

IIBA

Exam Questions CBDA

Certification in Business Data Analytics (IIBA - CBDA)



NEW QUESTION 1

- (Topic 1)

The analytics team has been asked to determine if the organization should launch their highest revenue generating product into the North American market. To date, this has only been available in Eastern Europe. To answer this, the team formulates several research questions, including:

- A. What product launch related costs can we expect?
- B. How much revenue does the product generate in Eastern Europe?
- C. Why does management need to know this?
- D. Do existing customers really like the product?

Answer: D

Explanation:

One of the steps in identifying the research questions for business data analytics is to assess the feasibility and desirability of the proposed solution or change¹. This involves understanding the needs, preferences, and satisfaction of the existing and potential customers. Therefore, asking whether the existing customers really like the product is a relevant research question for the analytics team. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 22.

NEW QUESTION 2

- (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 3

- (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 4

- (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 5

- (Topic 1)

An analyst at a bank is trying to identify research questions for an analytical study on top customer issues across branches. During an interview with a branch manager, the analyst asks the manager what their top customer concerns are relating to this branch?

After the manager's reply, the analyst asks a follow up question on how their top customer concerns compare against the top customer concerns across all branches? Was the analyst's follow-up question valid?

- A. No, there is no value comparing the results of a single branch with results across all branches
- B. Yes, it builds on the previous question and allows the analyst to identify branch-specific concerns
- C. No, the question is not valid in this particular scenario
- D. Yes, only for the purpose of ensuring that the manager is aware of the company-wide reports

Answer: B

Explanation:

The analyst's follow-up question is valid because it helps to refine the scope and context of the research questions for the analytical study. By comparing the top customer concerns across branches, the analyst can identify the common and unique issues that affect customer satisfaction and loyalty. This can also help to prioritize the most critical or urgent problems that need to be addressed by the bank¹². References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 212: Business Analysis for Practitioners: A Practice Guide, PMI, 2015, p. 43.

NEW QUESTION 6

- (Topic 1)

The analytics team is assessing the results of their analysis. They are surprised to find that their data indicates two events seem to be strongly related even though the general belief in the organization is that they are independent of each other. Knowing that this information will be used for decision making, they are concerned about presenting this data. At an impasse, the business analysis professional reminds them that the data can be presented as long as the team has:

- A. Review the results with management ahead of time and highlight any potential risk of using this data
- B. Confidence that the correlation will reliably occur in the future and the risk of acting on this is low
- C. Followed all rules for data analysis endorsed as organizational standards so the risk of acting on this is low
- D. The ability to rerun the data analysis and the results are the same thereby minimizing the risk of acting on this

Answer: D

Explanation:

The ability to rerun the data analysis and the results are the same is the condition that the team should have before presenting the data, because it is a technique that ensures the validity, reliability, and reproducibility of the data analysis. By rerunning the data analysis, the team can verify that the results are consistent and not affected by random errors, biases, or anomalies. The team can also confirm that the data analysis process is well- documented, transparent, and traceable, and that the results can be replicated by other analysts or stakeholders. This can minimize the risk of acting on the data, and increase the confidence and trust in the data analysis. 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
- Business Data Analytics (IIBA®-CBDA Exam preparation) | Udemy, Section 4: Interpret and Report Results, Lecture 20: Data Validation and Verification

NEW QUESTION 7

- (Topic 1)

Based on the financial analysis that's been completed by the analytics team, the business analysis professional reminds the team that the most financially feasible option is the one with the:

- A. Highest ROI, highest present value, lowest NPV and highest payback period
- B. Highest ROI, highest present value, highest NPV, and lowest payback period
- C. Highest ROI, lowest present value, lowest NPV and highest payback period
- D. Highest ROI, lowest present value, highest NPV and lowest payback period

Answer: B

Explanation:

The most financially feasible option is the one that maximizes the return on investment (ROI), the present value (PV), and the net present value (NPV), and minimizes the payback period. ROI measures the annual percentage return of an investment, PV measures the current value of future cash flows, NPV measures the difference between the PV and the initial cost of an investment, and payback period measures the time it takes to recover the initial cost of an investment. A higher ROI, PV, and NPV indicate a more profitable and valuable investment, while a lower payback period indicates a faster recovery and lower risk of an investment

NEW QUESTION 8

- (Topic 1)

A large car manufacturer is interested in comparing the number of sales for a specific model of electric car across all 50 US states.

The data analytics team sourced and acquired the data, and the business analyst created the model to compare sales across states.

In a meeting to review the results, the feedback received included several complaints concerning an inability to distinguish the number of sales per state. What model would result in such confusion?

- A. Bullet chart
- B. Dual axis chart

- C. Bar chart
- D. Pie chart

Answer: D

Explanation:

A pie chart is a circular chart that shows the proportion of each category in a whole by dividing the circle into slices. A pie chart would result in confusion when comparing the number of sales for a specific model of electric car across all 50 US states, because it is difficult to compare the angles and areas of the slices, especially when there are many categories with similar values. A pie chart also does not show the absolute values of each category, unless they are labeled or annotated¹². A better alternative would be a bar chart, which can show the number of sales for each state along a common axis, making it easier to compare and rank the values³. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 652: Storytelling with Data, Cole Nussbaumer Knaflic, 2015, p. 673: The Visual Display of Quantitative Information, Edward R. Tufte, 2001, p. 178.

NEW QUESTION 9

- (Topic 1)

After analyzing sales data, the analytics team finds that the older the customer, the more expensive the neckties purchased. The team felt this was a breakthrough insight but on closer analysis realized that other factors could account for this relationship. This is a clear indication that:

- A. Correlation between variables implies causation
- B. Causation has no relationship with correlation
- C. Causation between variables does not imply correlation
- D. Correlation between variables does not imply causation

Answer: D

Explanation:

The analytics team found a correlation between the age of the customer and the price of the neckties purchased, meaning that as one variable changes, the other tends to change in the same direction. However, this correlation does not imply causation, meaning that one variable does not necessarily cause the other to change. There could be other factors, such as income, preference, or quality, that affect both variables and create a spurious relationship. Therefore, the team realized that they need to investigate further to determine if there is a causal link between the variables, or if the correlation is coincidental¹². References: 1: Correlation vs. Causation | Difference, Designs & Examples - Scribbr 2: Correlation vs Causation: Understanding the Differences - Statistics By Jim

NEW QUESTION 10

- (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 10

- (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 14

- (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 17

- (Topic 1)

A colleague proposes measuring job satisfaction by asking the question "What is your salary?". What is the concerning factor about this question?

- A. Validity
- B. Clarity
- C. Reproducibility
- D. Subjectivity

Answer: A

Explanation:

Validity is the extent to which a measure or a question accurately captures the intended concept or construct¹. The question ??What is your salary??? is not a valid measure of job satisfaction, as it does not reflect the various aspects of job satisfaction, such as work environment, recognition, autonomy, growth, etc. Salary is only one possible factor that may influence job satisfaction, but it is not a direct or comprehensive indicator of it²³. Therefore, the question is not valid for measuring job satisfaction. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 302: Job Satisfaction: Application, Assessment, Causes, and Consequences, Paul E. Spector, 1997, p. 23: Job Satisfaction Survey, 1.

NEW QUESTION 21

- (Topic 1)

An online retailer of men's athletic apparel is seeking to become the market leader in the industry. To deliver on this strategy, the analytics team continuously collects data on the prices of competitorproducts and uses this information to adjust the retailer's prices. What type of analytics is the retailer using to maintain their pricing structure?

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

Answer: D

Explanation:

Prescriptive analytics is the type of analytics that the retailer is using to maintain their pricing structure, because it is a technique that uses data and models to recommend the best course of action for a given situation. Prescriptive analytics can help the retailer optimize their prices based on the data collected from the competitors, the market conditions, and the customer preferences, and thus achieve their strategic goal of becoming the market leader. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 3: Analyze Data
- Understanding the Guide to Business Data Analytics, page 17
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 11

NEW QUESTION 22

- (Topic 1)

A professional association is funded by membership fees. The membership renewal occurs every 5 years. Although, they have a strong subscription rate each year, their renewal rate is low. They are working with an external firm specializing in Business Analytics to identify the groups of customers that have a high likelihood of cancelling their subscription after their first 5-year term ends. This type of study is called:

- A. Untrained learning
- B. Supervised learning
- C. Trained learning
- D. Unsupervised learning

Answer: D

Explanation:

Unsupervised learning is a type of study that involves finding patterns or clusters in data without any predefined labels or outcomes. It is useful for exploring data and discovering hidden structures or groups of customers. For example, the professional association can use unsupervised learning to identify the characteristics of customers who are likely to cancel their subscription after their first 5-year term ends, and then design strategies to retain them¹² References: 1: What is Unsupervised Learning? - IBM 2: Unsupervised Learning - IIBA BABOK Guide v3

NEW QUESTION 27

- (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 30

- (Topic 1)

Senior executives in a large organization receive numerous sales reports of every sale through a corporate dashboard on a weekly basis. The executives are considering budget increases for various functions but would like to know if they are obtaining good returns for current budget allocations. They ask the analytics team to research and Answer: "How effective is our marketing spend?" This question is:

- A. Already answered in the sales data
B. Difficult to analyze because its narrowly focused
C. Sufficient to begin initial analysis
D. Too broadly scoped to be effectively answered

Answer: D

Explanation:

The question ??How effective is our marketing spend??? is too broadly scoped to be effectively answered, because it is a vague and ambiguous question that does not specify the criteria, scope, or timeframe for measuring the effectiveness of the marketing spend. The question also does not define what constitutes marketing spend, or how it relates to the sales data or the budget allocations. The question needs to be refined and clarified to make it more focused, relevant, and feasible for the analytics team to answer. For example, the question could be rephrased as ??How does the marketing spend per channel affect the sales revenue and customer retention rate in the last quarter??? 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 16

NEW QUESTION 34

- (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 - IIBA - Google Books, page 14
- Business Data Analytics (IIBA®-CBDA Exam preparation) | Udemy, Section 2: Source Data, Lecture 8: Meta Data Management

NEW QUESTION 38

- (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 43

- (Topic 1)

A government agency is conducting a study on the performance of 12th grade students' in mathematics across the country. In particular, they want to understand if there is a relationship between intelligence and scores, as well as the difference in performance between various locations. Which combination of inferential statistics procedures should be used?

- A. Range, standard deviation
- B. Mean, median
- C. Correlation co-efficient, analysis of variance
- D. Frequency distribution, time-series

Answer: C

Explanation:

A correlation co-efficient is a measure of the strength and direction of the linear relationship between two variables, such as intelligence and scores. A correlation co-efficient can range from -1 to 1, where -1 indicates a perfect negative relationship, 0 indicates no relationship, and 1 indicates a perfect positive relationship¹². An analysis of variance (ANOVA) is a procedure that tests whether the means of two or more groups are significantly different from each other, such as the performance of students across various locations. ANOVA can compare the variation within each group and the variation between groups to determine if there is a statistically significant difference among the group means³⁴. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 582: Statistics for Business and Economics, David R. Anderson et al., 2014, p. 7133: Guide to Business Data Analytics, IIBA, 2020, p. 594: Statistics for Business and Economics, David R. Anderson et al., 2014, p. 849.

NEW QUESTION 47

- (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 goals¹. Descriptive analytics is the type of analytics that summarizes what has happened in the past using data, such as historical trends, patterns, or performance². 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 intelligence³. 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 49

- (Topic 2)

As the organization looks to advance its analytics practices, the topic of provisioning access to executive dashboards and visualizations is under discussion. Establishing standards and implementing role based logins to executive dashboards will address:

- A. Data management
- B. Data security
- C. Data governance
- D. Content management

Answer: B

Explanation:

According to the Guide to Business Data Analytics, data security is the protection of data from unauthorized access, use, modification, or destruction. Data security includes the policies, procedures, and technologies that ensure the confidentiality, integrity, and availability of data. Data security is an important aspect of data management, which is the planning, execution, and oversight of the data lifecycle. Data security is also related to data governance, which is the establishment and enforcement of rules, roles, and responsibilities for data quality, access, and usage. Data security is not the same as content management, which is the creation, storage, distribution, and maintenance of digital content.

One of the ways to enhance data security is to provision access to executive dashboards and visualizations based on the roles and permissions of the users. This can help prevent unauthorized or inappropriate access to sensitive or confidential data, as well as ensure compliance with data privacy and ethical standards. By establishing standards and implementing role based logins to executive dashboards, the organization can address the data security needs of its analytics practices.

References: Guide to Business Data Analytics, page 52-53; CBDA Exam Blueprint, page 7; Introduction to Business Data Analytics: An Organizational View, page 10.

NEW QUESTION 52

- (Topic 2)

Allegra Consulting is planning on establishing an analytics system to track career progression of their consultants. Elicitation will be used to identify the required features. How would brainstorming be used to prepare for elicitation?

- A. To identify sources of business information to consider
- B. To identify the key metrics to be collected
- C. Determine the value for establishing the analytics system
- D. To choose the statistical methods required

Answer: A

Explanation:

According to the Guide to Business Data Analytics, one of the tasks under the domain of ??Identify the Research Questions?? is to identify sources of business information to consider. This task involves reviewing existing business information, such as documents, reports, databases, and systems, to determine what data is available, relevant, and reliable for answering the research questions. This task also involves identifying any gaps or limitations in the existing information and proposing ways to address them. References: Guide to Business Data Analytics, page 18-19; CBDA Exam Blueprint, page 6. Learn more1iiba.org2iiba.org3processexam.com

NEW QUESTION 56

- (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 58

- (Topic 2)

A clinical research organization is using predictive analytics to improve patient safety and decrease costs on its clinical trials. To ensure that a standard set of tools/techniques is identified and best practices adhered to, teams are required to create scenarios to generate appropriate data for initial analysis. This practice is

required because it is almost certain that data will be difficult to come by for most research. Which concern would lead the team to establish scenario development as a required technique?

- A. Data validity
- B. Data privacy
- C. Data reliability
- D. Data reproducibility

Answer: A

Explanation:

Data validity refers to the extent to which data accurately represents the phenomenon or concept that it is intended to measure¹. Data validity is essential for predictive analytics, as it affects the quality and credibility of the analysis results and the subsequent decisions or actions based on them. If data is invalid, the predictions may be inaccurate, misleading, or irrelevant. However, data validity may be challenging to ensure in clinical research, as data may be scarce, incomplete, inconsistent, or subject to errors or biases². Therefore, the team may establish scenario development as a required technique to address this concern. Scenario development is a form of document analysis that involves creating hypothetical situations or stories based on assumptions, evidence, and logic to explore the possible outcomes or implications of a problem or opportunity³. Scenario development can help the team generate appropriate data for initial analysis by simulating different conditions, variables, or events that may affect the clinical trials, and by testing the validity of the data against the scenarios⁴.
References:1: Validity in data collection methods - OpenLearn - Open University, 2: Data Quality in Clinical Research - NCBI - NIH, 3: Scenario Analysis: How It Works and Examples - Investopedia, 4: Predictive Analytics using simulation models - AnyLogic

NEW QUESTION 61

- (Topic 2)

A financial institution is interested in leveraging analytics to address a recent surge in credit card fraud. The company has decided to invest in streaming analytics to obtain instant access to real-time data to stop fraudulent behavior before it occurs. Which practice will help the financial institution integrate the data as it is collected?

- A. Data quality
- B. Data management
- C. Data security
- D. Data architecture

Answer: D

Explanation:

Data architecture is the practice of designing and implementing the structures, models, standards, and processes that enable data integration, storage, and consumption. Data architecture is essential for streaming analytics, as it defines how data is collected, processed, and delivered in real time from multiple sources. Data architecture helps the financial institution integrate the data as it is collected by ensuring data compatibility, consistency, and quality across the streaming pipeline. Data architecture also supports data security, scalability, and performance for streaming analytics. 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. 17-18.
? What is Streaming Analytics? | Google Cloud, Google Cloud, accessed on January 20, 2024.
? What is Data Integration? | IBM, IBM, accessed on January 20, 2024.

NEW QUESTION 66

- (Topic 2)

The data analysis completed by the analytics team points to three potential options that could be recommended by the team each of which will help their organization meet their desired goal. Given that there is no significant difference in the results that each option would provide, the team will reach a final recommendation by determining value to be delivered to specific parts of the organization and:

- A. Within the functional unit with the most staff
- B. By which manager wants the change the most
- C. Assessing the impact of change for each one
- D. By opting a decision by senior management

Answer: C

Explanation:

According to the IIBA's Guide to Business Data Analytics, one of the steps in the data analysis process is to use the results to influence business decision making. This involves evaluating the feasibility, viability, and desirability of the potential options or solutions that are derived from the data analysis, and recommending the best option or solution that aligns with the business goals and objectives¹. To evaluate the feasibility, viability, and desirability of the options or solutions, the data analysis team should consider the value to be delivered to specific parts of the organization and the impact of change for each one. The value to be delivered refers to the benefits, outcomes, or improvements that the option or solution will provide to the stakeholders, customers, or processes of the organization. The impact of change refers to the costs, risks, or challenges that the option or solution will entail for the implementation, adoption, or maintenance of the organization. By assessing the value and the impact of each option or solution, the data analysis team can compare and contrast the trade-offs, pros and cons, and strengths and weaknesses of each option or solution, and select the one that maximizes the value and minimizes the impact for the organization². The other options are not correct criteria for reaching a final recommendation. The functional unit with the most staff, the manager who wants the change the most, and the senior management are not relevant factors for evaluating the options or solutions, as they do not reflect the value or the impact of the options or solutions. The functional unit with the most staff may not be the most affected or the most important part of the organization for the data analysis project. The manager who wants the change the most may not have the authority, influence, or expertise to make the best decision for the organization. The senior management may not be the only or the final decision makers for the data analysis project, as they may delegate, consult, or collaborate with other stakeholders or experts. References:1: Guide to Business Data Analytics, IIBA, 2020, p. 57; 2: Guide to Business Data Analytics, IIBA, 2020, p. 58. : Guide to Business Data Analytics, IIBA, 2020, p. 57. : Guide to Business Data Analytics, IIBA, 2020, p. 58.

NEW QUESTION 67

- (Topic 2)

What is the relationship between a Customer entity and an Order entity, where a customer entry will be present in the Customer entity regardless of whether an order was made?

- A. zero-to-one
- B. many-to-many
- C. zero-to-many
- D. one-to-one

Answer: C

Explanation:

A zero-to-many relationship between two entities means that one instance of the first entity can be associated with zero or more instances of the second entity, and one instance of the second entity can be associated with only one instance of the first entity¹. In this case, a customer entry will be present in the Customer entity regardless of whether an order was made, which means that a customer can have zero or more orders, but an order can only belong to one customer. Therefore, the relationship between Customer and Order is zero-to-many.

References:1: Entity Relationship Diagram (ERD) Tutorial - Part 1

NEW QUESTION 68

- (Topic 2)

A supermarket chain wants to improve supplier relations. One of the targets to track and help achieve this goal is to improve the average transaction time per order by 10%. From a SMART target perspective, what is missing?

- A. is not attainable as weather conditions can slow down order times
- B. S • should provide a target for each supplier
- C. R - is not relevant to the goal as supplier relations is only dependent on quality of deliveries
- D. T - There is no mention of the time-frame by which this target must be met

Answer: D

Explanation:

SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-bound, which are criteria for setting effective and realistic goals¹. From a SMART target perspective, what is missing in this scenario is the time-frame by which the target must be met. A time-bound target specifies the deadline or the duration for achieving the target, which helps to create a sense of urgency, motivation, and accountability². Without a time-frame, the target is vague and indefinite, and it is difficult to monitor and evaluate the progress and the results. For example, a time-bound target could be to improve the average transaction time per order by 10% within the next six months.

The other options are not correct explanations of what is missing. The target is attainable, as it is realistic and feasible, and it does not depend on factors that are beyond the control of the organization, such as weather conditions. The target is specific, as it provides a clear and precise description of what needs to be achieved, and it does not need to provide a target for each supplier, as that would make the target too complex and cumbersome. The target is relevant, as it is aligned with the goal of improving supplier relations, and it does not assume that supplier relations is only dependent on quality of deliveries, as transaction time is also an important factor that affects the efficiency, satisfaction, and trust of the suppliers.

References:1: Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 122: Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 12. : Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 12. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 12.

NEW QUESTION 72

- (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's capabilities, 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 73

- (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 74

- (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 77

- (Topic 2)

A company wants to run a monthly promotion on batteries that cost 15 cents each and sells for 50 cents. At this price, they typically sell 1000 batteries and generate a profit of 35 cents per battery for a total profit of \$350. The analytics team was asked to test two price points - 20% off (i.e. a sale price of 40 cents) and 40% off (i.e., a sale price of 30 cents). The survey data completed by 10000 participants was analyzed and showed that a 20% savings would result in sales of 1200 batteries and the 40% savings would result in 1800 batteries being sold. The team's initial recommendation was to recommend the 40% discount. Now that they are validating their recommendations, they decide to:

- A. Question why management would only want them to test two price points
- B. Change their recommendation realizing they have been victims of linear bias
- C. Redo the survey looking for a larger sample size
- D. Use their original recommendation given that the volume of sales is much higher

Answer: B

Explanation:

Linear bias is a type of cognitive bias that assumes a linear relationship between two variables, when in fact the relationship may be more complex or nonlinear. In this case, the analytics team assumed that the higher the discount, the higher the sales and profit, without considering other factors that may affect customer behavior, such as price elasticity, perceived quality, or competition. By changing their recommendation, the team can avoid making a suboptimal decision that may result in lower profit or customer satisfaction.

References: 10 Cognitive Biases in Business Analytics and How to Avoid Them, page 5; [Business Data Analytics: A Decision-Making Paradigm], page 9.

NEW QUESTION 81

- (Topic 2)

A lab is conducting a study on protein interactions. They have used the data to create a graph visualization. In graph visualization, what would an edge represent?

- A. A single datapoint
- B. A link between two datapoints
- C. A collection of datapoints and links
- D. A dedicated algorithm that calculates the node positions

Answer: B

Explanation:

A graph visualization is a type of visualization that shows the relationships among data points by using nodes (or vertices) to represent the data points and edges (or links) to represent the connections between them¹. A graph visualization can help reveal patterns, clusters, outliers, or hierarchies in the data². In a graph visualization, an edge represents a link between two data points, indicating that they have some kind of association, interaction, similarity, or dependency³. For example, in a study on protein interactions, an edge could represent a physical or functional interaction between two proteins, such as binding, signaling, or regulation⁴.

A single data point, a collection of data points and links, and a dedicated algorithm that calculates the node positions are not correct definitions of an edge in a graph visualization. A single data point is represented by a node, not an edge, in a graph visualization. A collection of data points and links is the whole graph, not an edge, in a graph visualization.

A dedicated algorithm that calculates the node positions is a method of graph layout, not an edge, in a graph visualization. A graph layout is the way the nodes and edges are arranged in a graph visualization, which can affect the readability, aesthetics, and interpretation of the graph.

References: ¹: Guide to Business Data Analytics, IIBA, 2020, p. 692: Data Visualization:

The Definitive Guide, Tableau, ³: Graph Visualization: The Definitive Guide, Tableau, ⁴: Protein Interaction Networks, Nature, . : Graph Visualization: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 69. : Data Visualization: The Definitive Guide, Tableau, . : Graph Visualization: The Definitive Guide, Tableau, . : Protein Interaction Networks, Nature, . : Graph Visualization: The Definitive Guide, Tableau, .

NEW QUESTION 85

- (Topic 2)

A consumer products company is interested in finding ways to innovate utilizing business analytics. The team is reviewing a database of customer complaints. Interested in knowing how the organization currently interacts with its customers, the analyst proposes the use of which technique?

- A. Document analysis
- B. Journey map

- C. Current state assessment
- D. Interface analysis

Answer: B

Explanation:

A journey map is a visual representation of the interactions and experiences of a customer or stakeholder with an organization, product, or service over time. A journey map can help identify pain points, gaps, opportunities, and emotions along the customer journey. A journey map can also help understand the current state of the customer experience and how it can be improved or innovated using business analytics. References: Guide to Business Data Analytics, page 55; Introduction to Business Data Analytics: An Organizational View, page 18.

NEW QUESTION 86

- (Topic 2)

The research study is complete, the data has been analyzed and the team has created the necessary high impact visuals. The business analysis professional urges the team to:

- A. Present the results to stakeholders
- B. Validate regression analysis
- C. Curate the data
- D. Develop the narrative

Answer: D

Explanation:

Developing the narrative is the process of creating a clear, concise, and compelling story that communicates the key insights, findings, and recommendations from the data analysis to the stakeholders¹. Developing the narrative is an important step after completing the research study, the data analysis, and the high impact visuals, as it helps to bridge the gap between the data and the decision-making, to engage and persuade the audience, and to drive action and change².

Developing the narrative involves defining the purpose, audience, and message of the story, choosing the best format and medium to deliver the story, and using effective storytelling techniques, such as structure, context, emotion, and call to action³.

Presenting the results to stakeholders is the process of delivering the data story to the intended audience, using the appropriate communication channels, methods, and tools⁴. Presenting the results to stakeholders is a subsequent step after developing the narrative, as it requires a well-crafted and well-prepared data story to be effective and impactful. Presenting the results to stakeholders involves planning and rehearsing the presentation, adapting to the feedback and questions, and evaluating the outcomes and impacts of the presentation⁵.

Validating regression analysis is the process of checking the assumptions, accuracy, and suitability of a statistical model that estimates the relationship between one or more independent variables and a dependent variable. Validating regression analysis is a part of the data analysis step, not a step after completing the data analysis. Validating regression analysis involves testing the significance, fit, and residuals of the model, and comparing the model with alternative models or methods.

Curating the data is the process of organizing, annotating, and preserving the data for future use, reuse, or sharing. Curating the data is a part of the data management step, not a step after completing the data analysis. Curating the data involves applying the data policies, standards, and best practices of the organization, and ensuring the quality, integrity, security, and accessibility of the data.

References: ¹: Guide to Business Data Analytics, IIBA, 2020, p. 572; Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 153; Data Storytelling: The Definitive Guide, Tableau, ⁴: Guide to Business Data Analytics, IIBA, 2020, p. 585; Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 27. : Guide to Business Data Analytics, IIBA, 2020, p. 55. : Data Analysis: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 45. : Data Management: The Definitive Guide, Tableau, . : Data Storytelling: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 57. : Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 15. : Data Storytelling: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 58. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 27. : Guide to Business Data Analytics, IIBA, 2020, p. 55. : Data Analysis: The Definitive Guide, Tableau, . : Guide to Business Data Analytics, IIBA, 2020, p. 45. : Data Management: The Definitive Guide, Tableau, .

NEW QUESTION 91

- (Topic 2)

A data dictionary is being developed for a dataset describing a company's customer base. Within the data dictionary, which of the following represents a composite data element?

- A. Street address
- B. First name
- C. Total sale
- D. Birthdate

Answer: A

Explanation:

A composite data element is a data element that is made up of smaller units called sub-elements, which are separated by a sub-element separator character, such as a colon (:). For example, ITEMNO is a composite data element that consists of three sub- elements: part number, aisle number, and bin number. A street address is also a composite data element that can consist of sub-elements such as street number, street name, city, state, and zip code. First name, total sale, and birthdate are simple data elements that do not have sub-elements.

References: Data Elements - IBM, UN/EDIFACT Syntax Rules

NEW QUESTION 93

- (Topic 2)

When reviewing the results of their analysis, the team is determining if the data supports their hypothesis and can be presented to decision makers. They are reviewing measures of variation, sample size and statistical significance. They realize that the p-value of 0.02 is lower than the initial target. This clearly indicates the team can:

- A. Accept the null hypothesis and accept the alternative
- B. Accept the null hypothesis and reject the alternative
- C. Reject the null hypothesis in favor of the alternative
- D. Reject the null hypothesis and reject the alternative

Answer: C

Explanation:

According to the Guide to Business Data Analytics, a p-value is the probability of obtaining a test statistic at least as extreme as the one observed, assuming that the null hypothesis is true. A p-value is used to make conclusions in hypothesis testing by comparing it to a significance level, which is the maximum probability of making a type I error (rejecting the null hypothesis when it is true). If the p-value is less than or equal to the significance level, then there is strong evidence against the null hypothesis and it is rejected in favor of the alternative hypothesis. If the p-value is greater than the significance level, then there is weak evidence against the null hypothesis and it is not rejected. In this situation, the team realizes that the p-value of 0.02 is lower than the initial target, which means that the probability of observing such a result under the null hypothesis is very low. This clearly indicates that the team can reject the null hypothesis in favor of the alternative hypothesis, as there is sufficient evidence to support their hypothesis.

References: Guide to Business Data Analytics, page 57-58; CBDA Exam Blueprint, page 7; Understanding P-values | Definition and Examples - Scribbr

NEW QUESTION 96

- (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 98

- (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 103

- (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 106

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