provided to a team for analysis. What concern might the analytics team have regarding data quality across cities?

- A. Normality
- B. Heteroskedacity
- C. Linearity
- D. Variation

Answer: D

Explanation:

Variation is the degree to which the data values differ from each other or from a central tendency measure, such as the mean or median. Variation can affect the data quality across cities, as it can indicate the presence of outliers, errors, noise, or inconsistency in the data collection or processing methods. Variation can also influence the statistical analysis and interpretation of the results, as it can affect the significance, confidence, and validity of the findings¹². References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 302: Statistics for Business and Economics, David R. Anderson et al., 2014, p. 83.

NEW QUESTION 19

- (Topic 1)

The definition of data elements is different across various data sources. The organization is looking to improve the usability of data across the organization. Which

practice would help address this problem?

- A. Data governance
- B. Data quality
- C. Data architecture
- D. Data ethics

Answer: A

Explanation:

Data governance is the practice of establishing and enforcing policies, standards, roles, and responsibilities for the management and use of data across the organization. Data governance helps to address the problem of inconsistent data definitions across various data sources by ensuring that data is properly defined, documented, classified, and aligned with the business objectives and requirements¹². References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 292: Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program, John Ladley, 2012, p. 3.

NEW QUESTION 23

- (Topic 1)

A research marketer is interested in collecting information about the spending habits of families in North America. Concerned about the volume of data required to conduct the research, they choose to use sampling. The dataset is sourced using all credit card transactions from a leading North American credit card company for Quarter 1 of the prior year. The sample used is:

- A. Statistically representative
- B. Not relevant
- C. Too large to be helpful
- D. Biased

Answer: D

Explanation:

The sample used in this case is biased, meaning that it is not representative of the population of interest. The population of interest is the families in North America, but the sample is drawn from only one source of data: the credit card transactions from a leading North American credit card company. This sample excludes the families who do not use credit cards, or who use other credit card companies, or who use other payment methods. Therefore, the sample is not random or fair, and it may introduce sampling bias into the research results¹². References: 1: Sampling Methods | Types, Techniques & Examples 2: Sampling Bias - an overview | ScienceDirect Topics

NEW QUESTION 24

- (Topic 1)

A large telecommunications company wants to increase their Average Revenue Per User per month by 5%, by end of year, to increase revenue in a highly competitive market. From a SMART target perspective, what is missing?

- A. T - The increase should be seen sooner
- B. A - It is too easy of a target to attain
- C. R - Since competition is high, focus should be on increasing customer base and not on ARPU
- D. S - There is no mention of which product group/line the target pertains to

Answer: D

Explanation:

A SMART target is one that is specific, measurable, achievable, relevant, and time-bound¹. The target of increasing the Average Revenue Per User (ARPU) per month by 5%, by end of year, to increase revenue in a highly competitive market is missing the specificity criterion, as it does not mention which product group or line the target applies to. The target should be more specific and clear about the scope and context of the desired outcome, such as which segment, region, or service the target relates to²³. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 192: SMART Goals: How to Make Your Goals Achievable, MindTools, 2021, 13: How to Set SMART Marketing Goals, CoSchedule, 2021, 2.

NEW QUESTION 26

- (Topic 1)

A Data Dictionary is being developed for an employee database. When reviewing the data dictionary, the analyst recommends adding another primitive data element. Which element would be suggested?

- A. Street address
- B. First name
- C. Customer name
- D. Work phone number

Answer: A

Explanation:

A street address is a primitive data element, because it is a basic unit of data that cannot be further decomposed into smaller components. A primitive data element has a distinct name, definition, format, and value domain. A street address can be used to identify the location of an employee or a customer, and it can be stored as a string or a combination of numbers and characters. Options B, C, and D are not primitive data elements, because they can be further broken down into smaller components. For example, a first name can be divided into a prefix, a given name, and a suffix. A customer name can be composed of a first name and a last name. A work phone number can be split into a country code, an area code, and a local number. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 2: Source Data
- Business analysis data dictionary – The Functional BA
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 15

NEW QUESTION 29

- (Topic 1)

Based on the results of a recently completed analytics initiative, the Human Resource department for a major department store implemented a change to its hiring

practice to address the attrition rates of its sales associates. The new policy stated that candidates applying for sales positions must possess at least 3 years of relevant sales experience to be considered. After implementing the change, attrition rates are 10% higher and management is frustrated. Which of the following could result in this outcome?

- A. The results of analysis have been incorrectly interpreted
- B. Sales experience is not a relevant skill
- C. Analytics is not helpful given this situation
- D. The change proposed is not aligned to company strategy

Answer: D

Explanation:

The change proposed is not aligned to company strategy, because it may not address the root cause of the attrition problem, or it may conflict with other organizational goals or values. For example, the change may reduce the pool of qualified candidates, increase the hiring costs, or lower the diversity or customer satisfaction of the sales team. The change may also ignore other factors that influence the attrition rates, such as compensation, training, feedback, or recognition. Therefore, the change may not achieve the desired outcome of reducing attrition, and may even worsen it. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 5: Use Results to Influence Business Decision Making
- Understanding the Guide to Business Data Analytics, page 9
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 13

NEW QUESTION 33

- (Topic 1)

An online retailer has been successful utilizing analytics to guide decisions on product placement and marketing spend.

Management has requested a task force be assembled to make recommendations on how to further develop their analytics capabilities. To begin this work, the task force builds a model to develop a shared understanding about customer segments, customer relationships, key partnerships, and the company's value proposition. The team has leveraged the following model to facilitate this discussion?

- A. Value chain analysis
- B. Balanced scorecard
- C. Business model canvas
- D. CATWOE

Answer: C

Explanation:

The business model canvas is the model that the task force has leveraged to facilitate the discussion, because it is a technique that describes the logic of how an organization creates, delivers, and captures value. The business model canvas consists of nine building blocks that cover the key aspects of a business: customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. The business model canvas can help the task force develop a shared understanding of the current state of the online retailer, and identify the opportunities and challenges for developing their analytics capabilities. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 6: Guide Organization-level Strategy for Business Analytics
- Understanding the Guide to Business Data Analytics, page 9
- 10.8 Business Model Canvas | IIBA®

NEW QUESTION 35

- (Topic 1)

A business analyst manager is planning budgets for the new year, and training opportunities for his team of business analysts. The manager sends out a survey to the team to obtain their top interests within the seven areas of training opportunities. The team results were compared against the manager's personal rating. What can be deduced from the following chart with regards to the survey results?

Employee Training Opportunity



- A. The team's top interests in training opportunities were aligned with the manager's, which included Negotiation & Conflict Resolution and Facilitation
 B. The team's top interests in training opportunities were aligned with the manager's, which included Teamwork and Adaptability
 C. The manager's rating did not match with the team's rating for any of the training areas
 D. The team had equal interest across all training areas

Answer: A

Explanation:

The chart shows the personal rating of the manager and the average team rating on different areas of training opportunities. Both the manager and the team rated ??Negotiation & Conflict Resolution?? and ??Facilitation?? highly, indicating a shared interest in these areas. These areas are also relevant for business analysts, as they involve skills such as communication, collaboration, problem-solving, and stakeholder management¹² References: 1: 6 Charts You Can Use to Create Effective Reports | SurveyMonkey 2: Business Analysis Core Concept Model™ (BACCM™) - IIBA BABOK Guide v3

NEW QUESTION 40

- (Topic 1)

While sourcing data, an analyst runs into a situation where different business units are using different names to refer to the same data element. This lack of standardization is resulting in confusion and additional time required to properly prepare data for analysis. Which practice, if implemented would address this situation and mature the organization's business analytics practice?

- A. Data quality management
 B. Database operations management
 C. Data warehousing
 D. Meta data management

Answer: D

Explanation:

Meta data management is the practice that, if implemented, would address the situation and mature the organization's business analytics practice, because it is a technique that involves defining, documenting, and maintaining the information about the data elements, such as their names, definitions, formats, sources, and relationships. Meta data management can help the analyst resolve the inconsistencies and ambiguities in the data element names, and ensure that the data is standardized, consistent, and understandable across different business units. Meta data management can also help the analyst improve the data quality, accessibility, and usability for the analysis. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 2: Source Data
- Guide to Business Data Analytics - liba - Google Books, page 14
- Business Data Analytics (IIBA®-CBDA Exam preparation) | Udemy, Section 2: Source Data, Lecture 8: Meta Data Management

NEW QUESTION 44

- (Topic 1)

A financial software company has growth and expansion as one of their top strategic priorities for the year. The senior executive team would like to assess their

sales performance over the last 3 years to help set sales objectives. In discussion with the business analytics manager, for a comprehensive sales report, the sales lead recommends looking into the number of contracts signed over the past 3 years and the dollar value for the signed contracts. Which other question is important to consider when evaluating sales performance?

- A. What is the time to market the software?
- B. What is the total cost incurred per year?
- C. What is the number of customers retained over the past 3 years?
- D. What is the average time for conversion?

Answer: D

Explanation:

The average time for conversion is the average number of days it takes to convert a lead into a customer. This is an important question to consider when evaluating sales performance, because it indicates the efficiency and effectiveness of the sales process. A shorter time for conversion means that the sales team can close more deals in less time, and thus increase the revenue and profitability of the company. A longer time for conversion may indicate that there are bottlenecks, challenges, or inefficiencies in the sales process that need to be addressed. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 5: Use Results to Influence Business Decision Making
- Understanding the Guide to Business Data Analytics, page 9
- Business Data Analytics (IIBA®-CBDA Exam preparation) | Udemy, Section 4: Interpret and Report Results, Lecture 19: Sales Performance Metrics

NEW QUESTION 45

- (Topic 1)

The team has completed their analysis on a vast amount of collected data and agree on their recommendations for action.

However, they are having difficulty in developing the appropriate messages to support their recommendations. The business analysis professional suggests which technique to assist the team?

- A. T-Testing
- B. Simulation
- C. Visioning
- D. Storyboarding

Answer: D

Explanation:

Storyboarding is a technique that helps the team to develop the appropriate messages to support their recommendations by creating a visual sequence of the main points, evidence, and actions. Storyboarding helps the team to organize their thoughts, identify gaps, and communicate their findings in a clear and compelling way. References: 1: Developing Key Messages for Effective Communication - MSKTC 2: 11 Ways Highly Successful Leaders Support Their Team - Redbooth

NEW QUESTION 46

- (Topic 2)

The Vice President at a commercial goods manufacturing company wants to create annual objectives for the team based on the company's latest strategic goals. The Vice President has reached out to the business analytics team for data analysis that will help build SMART objectives. What type of analytics will help with creating these objectives?

- A. Descriptive
- B. Diagnostic
- C. Descriptive and Diagnostic
- D. Descriptive and Predictive

Answer: D

Explanation:

Descriptive and predictive analytics are types of analytics that can help with creating SMART objectives. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound, which are criteria for setting effective and realistic goals. Descriptive analytics is the type of analytics that summarizes what has happened in the past using data, such as historical trends, patterns, or performance. Descriptive analytics can help with creating SMART objectives by providing a baseline, benchmark, or context for the current situation and the desired outcomes. Predictive analytics is the type of analytics that forecasts what is likely to happen in the future using data, such as statistical models, machine learning, or artificial intelligence. Predictive analytics can help with creating SMART objectives by providing a projection, estimation, or scenario for the future situation and the expected results.

Diagnostic and prescriptive analytics are other types of analytics that are not as helpful with creating SMART objectives. Diagnostic analytics is the type of analytics that explains why something has happened in the past using data, such as root cause analysis, correlation analysis, or hypothesis testing. Diagnostic analytics can help with understanding the causes and effects of past events, but it does not provide guidance or direction for setting future goals. Prescriptive analytics is the type of analytics that recommends what should be done in the future using data, such as optimization, simulation, or decision analysis. Prescriptive analytics can help with suggesting the best actions or alternatives for achieving future goals, but it does not define or measure the goals themselves. References: 1: Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 122: Guide to Business Data Analytics, IIBA, 2020, p. 533: Guide to Business Data Analytics, IIBA, 2020, p. 54. : Guide to Business Data Analytics, IIBA, 2020, p. 54. : Guide to Business Data Analytics, IIBA, 2020, p. 55.

NEW QUESTION 47

- (Topic 2)

After completing their data analysis, an analyst is drawing out the results, explaining the methods and processes used, and identifying any limitations or weaknesses in the data or methods applied. While performing these steps, which recommended practice would the analyst apply?

- A. Use exploratory analysis to determine the best mathematical method to use
- B. Understand the communication needs of stakeholders
- C. Let the data drive the conclusions and the insights reached
- D. Learn a variety of visualization techniques for effective communications

Answer: B

Explanation:

According to the IIBA® Guide to Business Data Analytics, communication is a key skill for analysts, as it involves conveying the results, methods, and limitations

of the data analysis to various stakeholders in a clear, concise, and meaningful way. To communicate effectively, analysts need to understand the communication needs of stakeholders, such as their level of interest, knowledge, and influence, their preferred format and frequency of communication, and their expectations and objectives. By understanding the communication needs of stakeholders, analysts can tailor their messages, choose the appropriate language and tone, and select the most suitable communication channels and media. Therefore, the correct answer is B, as understanding the communication needs of stakeholders is a recommended practice for analysts while performing the steps of drawing out the results, explaining the methods and processes used, and identifying any limitations or weaknesses in the data or methods applied. References: : [IIBA® Guide to Business Data Analytics], Chapter 4: Business Data Analytics Techniques, page 49, : [IIBA® Guide to Business Data Analytics], Chapter 5: Business Data Analytics Competencies, page 63-64, : [IIBA® Guide to Business Data Analytics], Chapter 6: Business Data Analytics Communication, page 71-72

NEW QUESTION 51

- (Topic 2)

The results for a certification exam were revealed in percentage and percentile. How would you infer the results for an attendee at: 75%, 90th percentile?

- A. While the attendee's exam score was 90/100. the attendee did better than 75% of the attendees
- B. While the attendee's exam score was 90/100. the attendee did better than 25% of the attendees
- C. While the attendee's exam score was 75/100. the attendee did better than 10% of the attendees
- D. While the attendee's exam score was 75/100. the attendee did better than 90% of the attendees

Answer: D

Explanation:

A percentage is a way of expressing a number as a fraction of 100, while a percentile is a way of expressing a number as a rank or position in a distribution of values. A percentage tells us how much of something there is, while a percentile tells us how well something performed compared to others. To infer the results for an attendee at 75%, 90th percentile, we need to understand what these two numbers mean.

? 75% means that the attendee scored 75 out of 100 possible points on the exam.

This is the absolute score of the attendee, which does not depend on how others performed.

? 90th percentile means that the attendee scored higher than 90% of all the attendees who took the exam. This is the relative score of the attendee, which depends on how others performed. For example, if there were 1000 attendees, the 90th percentile would mean that the attendee scored higher than 900 attendees, and lower than 100 attendees.

Therefore, the correct inference is that while the attendee's exam score was 75/100, the attendee did better than 90% of the attendees. This means that the attendee's score was above average, and that the exam was relatively difficult or had a low pass rate. References:

? Difference Between Percentage and Percentile | Major Differences - BYJU'S, BYJU'S, accessed on January 20, 2024.

? Difference Between Percentage and Percentile (with Examples and Comparison Chart) - Key Differences, Key Differences, accessed on January 20, 2024.

? Certification in Business Data Analytics (IIBA ® - CBDA), IIBA, accessed on January 20, 2024.

NEW QUESTION 55

- (Topic 2)

A toy manufacturing company wants to improve operational efficiencies as a means of reducing costs. The Operational Manager wants an analytics study to identify areas of improvement within their operational processes. During a meeting with the analyst, the Operational Manager mentions concerns about old machinery and suggests this be the area of focus for the study. They can have a touchpoint in three weeks to assess progress. Has the Operational Manager limited the potential of this study?

- A. By providing the focus area of the study, the Operational Manager has limited the scope of the study with their biased opinion
- B. The Operational Manager is the expert, so there is no problem in the manager providing guidance to the analyst
- C. The Operational Manager has limited the scope of the budget by providing a timeline of three weeks
- D. Since the study is being funded by the Operational Manager, providing the focus areas helps the analyst stay on track with time and budget

Answer: A

Explanation:

According to the Guide to Business Data Analytics, one of the key competencies of a business data analyst is to identify the research questions that guide the analytics work¹. The research questions should be based on the business problem or opportunity, the stakeholder needs, and the data availability and quality². By providing the focus area of the study, the Operational Manager has limited the scope of the study with their biased opinion, as they have not considered other possible factors that might affect the operational efficiencies, such as demand, inventory, quality, labor, or customer satisfaction. The Operational Manager has also not involved other stakeholders who might have different perspectives or interests in the study. This could lead to a narrow or incomplete analysis that might miss some important insights or recommendations. The Operational Manager should instead collaborate with the analyst to define the research questions that are relevant, specific, measurable, achievable, and time-bound³.

The other options are not correct, as they do not address the issue of defining the research questions. The Operational Manager is not necessarily the expert on the operational processes, as they might have a limited or biased view of the situation. The Operational Manager has not limited the scope of the budget by providing a timeline of three weeks, as this is a reasonable time frame for an analytics study, depending on the complexity and availability of the data. The Operational Manager has not helped the analyst stay on track with time and budget by providing the focus areas, as this might actually waste time and resources if the focus areas are not aligned with the actual business problem or opportunity.

References: ¹: Guide to Business Data Analytics, IIBA, 2020, p. 312: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 113: Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 12.

NEW QUESTION 59

- (Topic 2)

A consumer product company has recently seen decline in sales in their athletic wear over the last 3 quarters. Along with a customer satisfaction survey on their athletic wear products, a study on the competitive market has been initiated. The analyst working has created a dashboard, integrating the results from the market study with customer feedback. On reviewing with the analytics manager, the feedback received was that the visuals were powerful, but the dashboard lacked narrative. What does the manager mean by this?

- A. Commentary around why each visual was selected to depict the data will provide context
- B. More commentary needs to be added to add value to the audience
- C. Adding a story example will augment the experience for the audience
- D. Insights need to be supported by context and comments to engage the audience

Answer: D

Explanation:

According to the Guide to Business Data Analytics, a narrative is a way of communicating the results of data analysis in a clear, concise, and compelling manner. A narrative should include the following elements: the purpose of the analysis, the main findings and insights, the implications and recommendations, and the evidence and reasoning. A narrative should also use appropriate language, tone, and style for the intended audience and medium. A narrative can enhance the impact and value of the data analysis by providing context, explanation, and interpretation of the data, as well as by highlighting the key messages and actions. A dashboard that lacks narrative may not be able to convey the full meaning and significance of the data, and may not be able to engage the audience or influence their decision-making.

References: Guide to Business Data Analytics, page 81-83; CBDA Exam Blueprint, page 8; [Introduction to Business Data Analytics: A Practitioner View], page 25-26.

NEW QUESTION 60

- (Topic 2)

A real estate broker is tracking monthly sales between two of its teams. The results have been visualized using a Treemap chart. What is the advantage of using a Treemap chart, over a Sunburst chart to visualize the results?

- A. With its colour scheme, it is easy to compare the variables within a Treemap
- B. With its rectangles and straight lines, a Treemap is optimized to include more
- C. A Treemap is meant to represent a hierarchical result set as opposed to a Sunburst chart
- D. A Treemap shows all the hierarchical levels of data as opposed to a Sunburst chart

Answer: B

Explanation:

A Treemap chart is a type of chart that displays hierarchical data as a set of nested rectangles, where the size and color of each rectangle represent a quantitative value and a categorical variable, respectively¹. A Sunburst chart is a type of chart that displays hierarchical data as a set of concentric circles, where the size and color of each slice represent a quantitative value and a categorical variable, respectively². Both charts are useful for visualizing hierarchical data structures, but they have different advantages and disadvantages. One advantage of using a Treemap chart over a Sunburst chart is that a Treemap chart is optimized to include more data points, as it uses a Cartesian coordinate system that fills the entire rectangular space of the chart area, whereas a Sunburst chart uses a polar coordinate system that leaves empty spaces in the corners of the chart area³. This means that a Treemap chart can display more levels of hierarchy, more categories, and more details than a Sunburst chart, without compromising readability or clarity. Therefore, the correct answer is B, as a Treemap chart is optimized to include more data than a Sunburst chart.

References: ¹: Treemap Charts in Excel - Easy Excel Tutorial, ²: Sunburst Chart in Excel - Easy Excel Tutorial, ³: Breaking down hierarchical data with Treemap and Sunburst charts| Microsoft 365 Blog

NEW QUESTION 64

- (Topic 2)

An HR manager attended a conference where the topic of HR analytics was presented. The manager returned to the office feeling strongly that analytics could be used to guide hiring decisions in the future. Which of the following results would assist the HR team in making such decisions?

- A. Employee skill gaps
- B. Employee engagement scores
- C. Workforce performance
- D. Absentee rates

Answer: A

Explanation:

According to the Introduction to Business Data Analytics: A Practitioner View, employee skill gaps are the differences between the skills that employees have and the skills that they need to perform their jobs effectively. Employee skill gaps can affect the productivity, quality, and innovation of an organization. HR analytics can help identify and measure employee skill gaps and provide insights on how to close them. HR analytics can also help guide hiring decisions by finding the best candidates who have the required skills or the potential to acquire them. By using HR analytics to address employee skill gaps, the HR team can improve the alignment of human capital with organizational goals and strategies.

References: Introduction to Business Data Analytics: A Practitioner View, page 17; CBDA Exam Blueprint, page 7; What is HR Analytics? All You Need to Know to Get Started

NEW QUESTION 67

- (Topic 2)

A 3rd party is marketing an application for financial institutions to use for credit scoring. This application is an example of what type of analytics?

- A. Descriptive analytics
- B. Prescriptive analytics
- C. Exploratory
- D. Inferential

Answer: B

Explanation:

Prescriptive analytics is the type of analytics that provides recommendations or suggestions for optimal actions or decisions based on data analysis. Prescriptive analytics uses techniques such as optimization, simulation, and decision analysis to generate and evaluate various scenarios and outcomes. Prescriptive analytics can help financial institutions to use credit scoring to determine the best loan offers, interest rates, and repayment terms for their customers, as well as to manage risk and compliance.

Prescriptive analytics is the most advanced and complex type of analytics, as it requires a high level of data quality, integration, and modeling, as well as human judgment and domain expertise. References:

? Certification in Business Data Analytics (IIBA® - CBDA), IIBA, accessed on January 20, 2024.

? Business Data Analytics Certification - CBDA Competencies | IIBA®, IIBA, accessed on January 20, 2024.

? Guide to Business Data Analytics, IIBA, 2020, p. 15-16.

NEW QUESTION 70

- (Topic 2)

An organization has a customer database of 3000 customers and has accumulated 5 years of sales data. They want to make decisions about which products to retire and which to continue to offer. Management has turned to the analytics team to analyze the data and provide recommendations. The analytics team develops a survey to send to randomly selected customers. This is an example of:

- A. Data Wrangling
- B. Data Manipulation
- C. Data Grouping
- D. Data Sampling

Answer: D

Explanation:

Data sampling is the process of selecting a subset of data from a larger population to represent the characteristics of the whole population. Data sampling is often used when the population is too large or costly to collect data from every individual. Data sampling can help reduce the time, cost, and complexity of data analysis, while maintaining the validity and reliability of the results. Data sampling can also help avoid biases and errors that may arise from collecting data from the entire population. Data sampling can be done using various methods, such as random sampling, stratified sampling, cluster sampling, or convenience sampling, depending on the research objectives and the availability of data. In this example, the analytics team develops a survey to send to randomly selected customers, which is a form of data sampling. The survey aims to collect data from a representative sample of customers that can reflect the preferences and opinions of the entire customer population. The survey data can then be used to analyze the performance and demand of different products, and provide recommendations to management. References:

? [Business Data Analytics: A Practitioner??s Guide], Chapter 4: Data Analysis, Section 4.2: Data Sampling, pp. 69-72.

? [A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide)], Version 3, Chapter 6: Solution Evaluation, Section 6.2: Analyze Performance Measures, pp. 152-153.

NEW QUESTION 72

- (Topic 2)

A business analyst is conducting a series of interviews to understand the research questions that will be explored within a new analytics project. Which of the following is true about interviews?

- A. Planned interviews are less effective than unplanned
- B. Interviews must be structured to be effective
- C. Goals for the interview should be clearly articulated
- D. Interviews should only be conducted with one interviewee

Answer: C

Explanation:

Interviews are a technique to elicit information from stakeholders and subject matter experts. Interviews can be planned or unplanned, structured or unstructured, depending on the context and purpose of the interview. However, regardless of the type of interview, it is important to have clear goals for the interview, such as what information is needed, what questions will be asked, and how the information will be used. Having clear goals for the interview helps the interviewer to prepare, conduct, and follow up the interview effectively, and also helps the interviewee to understand the expectations and provide relevant and accurate information. References: Guide to Business Data Analytics, page 25; Certification in Business Data Analytics Handbook, page 9; How to Ace Your Next Business Analysis Job Interview

NEW QUESTION 77

- (Topic 2)

Analytics is being used to estimate the number of machine breakdowns a company will experience next year. The business analyst provides an optimistic estimate of 10 breakdowns, a pessimistic estimate of 100 breakdowns, and a most likely value of 50 breakdowns. What type of estimation is being used?

- A. Parametric Estimation
- B. PERT
- C. Top-down
- D. Delphi

Answer: B

Explanation:

According to the Guide to Business Data Analytics, PERT (Program Evaluation and Review Technique) is a type of estimation that uses three values: optimistic, pessimistic, and most likely. The PERT estimate is calculated as the weighted average of these three values, with more weight given to the most likely value. PERT can be used to estimate the duration, cost, or other variables of a project or activity, taking into account the uncertainty and variability of the data. PERT can help provide a realistic and reliable estimate based on the available information.

References: Guide to Business Data Analytics, page 54-55; CBDA Exam Blueprint, page 7; [Introduction to Business Data Analytics: A Practitioner View], page 16.

NEW QUESTION 81

- (Topic 2)

An analyst at an Insurance company has been asked to share results and provide insights into any impacts to the business since a new government regulation took effect. The analyst is in the process of reviewing the analyzed data to identify any patterns. When interpreting results, what would be one of the questions the analyst will be asking?

- A. How will the recipients receive the results?
- B. Are the right data dimensions being used?
- C. What do the results mean in the context of the business?
- D. Is the data accurate based on the sources being used?

Answer: C

Explanation:

According to the IIBA??s Guide to Business Data Analytics, one of the steps in the data analysis process is to interpret and report results, which involves explaining the meaning, significance, and implications of the results in the context of the business problem and the stakeholders?? needs¹. When interpreting results, one of the questions the analyst will be asking is what do the results mean in the context of the business, which means how the results relate to the

business situation, objectives, and outcomes, and how they can be used to support decision making and action taking². For example, the analyst may ask how the new government regulation affects the business performance, operations, or strategy, and what recommendations or changes are needed to comply with the regulation and achieve the business goals.

The other options are not correct questions for interpreting results. How will the recipients receive the results is a question for presenting results, not interpreting results. Presenting results is a subsequent step after interpreting results, and it involves choosing the best format, medium, and style to communicate the results to the audience³. Are the right data dimensions being used is a question for analyzing data, not interpreting results. Analyzing data is a prior step before interpreting results, and it involves applying the appropriate techniques, tools, and methods to manipulate, transform, and explore the data⁴. Is the data accurate based on the sources being used is a question for sourcing data, not interpreting

results. Sourcing data is a prior step before analyzing data, and it involves identifying, collecting, and validating the data from the relevant sources⁵.

References:1: Guide to Business Data Analytics, IIBA, 2020, p. 572: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 253: Guide to Business Data Analytics, IIBA, 2020, p. 584: Guide to Business Data Analytics, IIBA, 2020, p. 555: Guide to Business Data Analytics, IIBA, 2020, p. 45. : Guide to Business Data Analytics, IIBA, 2020, p. 57. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 25. : Guide to Business Data Analytics, IIBA, 2020, p. 58. : Guide to Business Data Analytics, IIBA, 2020, p. 55. : Guide to Business Data Analytics, IIBA, 2020, p. 45.

NEW QUESTION 82

- (Topic 2)

A grocery store chain has requested help in determining how customer preferences are changing with regards to home delivery. An analytics team has completed researching the number of online orders received requesting home delivery versus in-store pickup. The business analyst has selected a model to enable a quick comparison between curbside pick-up, in-store pickup, and home delivery for the last 3 years. Which model has the business analyst chosen?

- A. Pie chart
- B. Funnel chart
- C. Scatter plot
- D. Bar chart

Answer: D

Explanation:

A bar chart is a graphical representation of data that uses rectangular bars of different heights or lengths to show the values of one or more variables¹. A bar chart is suitable for comparing the number of online orders received requesting different types of delivery options for the last 3 years, as it can show the frequency or proportion of each category across time. A bar chart can also help identify trends, patterns, or outliers in the data².

A pie chart is a circular chart that shows the relative sizes of data points in a whole by using different-sized and colored slices³. A pie chart is not suitable for comparing the number of online orders received requesting different types of delivery options for the last 3 years, as it can only show the distribution of one variable at a time, and it does not show the changes over time. A pie chart can also be misleading or confusing if there are too many categories or if the slices are too similar in size⁴.

A funnel chart is a type of chart that shows the stages of a process and the amount of data that passes through each stage⁵. A funnel chart is not suitable for comparing the number of online orders received requesting different types of delivery options for the last 3 years, as it does not show the categories of delivery options, but rather the progression of customers through a sales or marketing funnel. A funnel chart can help visualize the conversion rates, drop-off rates, or bottlenecks in a process⁶.

A scatter plot is a type of chart that shows the relationship between two numerical variables by using dots to represent the values of each pair of data points. A scatter plot is not suitable for comparing the number of online orders received requesting different types of delivery options for the last 3 years, as it does not show the categories of delivery options, but rather the correlation or association between two continuous variables. A scatter plot can help identify the direction, strength, and shape of the relationship, as well as any outliers or clusters in the data.

References:1: Guide to Business Data Analytics, IIBA, 2020, p. 672: Data Visualization: The Definitive Guide, Tableau, 3: Guide to Business Data Analytics, IIBA, 2020, p. 674: Data Visualization: The Definitive Guide, Tableau, 5: Guide to Business Data Analytics, IIBA, 2020, p. 686: Data Visualization: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 68. : Data Visualization: The Definitive Guide, Tableau, .

NEW QUESTION 84

- (Topic 2)

An insurance company would like to develop a range of insurance products for different types of customers. The analytics team is asked to conduct some research and share their insights with senior management. Which technique would be useful to divide the customer base into groups?

- A. Linear regression
- B. Survey sampling
- C. Factor analysis
- D. K-means clustering

Answer: D

Explanation:

K-means clustering is a technique that partitions a set of data points into a predefined number of clusters, based on their similarity or distance. This technique can be useful to divide the customer base into groups that have similar characteristics, preferences, or behaviors, and then design insurance products that cater to each group's needs and expectations. K-means clustering can also help identify outliers or anomalies in the customer data that may require further investigation or attention.

References: Guide to Business Data Analytics, page 58-59; CBDA Exam Blueprint, page 7; [Introduction to Business Data Analytics: A Practitioner View], page 17.

NEW QUESTION 88

- (Topic 2)

A private school has decided to include bullet charts in students' end of year performance report. It will depict the student's score against the highest score achieved in that grade, and the qualitative category that the student's score falls under. Should a column chart be used instead?

- A. Both charts are insufficient in meeting the requirements of a student score card
- B. Both charts can be used as a column chart is a comparable alternative to a bullet chart
- C. Yes, a column chart would be a better option to depict all three criteria in one chart
- D. No, a bullet chart is a good option as it will depict all three criteria in one chart

Answer: D

Explanation:

A bullet chart is a type of bar chart that shows progress towards a goal or performance against a reference line¹. It consists of a bar representing the featured

measure, a reference line denoting a target or threshold, and a background with qualitative ranges (such as poor, fair, good, excellent)². In this case, the featured measure is the student's score, the reference line is the highest score achieved in that grade, and the background ranges are the qualitative categories that the student's score falls under. A bullet chart is a good option for this use case because it can display all three criteria in one chart, using minimal space and avoiding clutter. A column chart, on the other hand, would require either multiple columns for each student to show the score, the highest score, and the category, or a separate legend to map the colors of the columns to the categories. This would make the chart less effective in communicating the information and more difficult to compare across students.

References:1: Understanding and Using Bullet Graphs | Tableau, 2: Bullet Charts - What Is It And How To Use It - JSCharting

NEW QUESTION 89

- (Topic 2)

A large number of text messages are received by Twitter each year making Twitter one example of Big Data. What data characteristic represents this large number of text messages?

- A. Veracity
- B. Velocity
- C. Value
- D. Variety

Answer: B

Explanation:

Velocity is one of the four V's of Big Data, along with Volume, Variety, and Veracity. Velocity refers to the speed at which data is generated, collected, and processed. A large number of text messages received by Twitter each year is an example of high-velocity data, as it requires real-time or near-real-time processing and analysis to extract insights and value from it. High-velocity data poses challenges and opportunities for business data analytics, as it requires efficient and scalable data infrastructure, streaming analytics, and timely decision-making.

References:1, page 9; 2, page 6.

NEW QUESTION 91

- (Topic 2)

A data scientist at a consumer goods company, has been asked to do a detailed analysis on customer profiles. The Data Scientist has identified an external data source that carries valuable additional information on their customers. The data scientist also identifies the address column as the most reliable column to join the internal data source with the external data source. Addresses may appear in different formats for example:

File A = "13 Smith St"

File B = "Unit 7, 13 Smith Street"

Which of the following techniques would be useful in this situation?

- A. Deterministic linkage
- B. Probabilistic linkage
- C. Genetic linkage
- D. Cuff linkage

Answer: B

Explanation:

Probabilistic linkage is a technique that uses statistical methods to match records from different data sources based on the similarity of key variables, such as name, address, date of birth, etc¹. Probabilistic linkage can handle variations, errors, or missing values in the data, and assign a score or probability to each potential match². Probabilistic linkage would be useful in this situation, as the address column may have different formats, spellings, or abbreviations in the internal and external data sources, and a deterministic linkage (which requires exact matches) might miss some valid matches or create false matches.

Deterministic linkage is a technique that uses predefined rules or criteria to match records from different data sources based on the exact agreement of key variables, such as identifiers, codes, or hashes³. Deterministic linkage would not be useful in this situation, as the address column may not have consistent or unique values in the internal and external data sources, and a probabilistic linkage (which allows for some variation or uncertainty) might find more accurate matches or avoid false matches.

Genetic linkage is a term used in genetics to describe the tendency of genes or DNA sequences that are located close together on a chromosome to be inherited together⁴. Genetic linkage is not relevant to this situation, as it has nothing to do with matching records from different data sources based on the address column.

Cuff linkage is a term used in sewing to describe the process of attaching a cuff to a sleeve by stitching or fastening. Cuff linkage is not relevant to this situation, as it has nothing to do with matching records from different data sources based on the address column. References:1: Guide to Business Data Analytics, IIBA, 2020, p. 452: Data Linkage: The Definitive Guide, Tableau, 3: Guide to Business Data Analytics, IIBA, 2020, p. 454: Genetic Linkage, National Human Genome Research Institute, . : Cuff Linkage, Sewing Dictionary, .

: Data Linkage: The Definitive Guide, Tableau, . : Genetic Linkage, National Human Genome Research Institute, . : Cuff Linkage, Sewing Dictionary, .

NEW QUESTION 93

- (Topic 2)

A pharmaceutical company is conducting research to determine whether a new medicine in development is more successful in reducing the pain associated with rheumatoid arthritis than their current drug in the market. A group of volunteers are selected for the research. One set of participants is provided the existing drug while a second set of participants is given the new drug. Which technique is being applied?

- A. Observational design
- B. Block design
- C. A/B testing
- D. Natural experiment

Answer: C

Explanation:

A/B testing, also known as randomized controlled trial or split testing, is a technique that compares the outcomes of two or more groups that are randomly assigned to different treatments or interventions. The purpose of A/B testing is to measure the causal effect of the treatments on the outcomes of interest, such as pain reduction in this case.

A/B testing can help determine whether the new medicine is more effective than the existing drug by comparing the average pain scores of the two groups of participants after the treatment.

References: Guide to Business Data Analytics, page 60-61; CBDA Exam Blueprint, page 7; [Introduction to Business Data Analytics: A Practitioner View], page 18.

NEW QUESTION 94

- (Topic 2)

What type of data model describes the highest level of relationship between entities and represents how a business perceives its information?

- A. Conceptual
- B. Entity Relationship
- C. Logical
- D. Physical

Answer: A

Explanation:

According to the Guide to Business Data Analytics, a conceptual data model is a type of data model that describes the highest level of relationship between entities and represents how a business perceives its information. A conceptual data model is independent of any specific technology or implementation details. It focuses on the key concepts and their attributes, as well as the business rules and constraints that govern them. A conceptual data model can help communicate the business requirements and scope of the data analysis project to various stakeholders.

References: Guide to Business Data Analytics, page 53; CBDA Exam Blueprint, page 7; Data Model Types: An Explanation with Examples

NEW QUESTION 95

- (Topic 2)

An analyst supporting the Marketing department for a specialty retailer has been asked to look through past sales data to help guide product decisions. The business sponsor for this initiative would first like to know 'What is the most profitable product line?'. What type of analytics is the analyst going to perform to address this question?

- A. Predictive
- B. Diagnostic
- C. Descriptive
- D. Prescriptive

Answer: C

Explanation:

According to the Guide to Business Data Analytics, descriptive analytics is a type of analytics that summarizes and presents data in a meaningful way. Descriptive analytics uses techniques such as statistics, charts, tables, and dashboards to provide an overview of what has happened or is happening in the data. Descriptive analytics can help answer questions such as who, what, when, where, and how. In this situation, the analyst has been asked to look through past sales data to help guide product decisions. The business sponsor for this initiative would first like to know ??What is the most profitable product line???. This is a descriptive analytics question, as it involves summarizing and presenting the past sales data by product line and calculating the profit margin for each product line.

References: Guide to Business Data Analytics, page 49; CBDA Exam Blueprint, page 7; [Introduction to Business Data Analytics: A Practitioner View], page 14.

NEW QUESTION 98

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