CBDA Dumps

Certification in Business Data Analytics (IIBA - CBDA)

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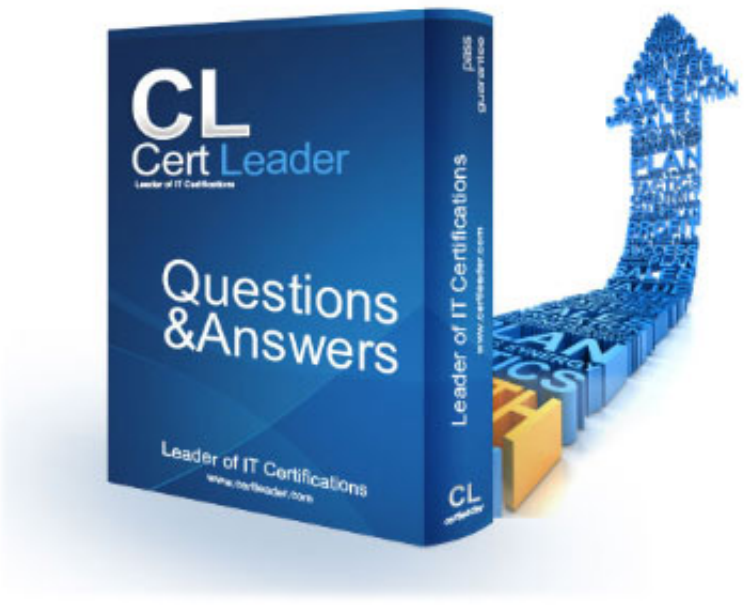

NEW QUESTION 1
- (Topic 1)
An analytics team is interested in reviewing the results of a public opinion poll that is going to be conducted at the end of the month. One of the factors the team is interested in, is ensuring the result set is statistically significant. Why would this factor be important 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 2
- (Topic 1)
A consumer goods manufacturer has recently completed an analytics study to understand how to improve its operational excellence. From the top highlights, online sales outperformed other channels in sales growth and there was a direct relationship between positive customer reviews and increased internet sales.
Which strategic business decision may be logically derived from these results?

A. Improve quality of the products
B. Create an empowered and collaborative work culture
C. Encourage customers to complete online reviews
D. Improve operational efficiencies

Answer: C

Explanation:
The strategic business decision that may be logically derived from the results is to encourage customers to complete online reviews, because the results show that there is a direct relationship between positive customer reviews and increased internet sales. By increasing the number and quality of online reviews, the consumer goods manufacturer can boost its online sales performance, which outperformed other channels in sales growth. Online reviews can also help the manufacturer gain customer feedback, improve customer loyalty, and enhance its brand reputation. 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 6

NEW QUESTION 3
- (Topic 1)
An analyst is looking at a particular dataset that includes the scores across all 8th grade students, across three schools. The analyst is trying to determine which type of statistics average to use to best represent the results. On looking through the dataset, the analyst has identified a few extreme outliers. As a result, the analyst was led to use the following type of average:

A. Median
B. Range
C. Mean
D. Mode

Answer: A

Explanation:
The median is the type of statistics average that the analyst should use to best represent the results, because it is a measure of central tendency that divides the data set into two equal halves. The median is the middle value of the data set when it is arranged in ascending or descending order. The median is not affected by extreme outliers, unlike the mean, which is the arithmetic average of the data set. The median can give a more accurate representation of the typical score of the 8th grade students across the three schools. Options B, C, and D are not types of statistics average, but types of statistics measures that describe other aspects of the data set. The range is a measure of dispersion that shows the difference between the highest and the lowest values of the data set. The mean is a measure of central tendency that shows the sum of the values of the data set divided by the number of values. The mode is a measure of central tendency that shows the most frequent value of the data set. References:
•Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 3: Analyze Data
•Understanding the Guide to Business Data Analytics, page 17
•Business Data Analytics (IIBA®-CBDA Exam preparation) | Udemy, Section 3: Analyze Data, Lecture 13: Descriptive Statistics

NEW QUESTION 4
- (Topic 1)
A lab is conducting a study on protein interactions. They have used the data to create a graph visualization. In graph visualization, what would a layout be?

A. A single data point
B. A link between two data points
C. A dedicated algorithm that calculates the node positions
D. A collection of data points and links

Answer: C

Explanation:
A layout is a way of arranging the nodes and links of a graph visualization to convey meaningful information about the data. A layout is determined by a dedicated algorithm that calculates the node positions based on certain criteria, such as minimizing edge crossings, maximizing node spacing, or emphasizing clusters12. A layout can also be influenced by user interaction, such as zooming, panning, or dragging3. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 642: Graph Drawing: Algorithms for the Visualization of Graphs, Giuseppe Di Battista et al., 1999, p. 33: Interactive Data Visualization: Foundations, Techniques, and Applications, Matthew O. Ward et al., 2015, p. 227.

NEW QUESTION 5
- (Topic 1)
A Human Resource manager recently learned that their competitor reduced employee attrition rates by 20% after implementing personality tests as part of their screening process. Intrigued by the idea, the manager suggests collecting data on personality tests and attrition rates over the next year. The data from this year is then analyzed to explore possible relationships. What type of analytics has the team been asked to perform?

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

Answer: B

Explanation:
Descriptive analytics is a type of analytics that summarizes and visualizes the data to provide an overview of what has happened or is happening, such as the attrition rates and the personality test scores of the employees12. The team has been asked to perform descriptive analytics to explore possible relationships between the data variables, without making any predictions or prescriptions for the future. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 182: Business Analytics: Data Analysis & Decision Making, S. Christian Albright and Wayne L. Winston, 2015, p. 5.

NEW QUESTION 6
- (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 theassumptions 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 7
- (Topic 1)
A manufacturing company, specializing in turf maintenance equipment, has recently seen a decline in their lawn mower sales. As a result, the analytics team is asked to review the latest customer satisfaction survey results. An analyst on this team creates a report for senior management with attractive visuals, supported by the KPI results. Upon reviewing the report, the analyst's manager mentions that the report is missing the narrative. What does this mean?

A. The data tables that support the visuals and help answer questions
B. A narrative that supports insights with additional context and draws correlations
C. Notes on assumptions and unavailable data for analysis
D. Commentary around why each graphic was selected to provide additional context

Answer: B

Explanation:
A narrative is a written or spoken explanation of the data analysis results that tells a story with the data, provides additional context and background information, highlights the key insights and findings, and draws correlations and implications for the decision makers12. The report is missing the narrative, meaning that it does not communicate the meaning and value of the data analysis effectively, and it leaves the interpretation and action to the senior management without any guidance or recommendation34. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 672: Storytelling with Data, Cole Nussbaumer Knaflic, 2015, p. 93: Data Storytelling: The Essential Data Science Skill Everyone Needs, Brent Dykes, 2016, 14: The Power of Data Storytelling, Harvard Business Review, 2018, 2.

NEW QUESTION 8
- (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 9
- (Topic 1)
With the recent departure of two of its employees, an IT helpdesk team is now understaffed and finding it difficult to keep up with the current workload. The number of tickets being received has increased as well as the number of days to resolve the tickets. The IT manager has set up a meeting with the IT director to request funding for two new helpdesk agents. To prepare for the meeting, the manager is interested in showing the tickets processed against ticket volume over the past year. What type of chart should the manager use to effectively show the change in processing rate over time?

A. A pie chart to compare the number of tickets coming in versus tickets being processed each month, over the past year
B. A column chart to compare the number of tickets coming in versus tickets being processed each month, since June
C. A line chart to show the widening gap between the number of tickets being processed against the number coming over the past year
D. A waterfall chart to show the number of tickets coming in are a lot higher than those being processed as of year to date

Answer: C

Explanation:
A line chart is the type of chart that the manager should use to effectively show the change in processing rate over time, because it is a technique that displays data as a series of points connected by straight lines. A line chart can help the manager visualize the trends and patterns in the ticket volume and processing rate over the past year, and highlight the widening gap between them. A line chart can also show the seasonal variations and fluctuations in the data, and compare the performance of different categories or groups. Options A, B, and D are not suitable for showing the change in processing rate over time, because they are techniques that display data as proportions (A), comparisons (B), or accumulations (D) of different categories or groups at a single point in time or over a fixed period. 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 18
•16 Best Types of Charts and Graphs for Data Visualization [+ Guide]

NEW QUESTION 10
- (Topic 1)
An analyst has just completed building a data model that shows the table structures including table names, table relationships with primary and foreign keys and column names with respective data types. What type of data model has the analyst just built?

A. Physical
B. Hierarchical
C. Conceptual
D. Logical

Answer: A

Explanation:
A physical data model is the most detailed and specific type of data model, which shows how the data is stored, accessed, and manipulated in the database. It includes the table structures, column names, data types, primary and foreign keys, constraints, indexes, and other physical attributes of the data12. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 542: Data Modeling Essentials, Graeme Simsion and Graham Witt, 2005, p. 15.

NEW QUESTION 10
- (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 thatinfluence 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 15
- (Topic 1)
A call center has requested to review their sales conversion data for the month. The analyst working on this request is trying to identify the chart that will effectively present the data, which includes: the number of leads, the number of calls made, the number of calls completed, the number of customers interested and the number of sales. What chart should the analyst use to show the values across each stage of the pipeline?

A. Pie chart
B. Funnel chart
C. Bar chart
D. Bullet chart

Answer: B

Explanation:
A funnel chart is a type of chart that shows the values of different stages of a process, such as a sales pipeline, where each stage represents a subset of the previous one. A funnel chart is useful for showing the conversion rate, the drop-off rate, and the potential revenue or profit at each stage12. A funnel chart would be an effective way to present the data requested by the call center, as it would show the number of leads, calls, customers, and sales, as well as the percentage of change between each stage. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 662: Data Visualization: A Practical Introduction, Kieran Healy, 2018, p. 233.

NEW QUESTION 16
- (Topic 1)
The outcome from an analytics initiative has resulted in key stakeholders wanting to move forward with a project to redesign the company's website. The business analyst has called a meeting to work on drafting a plan to assess the level of effort required to complete this work. Many of the invited participants redesigned the website before and were invited so they could provide estimates using their knowledge and experience from the past. The business analyst is using which method to estimate this work?

A. Rolling wave
B. PERT
C. Parametric
D. Rough order of magnitude

Answer: D

Explanation:
The business analyst is using the rough order of magnitude method to estimate this work. This method is based on expert opinion or experience from past projects, and it provides a quick and approximate estimate of the cost, time, or effort required for a project or a task. This method is useful when there is limited information or data available, or when a high- level estimate is needed for planning or budgeting purposes. However, this method also has a high degree of uncertainty and variability, and it should be refined as more details become available12 References: 1: Project Estimation Techniques Business Analysts Should Know About 2: Estimation techniques for business analysts – The Functional BA

NEW QUESTION 19
- (Topic 1)
Interested in building out the analytics capability based on the positive results obtained by past analytics efforts, the Chief Marketing Officer (CMO) pitches the idea of using analytics to guide future decision making across the enterprise.Before allocating budget to build up an enterprise analytics practice, the decision makers should:

A. Request that a small team be assembled to brainstorm a list of capabilities to develop with any approved monies
B. Identify the sponsor and a project manager who can collaborate on the development of the project charter
C. Oversee the completion of up-front analysis to determine how value can be achieved through an enterprise-wide analytics practice
D. Determine if the company has the sufficient resources to build up the analytics practice

Answer: C

Explanation:
Before investing in an enterprise analytics practice, the decision makers should have a clear understanding of the expected value and benefits of such a practice. This requires conducting an up-front analysis that identifies the business problems or opportunities that can be addressed by analytics, the data sources and technologies that are needed, the analytical models and methods that are appropriate, and the metrics and indicators that will measure the impact and outcomes of the analytics solutions12. This analysis will help to define the scope, objectives, and requirements of the enterprise analytics practice, as well as the resources, roles, and governance structures that are necessary to support it34. An up-front analysis will also help to prioritize the analytics initiatives based on their feasibility, alignment with the business strategy, and potential value creation

NEW QUESTION 21
- (Topic 1)
While sourcing data, an analyst runs into a situation where different business units are usingdifferent 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 - Iiba - Google Books, page 14
•Business Data Analytics (IIBA®-CBDA Exam preparation) | Udemy, Section 2: Source Data, Lecture 8: Meta Data Management

NEW QUESTION 25
- (Topic 1)
A marketing director has asked the question 'How many product purchases are expected this coming year given the current marketing campaign?". What type of analytics would be performed to answer this question?

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

Answer: B

Explanation:
Predictive analytics is a type of analytics that uses historical and current data, as well as statisticaland machine learning techniques, to forecast future events or outcomes, such as product purchases, customer behavior, or market trends12. To answer the question ??How many product purchases are expected this coming year given the current marketing campaign???, predictive analytics would be performed to estimate the demand and sales based on the existing data and the marketing campaign variables. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 182: Predictive Analytics: The Power to Predict
Who Will Click, Buy, Lie, or Die, Eric Siegel, 2016, p. 3.

NEW QUESTION 26
- (Topic 1)
An analytics team employed at a leading credit card company is utilizing data analytics to identify unusual credit card purchases.
They have created the following visual. How many extreme outliers exists in this dataset?

A. 5
B. 3
C. 2

Answer: C

Explanation:
According to the Business Data Analytics (IIBA®- CBDA) principles, extreme outliers in a dataset can be identified visually on a scatter plot as points that are distinctly separate from the bulk of the data. In this visual, there are three points that are significantly higher on the y-axis (credit card expense) relative to their position on the x-axis (household income), indicating unusual credit card purchases. References: The identification and interpretation of outliers is a standard practice in data analytics and is covered under the Business Data Analytics (IIBA®- CBDA) learning resources.

NEW QUESTION 30
- (Topic 1)
Interested in experimenting with analytics, a manufacturing company hires an analyst to see how the capability can be developed within its organization. The analyst is getting started and recognizes the need to show value from the onset of their work to gain upper management's trust and future funding. What action will accomplish these objectives?

A. Solve the biggest problem the organization has first to quickly grab the support and attention of senior management
B. Develop a question that can be answered quickly regardless of alignment to strategy, just to get started
C. Develop a meaningful question that can be answered with data the company already has in its possession
D. Perform a market analysis to understand how competitors are using analytics and then launch a similar initiative

Answer: C

Explanation:
The best action for the analyst to show value from the onset of their work is to develop a meaningful question that can be answered with data the company already has in its possession. This way, the analyst can demonstrate the potential of analytics to solve relevant business problems, without spending too much time or resources on data collection or market research. The question should also be aligned with the organization??s strategy and goals, and provide actionable insights for decision making12. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 202: Data Science for Business, Foster Provost and Tom Fawcett, 2013, p. 14.

NEW QUESTION 32
- (Topic 1)
The architecture team puts forth a solution architecture that integrates multiple data sources from within and outside the organization. The architecture provides the foundation to source a new analytics program. If one of the objectives of the analytics team was to provide 'one source of the truth', this objective would be referring to which of the following?

A. Identifying one key stakeholder, who can make final decisions about which sources to relate/merge
B. Evaluating the completeness, validity, and reliability of the data from source systems
C. Ensuring stakeholders always have clear insight into the final requirements at all times
D. Enforcing master data management principles and practices

Answer: D

Explanation:
Providing ??one source of the truth?? means ensuring that there is a single, consistent, and authoritative source of data that can be used for analytics and decision making across the organization. This objective can be achieved by enforcing master data management principles and practices, which involve defining, governing, and maintaining the quality and integrity of the core data entities that are shared by multiple systems and processes. Master data management helps to eliminate data silos, reduce data duplication and inconsistency, and improve data accuracy and reliability12 References: 1: What is Master Data Management (MDM)? - Informatica 2: Master Data Management - IIBA BABOK Guide v3

NEW QUESTION 34
- (Topic 1)
An analytics team has completed some initial data analysis but is considering revising their research question based on their analysis findings. The team was concerned the original question was too broad. What outcome would lead the team to have this concern?

A. Data once analyzed had significant data quality issues
B. Data the team had planned to use was not available
C. Difficult to identify the KPIs to measure
D. The source data sets could not be merged

Answer: C

Explanation:
A research question is a clear and focused question that guides the data analytics process and defines the expected outcome or value of the analysis1. A research question that is too broad may lead to the concern of being difficult to identify the key performance indicators (KPIs) to measure, as KPIs are specific, quantifiable, and relevant metrics that indicate the progress and success of the analysis in relation to the research question23. A broad research question may also result in too much or too little data, unclear or conflicting objectives, or irrelevant or ambiguous results4. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 202: Guide to Business Data Analytics, IIBA, 2020, p. 233: Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, David Parmenter, 2015, p. 34: How to Write a Good Research Question, ThoughtCo, 2021, 1.

NEW QUESTION 37
- (Topic 2)
Results of the data analysis have been analyzed and the team was confident with the results but also quite surprised the outcome was not what was expected. In pondering the value of what can be gleaned from the data, the team has no feasible solution to put forth to address the business need.A logical next step would be to:

A. Repeat the business analytics cycle with the formation of a new research question
B. Provide the results to a 2nd analytics team to see if similar conclusions are drawn
C. Analyze the data again, to determine if any insights were overlooked
D. Check the quality of the data that was used for the analysis

Answer: A

Explanation:
According to the Guide to Business Data Analytics, the business analytics cycle is an iterative process that consists of four phases: identify the research questions, source data, analyze data, and interpretand report results. The cycle can be repeated as many times as needed until the business problem or opportunity is addressed or resolved. In this situation, the team was confident with the results but also surprised that the outcome was not what was expected. This means that the initial research question may not have been relevant, specific, or testable enough to provide a feasible solution for the business need. Therefore, a logical next step would be to repeat the business analytics cycle with the formation of a new research question that is more aligned with the business goal, scope, and context.
References: Guide to Business Data Analytics, page 47-48; CBDA Exam Blueprint, page 7; [Introduction to Business Data Analytics: A Practitioner View], page 15.

NEW QUESTION 39
- (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. Byunderstanding 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 43
- (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 44
- (Topic 2)
A small business has recently launched their website and wants to understand how the website is being used. In particular, there is interest in identifying which areas of each page receive the most attention. The analyst has decided to communicate this information by displaying the top pages overlaid with colours denoting the volume of clicks.What type of visualization technique is being used here?

A. Surface chart
B. Heatmap
C. Treemap
D. Scatter chart

Answer: B

Explanation:
According to the Guide to Business Data Analytics, a heatmap is a type of visualization technique that uses colours to represent the values of a variable across a two- dimensional space. A heatmap can help reveal patterns, trends, and outliers in the data, as well as show the relative importance or intensity of different areas. In this situation, the analyst has decided to communicate the information about the website usage by displaying the top pages overlaid with colours denoting the volume of clicks. This is a heatmap, as it uses colours to show the distribution and magnitude of clicks across the web pages. References:Guide to Business Data Analytics, page 61;CBDA Exam Blueprint, page 7;Heat Maps | Trendz Analytics

NEW QUESTION 48
- (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 50
- (Topic 2)
An operations manager for a new hotel is in need of determining the optimum number of vans to purchase to shuttle guests to/from the airport. It will be necessary

to determine the most efficient routes and schedule to follow to ensure guests do not experience excessive delays. Which business analytics technique would lend itself to supporting these types of business decisions?

A. Linear programming
B. Factor analysis
C. Regression
D. K-means Clustering

Answer: A

Explanation:
Linear programming is a business analytics technique that can lend itself to supporting these types of business decisions. Linear programming is a mathematical method that optimizes the allocation of limited resources to achieve a desired objective, subject to a set of constraints1. Linear programming can help the operations manager to determine the optimum number of vans to purchase, the most efficient routes and schedule to follow, and the minimum cost or time to shuttle guests to/from the airport, by formulating a linear objective function and a system of linear inequalities that represent the relevant variables, parameters, and restrictions2.
The other options are not correct business analytics techniques for these types of business decisions. Factor analysis is a statistical method that reduces the dimensionality of a large set of correlated variables into a smaller set of uncorrelated factors that explain the underlying structure or patterns of the data3. Factor analysis can help the operations manager to identify the key factors that influence the guest satisfaction or loyalty, but it cannot help to optimize the resource allocation or efficiency. Regression is a statistical method that estimates the relationship between one or more independent variables and a dependent variable. Regression can help the operations manager to predict the demand or revenue of the hotel based on the variables such as season, price, or location, but it cannot help to optimize the resource allocation or efficiency. K-means clustering is a machine learning method that partitions a set of data points into a predefined number of clusters based on the similarity or distance between the data points. K-means clustering can help the operations manager to segment the guests into different groups based on their characteristics or preferences, but it cannot help to optimize the resource allocation or efficiency.
References:1: Guide to Business Data Analytics, IIBA, 2020, p. 532: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 93: 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. : Guide to Business Data Analytics, IIBA, 2020, p. 53. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 9.
: 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 53
- (Topic 2)
An analytics team completed their research to determine why customers are abandoning items in their online shopping cart. The team suggests improvements to the website to address the problem. The Director of Sales proclaims that the current website is fine and indicates that the problem materialized when the company increased its shipping rates. The solution proposed by the team seems misaligned. What has gone wrong?

A. This scenario cannot be addressed with analytics
B. The team has not agreed on the root cause of the problem
C. The team did not agree on the business problem
D. An insufficient amount of planning was performed

Answer: C

Explanation:
Agreeing on the business problem is the first and most critical step in any analytics project, as it defines the scope, purpose, and objectives of the analysis, and aligns the expectations and interests of the stakeholders1. Agreeing on the business problem involves identifying the problem statement, the problem owner, the problem context, the problem impact, and the problem criteria2. If the team did not agree on the business problem, the solution proposed by the team may seem misaligned with the actual needs, preferences, or assumptions of the decision makers, and may not address the root cause or the main drivers of the problem. In this scenario, the team and the Director of Sales may have different views on what the business problem is, why it is important, and how it should be solved.
The other options are not correct explanations of what has gone wrong. This scenario can be addressed with analytics, as it involves using data to understand customer behavior, identify factors influencing cart abandonment, and recommend improvements to the website or the pricing strategy. The team may or may not have agreed on the root cause of the problem, but that is not the main issue, as the root cause analysis is a part of the data analysis step, not the problem definition step. The team may or may not have performed an insufficient amount of planning, but that is not the main issue, as the planning process is a subsequent step after the problem definition step, and it depends on the clarity and agreement of the business problem.
References:1: Guide to Business Data Analytics, IIBA, 2020, p. 252: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 11. : Guide to Business Data Analytics, IIBA, 2020, p. 25. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 11.

NEW QUESTION 54
- (Topic 2)
An analytics team is discussing ways to improve company performance. Before identifying a set of research questions to analyze, they identify the need to understand the current company strategy and performance. The business analyst suggests using the Balanced Scorecard technique to guide this discussion. In which dimension of the matrix would the team be discussing metrics for changing and improving?

A. Learning and Growth
B. Customer
C. Financial
D. Internal Business Process

Answer: A

Explanation:
According to the Introduction to Business Data Analytics: An Organizational View, the Balanced Scorecard technique is a strategic management tool that helps organizations align their vision, mission, and goals with their performance measures. The Balanced Scorecard consists of four dimensions: financial, customer, internal business process, and learning and growth. Each dimension has a set of objectives, measures, targets, and initiatives that reflect the organization??s strategy and value proposition. The learning and growth dimension focuses on the metrics for changing and improving the organization??scapabilities, such as employee skills, knowledge, innovation, and culture. The learning and growth dimension supports the other three dimensions by providing the necessary resources and competencies to achieve the desired outcomes.
References: Introduction to Business Data Analytics: An Organizational View, page 9- 10; CBDA Exam Blueprint, page 7; [Balanced Scorecard Basics - Balanced Scorecard Institute]

NEW QUESTION 59

- (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 62
- (Topic 2)
Interested in ensuring that analytics continues to contribute value to the overall organization, the lead analyst suggests developing a long term plan to define how the enterprise will identify, store, manage, share, and use its data long-term.The analyst is proposing the development of a:

A. Data roadmap
B. Business strategy
C. Data strategy
D. Data management plan

Answer: C

Explanation:
A data strategy is a long-term plan that defines how the enterprise will identify, store, manage, share, and use its data to achieve its business goals and objectives1. A data strategy aligns the data vision, mission, principles, and policies with the business strategy, and guides the data governance, data quality, data architecture, data security, data integration, data analytics, and data culture of the organization2. A data strategy helps the organization to leverage its data as a strategic asset, to create value, to improve performance, and to gain competitive advantage3.
A data roadmap is a document that outlines the specific actions, milestones, deliverables, and timelines for implementing the data strategy. A data roadmap is a tactical tool that helps the organization to prioritize, coordinate, and communicate its data initiatives, and to track its progress and outcomes. A data roadmap is not a long-term plan, but a dynamic and flexible plan that can be updated and revised as the data strategy evolves.
A business strategy is a high-level plan that defines how the enterprise will achieve its vision, mission, and goals in a competitive market. A business strategy sets the direction, scope, and value proposition of the organization, and guides its decisions on resource allocation, product development, customer segmentation, pricing, marketing, and differentiation. A business strategy is not a plan that defines how the enterprise will identify, store, manage, share, and use its data, but a plan that defines how the enterprise will create and sustain value for its stakeholders.
A data management plan is a document that describes the data that will be collected, generated, or used in a specific project, and how the data will be handled, stored, preserved, shared, and reused during and after the project. A data management plan is a operational tool that helps the project team to comply with the data policies, standards, and best practices of the organization, and to ensure the quality, integrity, security, and accessibility of the data. A data management plan is not a long-term plan, but a project- specific plan that can be modified and updated as the project progresses.
References:1: Guide to Business Data Analytics, IIBA, 2020, p. 392: Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 143: Data Strategy: The Definitive Guide, Tableau, . : Data Strategy: The Definitive Guide, Tableau, . : Data Roadmap: The Definitive Guide, Tableau, . : Business Strategy: The Definitive Guide, Tableau, . : Business Strategy: The Definitive Guide, Tableau, . : Data Management Plan: The Definitive Guide, Tableau, . : Data Management Plan: The Definitive Guide, Tableau, .
: Data Strategy: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 39. : Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 14. : Data Strategy: The Definitive Guide, Tableau, . : Data Roadmap: The Definitive Guide, Tableau, . : Business Strategy: The Definitive Guide, Tableau, . : Data Management Plan: The Definitive Guide, Tableau, .

NEW QUESTION 64
- (Topic 2)
A marketing department has established an analytics team. The analytics practice is stand- alone and analysts have limited insights into corporate strategy. Which is an expected result for analytics practices operating at the business unit level?

A. Analytics work will be driven by the organization's business plan
B. Insights derived from data analysis will be used to guide strategic decisions
C. The analytics team may conduct analysis that is of minimal value to the organization
D. The organization will use analytics as a means to obtain a competitive advantage

Answer: C

Explanation:
According to the IIBA® Guide to Business Data Analytics, analytics practices operating at the business unit level are characterized by a lack of alignment with the organization??s strategic objectives, a limited scope of analysis, and a siloed approach to data and insights1. This can result in analytics work that is not relevant, timely, or impactful for the organization as a whole, and that may not address the most critical business problems or opportunities. Therefore, the analytics team may conduct analysis that is of minimal value to the organization, or even detrimental if it leads to suboptimal decisions or actions.
References:1: IIBA® Guide to Business Data Analytics, Chapter 2: Business Data Analytics in Context, page 14-15

NEW QUESTION 65
- (Topic 2)
A large retail chain has asked their analytics team to complete a study on their customers' purchasing patterns. The analyst assigned to the study has decided to draw further insight by grouping customers based on their purchasing habits.This clustering approach is an example of:

A. Untrained learning

B. Trained learning
C. Unsupervised learning
D. Supervised learning

Answer: C

Explanation:
Unsupervised learning is a category of data analysis techniques that does not require labeled data or predefined outcomes. Unsupervised learning aims to discover patterns, structures, or relationships in the data without any guidance or supervision. Clustering is a common example of unsupervised learning, where the data is grouped into clusters based on some similarity or distance measure. Clustering can help reveal customer segments, market trends, or product preferences, among other insights. References:Guide to Business Data Analytics, page 39; Introduction to Business Data Analytics: A Practitioner View, page 10.

NEW QUESTION 68
- (Topic 2)
A movie production company wants to use analytics to decide which customers would choose to watch or not watch a particular movie after seeing a promotional teaser. The business analysis professional suggests they could make that prediction by identifying characteristics of the new movie and determining if the customer has watched other movies with similar characteristics.Thisis an example of using the following technique:

A. Logistic regression
B. Ouster analysis
C. Integer programming
D. Analysis of variance

Answer: A

Explanation:
Logistic regression is a technique that can be used to model the probability of a binary outcome, such as choosing to watch or not watch a movie, based on one or more predictor variables, such as the characteristics of the movie and the customer??s viewing history. Logistic regression can help the business analysis professional to identify the factors that influence the customer??s decision and to estimate the likelihood of each customer??s preference. Logistic regression can also be used to test hypotheses and to evaluate the performance of the predictive model. References: [Guide to Business Data Analytics], page 55; [Business Data Analytics: A Practical Guide], page 93; [Introduction to Business Data Analytics: A Practitioner View], page 14.

NEW QUESTION 69
- (Topic 2)
A brainstorming session is conducted to identify the research questions to be explored within an analytics project. During the brainstorming activity which of the following should happen?

A. The number of questions generated should be limited to contain scope
B. Participants should make sure the questions are unique and realistic
C. Participants should add questions as they come to mind without restriction on time limit
D. Participants should avoid critiquing suggested questions raised by the group

Answer: D

Explanation:
According to the Guide to Business Data Analytics, brainstorming is a technique used to generate a large number of ideas or questions in a short period of time1. The purpose of brainstorming is to encourage creativity and divergent thinking, not to evaluate or judge the ideas or questions. Therefore, participants should avoid critiquing suggested questions raised by the group, as this could inhibit the flow of ideas and discourage participation. The other options are not consistent with the principles of brainstorming, as they could limit the quantity or quality of the questions generated. References:1: Guide to Business Data Analytics, IIBA, 2020, p. 32.

NEW QUESTION 73
- (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 78
- (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 81
- (Topic 2)
A large bank has recently revamped their website, adding additional features such as financial investment opportunities, spending activity, and supporting reports. Which question will add value when evaluating how the website is being used?

A. What is the customer satisfaction rating across the branches?
B. What are the top keywords used in searches made within the website?
C. What is the customer retention rate since the website launch?
D. How many articles were published since the website launch?

Answer: C

Explanation:
Customer retention rate is a measure of how many customers continue to use a product or service over a given period of time. It is an important indicator of customer loyalty, satisfaction, and value. Customer retention rate can help the bank evaluate how the website is being used by comparing the number of customers who visited the website before and after the launch of the new features. A high customer retention rate would suggest that the new features are attractive, useful, and engaging for the customers, while a low customer retention rate would indicate that the new features are not meeting the customers?? needs or expectations. Customer retention rate can also help the bank identify the segments of customers who are more or less likely to use the website, and tailor their marketing and communication strategies accordingly. 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. 23-24.
? What is Customer Retention Rate?| HubSpot, HubSpot, accessed on January 20, 2024.

NEW QUESTION 82
- (Topic 2)
A fifty-year-old brick and mortar business is interested in determining the potential for selling their current products online. The sales director has asked the analytics team to predict future sales for their most popular product. A simple question is formed "Would you buy this product online?" The sales director would like to survey students from local colleges and universities within a 50km radius.As a result, the team will conclude:

A. The sample size being considered may be too large to work with
B. The research question will be easily answered with currently available data
C. Focusing on a 50km radius will allow the team to complete the analysis quickly
D. The survey will establish a poor study population

Answer: D

Explanation:
According to the Guide to Business Data Analytics, a study population is the subset of the population that meets the eligibility criteria for the research question. A study population should be representative of the population of interest and relevant to the business problem or opportunity. In this situation, the survey will establish a poor study population because the students from local colleges and universities within a 50km radius may not reflect the characteristics, preferences, and behaviours of the potential online customers for the fifty-year-old brick and mortar business. The students may have different demographics, income levels, shopping habits, and needs than the target market for the business. Therefore, the survey results may not be generalizable or applicable to the population of

interest and may not provide valid and reliable insights for predicting future sales.
References: Guide to Business Data Analytics, page 48-49; CBDA Exam Blueprint, page 7; Population vs. Sample | Definitions, Differences & Examples - Scribbr

NEW QUESTION 87
- (Topic 2)
Freedom Insurance is planning to offer a new type of insurance policy and would like to determine how to optimally price it. The company seeks to identify the characteristics of this policy that would produce the maximum profit in the coming year. What type of analytics would Freedom Insurance be considering to achieve this objective?

A. Retrospective analytics
B. Descriptive analytics
C. Predictive analytics
D. Prescriptive analytics

Answer: D

Explanation:
According to the Guide to Business Data Analytics, prescriptive analytics is a 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 evaluate various scenarios and trade-offs and to determine the best course of action for a given objective and constraint. Prescriptive analytics can help organizations achieve their goals, improve their performance, and increase their efficiency and effectiveness. In this situation, Freedom Insurance wants to determine how to optimally price a new type of insurance policy that would produce the maximum profit in the coming year. This is a prescriptive analytics problem, as it involves finding the optimal solution for a complex and uncertain decision problem.
References: Guide to Business Data Analytics, page 49-50; CBDA Exam Blueprint, page 7; [Introduction to Business Data Analytics: A Practitioner View], page 14.

NEW QUESTION 91
- (Topic 2)
A fashion retailer is developing a new line of luxury handbags and would like to evaluate their target market and pricing. After an extensive evaluation based on product features, their target market, and pricing of competitor products, the analytics team has come up with a pricing proposal. On presenting the results, the management team is of the opinion that additional analysis was required before making a decision. What type of additional analysis will help the management team make a decision on pricing?

A. How diverse are the competitors- product portfolios?
B. How can we broaden the target market?
C. How can costs be reduced to improve the profit margin?
D. What is the breakeven point before profits are generated?

Answer: D

Explanation:
According to the Introduction to Business Data Analytics: A Practitioner View, the breakeven point is the point at which the total revenue equals the total cost of a product or service. The breakeven point indicates the minimum sales volume or price required to cover the fixed and variable costs and to start making a profit. The breakeven point can help the management team make a decision on pricing by showing them how sensitive the profitability is to the price changes and how much margin of safety they have. The breakeven point can also help the management team evaluate the feasibility and risk of the pricing proposal and compare it with alternative scenarios.
References: Introduction to Business Data Analytics: A Practitioner View, page 18; CBDA Exam Blueprint, page 7; [Break-Even Point (BEP) Definition - Investopedia]

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 97
- (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 99
- (Topic 2)
Which attribute in the Customerissues entity would be categorized as unstructured data?
•CustomerID
•ConcernCategory
•ConcernSubCategory
•AgentID
•ComplaintNotes
•IssueResolved(Y/N)

A. ComplaintNotes
B. ConcernCategory
C. IssueResolved(Y/N)
D. ConcernSubCategory

Answer: A

Explanation:
Unstructured data is data that does not have a predefined format, structure, or schema, and that cannot be easily stored, processed, or analyzed by traditional databases or tools1. Unstructured data may include text, images, audio, video, or other types of data that are rich in information but complex and diverse in nature2. In the Customerissues entity, the ComplaintNotes attribute would be categorized as unstructured data, as it may contain free-form text that captures the details, sentiments, or emotions of the customers?? complaints, and that may vary in length, language, tone, or style. The ComplaintNotes attribute would require special techniques, such as natural language processing, text mining, or sentiment analysis, to extract meaningful insights from the unstructured data3.
The other attributes in the Customerissues entity would be categorized as structured data, as they have a predefined format, structure, or schema, and that can be easily stored, processed, or analyzed by traditional databases or tools4. Structured data may include numbers, dates, codes, categories, or other types of data that are simple and consistent in nature5. In the Customerissues entity, the CustomerID, ConcernCategory, ConcernSubCategory, AgentID, and IssueResolved(Y/N) attributes would be categorized as structured data, as they may contain numeric, alphanumeric, or binary values that represent the identifiers, classifications, or statuses of the customers?? issues, and that may have fixed lengths, ranges, or domains.
References:1: Guide to Business Data Analytics, IIBA, 2020, p. 412: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 83: Data Analysis: The Definitive Guide, Tableau, 4: Guide to Business Data Analytics, IIBA, 2020, p. 415: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 8. : Data Analysis: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 41. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 8.

NEW QUESTION 104
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