

IIBA

Exam Questions CBDA

Certification in Business Data Analytics (IIBA - CBDA)



NEW QUESTION 1

- (Topic 1)

An analytics team has been asked to answer the following question: "Given that you're a customer, would you work at our company?" The team is concerned about answering this question because it is:

- A. Insignificant
- B. Short
- C. Unethical
- D. Unclear

Answer: D

Explanation:

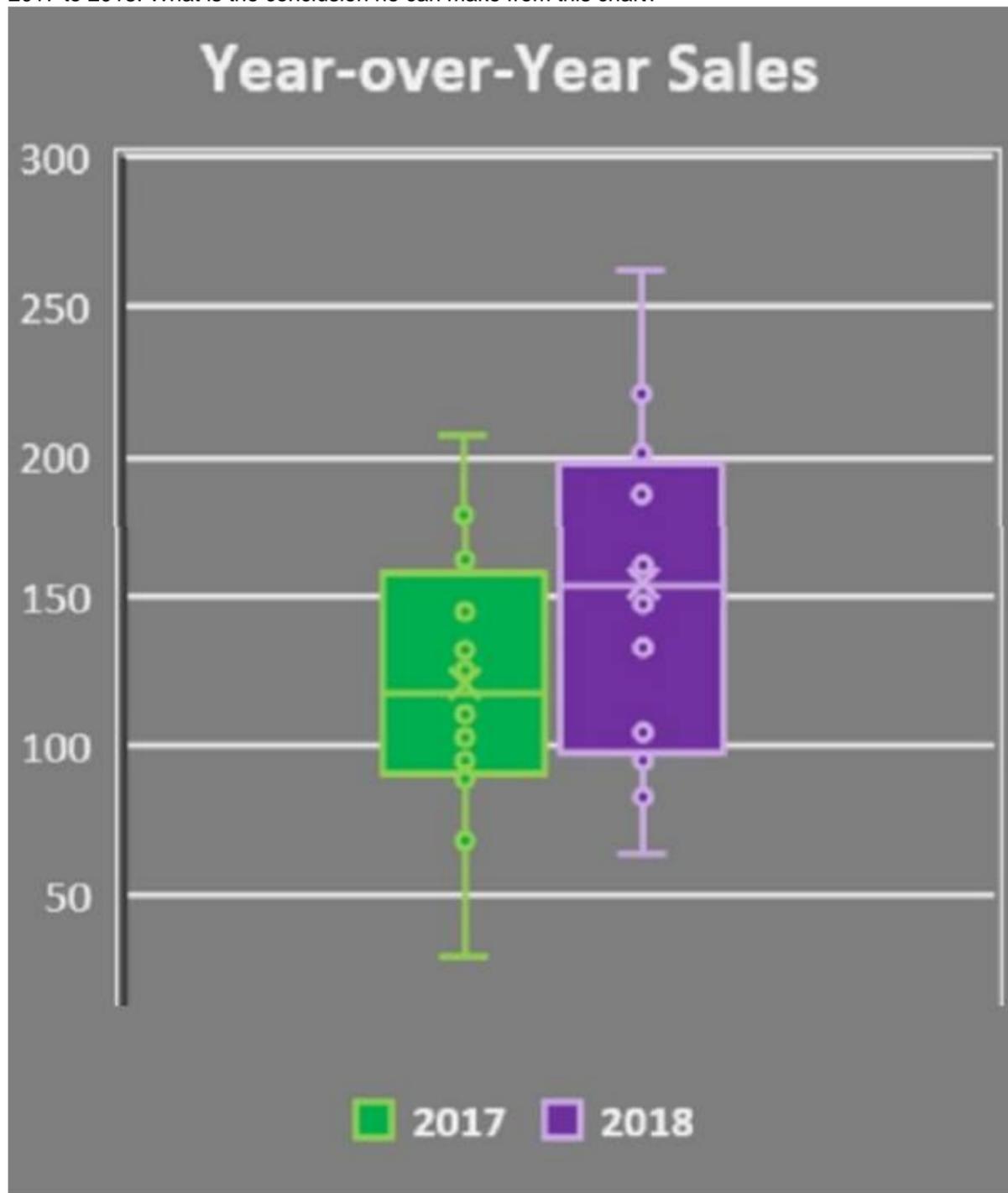
The question "Given that you're a customer, would you work at our company?" is unclear, because it is a hypothetical and subjective question that does not specify the purpose, scope, or context of the analysis. The question also does not define what constitutes a customer, or how the customer's experience or satisfaction relates to the employee's motivation or performance. 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 customer satisfaction score affect the employee retention rate in our company?" 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 2

- (Topic 1)

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



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

Answer: D

NEW QUESTION 3

- (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 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)

While creating a dataset for analysis, the analyst reviews the data collected and finds a large percentage of records are missing values. Which activity would the analyst perform in order to use this dataset?

- A. Clustering
- B. Scale validation
- C. Weighting
- D. Factor analysis

Answer: C

Explanation:

Weighting is a technique that assigns different values or weights to different records or variables in a dataset, based on their importance or relevance. Weighting can be used to handle missing values by giving them a lower weight or imputing them with a weighted average of other values. Weighting can also help to adjust for sampling bias or non-response bias in the data collection process. References:

- Understanding the Guide to Business Data Analytics, page 16
- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 3: Analyze Data
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 4

NEW QUESTION 6

- (Topic 1)

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

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

Answer: C

Explanation:

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

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

NEW QUESTION 7

- (Topic 1)

To gain traction on online sales, a retailer initiated a marketing campaign using banner ads. The company has requested their analytics team to evaluate the performance of the campaign. During the presentation, the analyst confirmed that the campaign did bring in a large number of net new customers to the website and met the target sales conversion rate. They also noted that there was a high number of repeat visitors not completing a sale. What decision would help the retailer improve sales conversion rates for repeat visitors?

- A. Increase investment in banner ads
- B. Incentivize customers to subscribe to promotional notifications
- C. Add additional new products to attract customers
- D. Ensure the sales checkout process is streamlined

Answer: D

Explanation:

According to the Business Data Analytics: A Decision-Making Paradigm¹, one of the key steps in the analytics process is to communicate insights and recommendations to stakeholders. The analyst should present the findings in a clear and concise manner, and provide actionable suggestions to improve the business outcomes. In this case, the analyst has identified that repeat visitors are not completing a sale, which indicates a possible issue with the sales checkout process. Therefore, the analyst should recommend the retailer to streamline the sales checkout process, which could reduce friction, increase customer satisfaction, and boost sales conversion rates for repeat visitors. References: Business Data Analytics: A Decision-Making Paradigm

NEW QUESTION 8

- (Topic 1)

An insurance company has seen an upward trend in winter-related accidents over the past three years. The company has just completed an analytics study to better understand the primary reasons for these accidents and assess how many of the drivers were using winter tires. This analysis will help the company decide how to move forward with drivers not taking precautionary measures during winter. What type of analysis will help in determining the primary reasons and percentage of those drivers with winter tires?

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

Answer: D

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 trend of winter-related accidents over the past three years, or the percentage of drivers using winter tires¹². Diagnostic analytics is a type of analytics that explores and analyzes the data to understand why something has happened or is happening, such as the primary reasons for these accidents, or the factors that influence the drivers' decisions¹³. To answer the question, both descriptive and diagnostic analytics would be needed to provide the relevant information and insights for the company. 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. 53; Data Science for Business, Foster Provost and Tom Fawcett, 2013, p. 13.

NEW QUESTION 9

- (Topic 1)

An organization's customers are categorized based on the amount of purchases completed over the last 12 months. The analytics team would like to ensure the accuracy of their survey results and decide to randomly select 500 customers to participate in a survey from this large pool of customers. This is an example of:

- A. Stratified sampling
- B. Quota sampling
- C. Purposive sampling
- D. Snowball sampling

Answer: A

Explanation:

Stratified sampling is a technique that divides the population into homogeneous subgroups (strata) based on a relevant characteristic, such as the amount of purchases, and then randomly selects a proportional number of elements from each subgroup to form the sample. Stratified sampling ensures that the sample is representative of the population and reduces the sampling error and bias¹². References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 312; Statistics for Business and Economics, David R. Anderson et al., 2014, p. 262.

NEW QUESTION 10

- (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 10

- (Topic 1)

An analyst at a supermarket chain has been asked to extract data from multiple data sources to complete a study on customer spending habits. The analyst is going to query data from various databases. Which statement is true about database querying?

- A. Querying can be used to create predictive data models
- B. Irrespective of the querying language used, data results retrieved are always in a tabular format
- C. A querying language is independent of the type of database being used
- D. Querying is a structured way of searching, manipulating and managing data

Answer: D

Explanation:

Querying is a technique that allows analysts to access, filter, join, aggregate, and transform data from various databases using a specific syntax and logic¹. Querying can be used for different purposes, such as data exploration, data preparation, data analysis, and data visualization². Querying is not limited to creating predictive data models, nor does it always produce tabular results. Moreover, querying languages may vary depending on the type and structure of the database, such as relational, hierarchical, or document-based³. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 552; Data Analysis Using SQL and Excel, Gordon S. Linoff, 2016, p. 33; Database Systems: Design, Implementation, and Management, Carlos Coronel and Steven Morris, 2019, p. 17.

NEW QUESTION 13

- (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 18

- (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 21

- (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 23

- (Topic 1)

An analytics system is being developed by relying entirely on research questions that are framed using the results from benchmarking. Which research question is being asked?

- A. Which customers provide the greatest profit to the company?
- B. How efficient is the company compared to its competitors?
- C. Will more profit be made if we increase or decrease our sales price?
- D. Which employees are we in danger of losing?

Answer: B

Explanation:

Benchmarking is a method of comparing the performance of a business with others in the same industry or with industry standards¹². It helps to identify areas of improvement and best practices for superior performance³⁴. A research question that is framed using the results from benchmarking would focus on how the company compares to its competitors or to the industry average on a specific metric or process. For example, how efficient is the company compared to its competitors? This question would require the company to measure its efficiency using a relevant indicator, such as cost per unit, time per task, or output per employee, and compare it to the same indicator for its competitors. This would help the company to identify its strengths and weaknesses, and to find ways to improve its efficiency and gain a competitive advantage

NEW QUESTION 26

- (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 27

- (Topic 1)

What is the relationship between a Customer entity and an Order entity, where a customer entry will be present in the Customer entity only if they have made an order?

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

Answer: D

Explanation:

The relationship between a Customer entity and an Order entity, where a customer entry will be present in the Customer entity only if they have made an order, is a zero-to-one relationship. This means that for each record in the Order entity, there can be either zero or one record in the Customer entity that is related to it. This implies that the Order entity is optional for the Customer entity, and the Customer entity is mandatory for the Order entity¹². References: 1: A Guide to the Entity Relationship Diagram (ERD) - Database Star 2: Developing an Application - Oracle

NEW QUESTION 32

- (Topic 1)

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

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

Answer: A

Explanation:

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

•Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 2: Source Data

- Business analysis data dictionary – The Functional BA
- CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA®, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 15

NEW QUESTION 34

- (Topic 1)

Based on the results of a recently completed analytics initiative, the Human Resource department for a major department store implemented a change to its hiring practice to address the attrition rates of its sales associates. The new policy stated that candidates applying for sales positions must possess at least 3 years of relevant sales experience to be considered. After implementing the change, attrition rates are 10% higher and management is frustrated. Which of the following could result in this outcome?

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

Answer: D

Explanation:

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

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

NEW QUESTION 36

- (Topic 1)

A data scientist is performing statistical analysis and is interested in graphically depicting the data set according to the associated quartiles Minimum, First Quartile, Median, Second Quartile, Third Quartile. Which technique would allow for the display of this statistical five number summary?

- A. Gaussian distribution
- B. Scatter plot
- C. Multivariate histogram
- D. Box plot

Answer: D

Explanation:

A box plot is the technique that would allow for the display of the statistical five number summary, because it is a technique that shows the distribution of a data set using a rectangular box and whiskers. A box plot can help the data scientist visualize the minimum, maximum, median, first quartile, and third quartile of the data set, as well as any outliers or skewness. A box plot can also help the data scientist compare the variation and symmetry of different groups or categories of data. Options A, B, and C are not suitable for displaying the statistical five number summary, because they are techniques that show the frequency, relationship, or density of the data, but not the quartiles or outliers. References:

- Business Analysis Certification in Data Analytics, CBDA | IIBA®, CBDA Competencies, Domain 3: Analyze Data
- Understanding the Guide to Business Data Analytics, page 18
- 16 Best Types of Charts and Graphs for Data Visualization [+ Guide]

NEW QUESTION 37

- (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

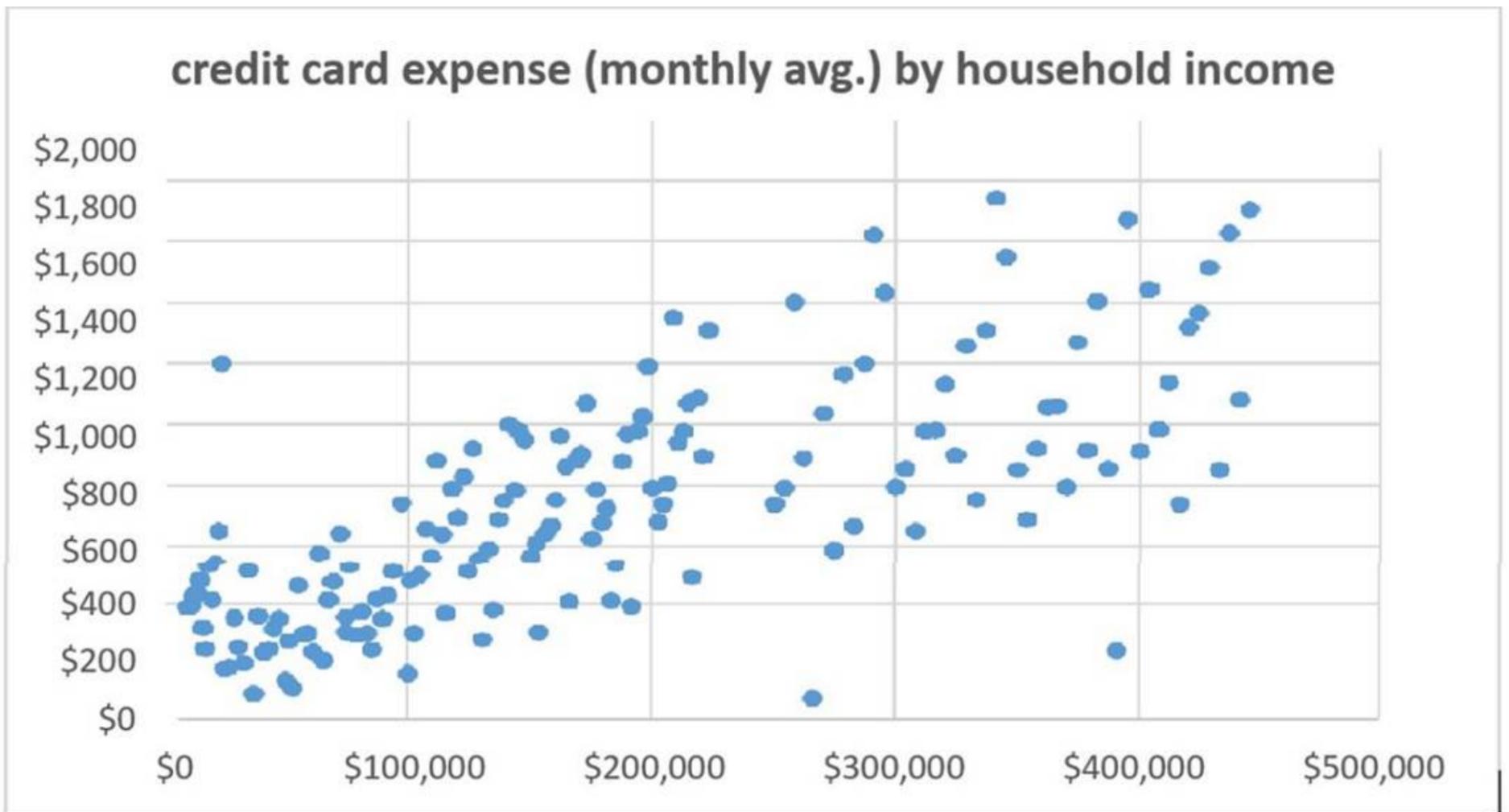
Explanation:

Predictive analytics is a type of analytics that uses historical and current data, as well as statistical and 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 41

- (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 exist 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 42

- (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 43

- (Topic 2)

A data scientist is working with a team of upper level managers to develop a strategy for creating an enterprise analytics program. What critical success factor would help ensure the organization obtains the most value from its data?

- A. Management is aware of the value of data science and ensures support for all tactical initiatives
- B. A sponsor is identified that helps champion the work
- C. Management thinks analytically and fosters a culture where data science thrives
- D. The data science team supports the functional units and priorities

Answer: C

Explanation:

According to the Introduction to Business Data Analytics: An Organizational View, one of the critical success factors for creating an enterprise analytics program is to have a management team that thinks analytically and fosters a culture where data science thrives. This means that the management team should understand the potential value and impact of data science, promote a data-driven mindset and decision-making process, encourage innovation and experimentation, and support collaboration and learning among the data science team and other stakeholders. A management team that thinks analytically and fosters a culture where data science thrives can help create a strategic vision, align the goals and objectives, allocate the resources and investments, and overcome the challenges and barriers for the enterprise analytics program.

References: Introduction to Business Data Analytics: An Organizational View, page 8- 9; CBDA Exam Blueprint, page 8; Guide to Business Data Analytics, page 85-86.

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; ²: Guide to Business Data Analytics, IIBA, 2020, p. 533; ³: 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 48

- (Topic 2)

The finance manager has reported that customers are taking much longer to remit payments this year than last. They would like help in finding a solution to address the situation. One suggestion was to offer a 10% discount to entice customers to pay their invoices in full within the first 30 days. Before offering the discount, the finance manager would like the analytics team to do some research to determine if there is value in addressing the accounts receivable problem. Which of the following is a valid question to ask in this situation?

- A. Have discounts been offered before?
- B. Are sales decreasing when accounts receivables are increasing?
- C. How does credit score impact the customer's ability to pay?
- D. Should the discount offered be set at 10% or 15%?

Answer: A

Explanation:

According to the Guide to Business Data Analytics, one of the steps in conducting business data analytics is to identify the research questions that will guide the analysis and help answer the business problem or opportunity. The research questions should be relevant, specific, measurable, achievable, and testable. In this situation, the business problem is the delay in customer payments and the potential solution is to offer a discount. A valid question to ask in this situation is whether discounts have been offered before, and if so, what was the effect on customer behavior and profitability. This question is relevant because it can help assess the feasibility and effectiveness of the proposed solution. It is also specific, measurable, achievable, and testable, as it can be answered by collecting and analyzing historical data on customer payments and discounts.

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 49

- (Topic 2)

A future state data model is created to depict how information will be structured in a proposed solution but the analyst is also interested in modeling how and when data is transformed throughout various processes across the organization. In which model would the analyst find this information?

- A. Process flows
- B. Data flow diagram
- C. Data transformation model
- D. Physical data model

Answer: B

Explanation:

A data flow diagram (DFD) is a graphical representation of how data flows and transforms through a system or process. A DFD shows the sources and destinations of data, the data inputs and outputs, the data transformations and logic, and the data stores and flows. A DFD can help the analyst model how and when data is transformed throughout various processes across the organization, as well as identify potential data quality issues, bottlenecks, and redundancies. A DFD can also complement a future state data model by showing the relationships and dependencies among the data entities and attributes. 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. 19-20.

? Data Flow Diagram - Everything You Need to Know About DFD, Visual Paradigm, accessed on January 20, 2024.

NEW QUESTION 50

- (Topic 2)

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

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

Answer: D

Explanation:

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

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

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

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

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

rate. References:

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

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

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

NEW QUESTION 54

- (Topic 2)

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

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

Answer: D

Explanation:

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

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

NEW QUESTION 59

- (Topic 2)

A job satisfaction study is being considered. Half of the employees of the company will be interviewed by senior managers and the other half of the employees will be interviewed by an external market research company, using the same set of questions. Which of the following might be a concern for using this approach to collect study data?

- A. Reliability
- B. Validity
- C. Timeliness
- D. Precision

Answer: A

Explanation:

Reliability is the degree to which a data collection method produces consistent results under the same conditions¹. In this case, the reliability of the study data might be compromised by the different interviewers (senior managers vs. external market research company), who might have different biases, expectations, or rapport with the employees. This could affect how the employees respond to the same set of questions, and thus introduce variability in the data. Validity, timeliness, and precision are not directly affected by the choice of interviewers, as they depend more on the quality, relevance, and accuracy of the questions and the data analysis. References: 1: Guide to Business Data Analytics, IIBA, 2020, p. 26.

NEW QUESTION 63

- (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 67

- (Topic 2)

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

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

Answer: B

Explanation:

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

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

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

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

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

NEW QUESTION 71

- (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 72

- (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 73

- (Topic 2)

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

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

Answer: D

Explanation:

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

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

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

NEW QUESTION 74

- (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 77

- (Topic 2)

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

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

Answer: B

Explanation:

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

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

NEW QUESTION 81

- (Topic 2)

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 85

- (Topic 2)

An analyst is performing regression analysis and reviewing the results. They would like to rescale the variables in the model to more clearly reflect the relationship between the regression coefficients. Which technique could be used to rescale the variables?

- A. Dimension Reduction
- B. Mean Centering
- C. Normalization
- D. Clustering

Answer: C

Explanation:

Normalization is a technique that rescales the values of the variables in a data set to a common range, such as [0,1] or [-1,1]. Normalization can help reduce the effect of outliers, improve the performance of some algorithms, and make the interpretation of the regression coefficients easier and more consistent.

Normalization can be done using different methods, such as min-max scaling, z-score scaling, or unit vector scaling. References: Guide to Business Data Analytics, page 41; Introduction to Business Data Analytics: A Practitioner View, page 12.

NEW QUESTION 89

- (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 93

- (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 96

- (Topic 2)

An analytics team is sourcing data for a new analytics initiative and is deciding between two comparable data sources. One source being considered is a very large dataset and another consists of three smaller sources. What advantage will the larger dataset provide over the three smaller sources?

- A. More significant results
- B. Higher validity
- C. More reproducibility
- D. Higher reliability

Answer: A

Explanation:

A larger dataset may provide more significant results than three smaller sources, as it may have more statistical power to detect differences or relationships among variables¹. Statistical power is the probability of finding a statistically significant result when there is a true effect in the population². A larger dataset may have more power because it may have more variability, less sampling error, and higher precision than smaller datasets³. More significant results may lead to more confident and valid conclusions and recommendations for the analytics initiative.

Higher validity, more reproducibility, and higher reliability are not necessarily advantages of a larger dataset over three smaller sources, as they depend on other factors besides the size of the data. Validity is the degree to which the data and the analysis measure what they are intended to measure⁴. Reproducibility is the degree to which the data and the analysis can be replicated by another analyst using the same methods and data sources. Reliability is the degree to which the data and the analysis produce consistent results under the same conditions. These qualities may be affected by the quality, accuracy, completeness, and relevance of the data, as well as the appropriateness, transparency, and rigor of the analysis methods. A larger dataset may not be valid, reproducible, or reliable if it has errors, biases, missing values, or irrelevant variables, or if the analysis methods are not suitable, documented, or verified.

References: ¹: Guide to Business Data Analytics, IIBA, 2020, p. 542; Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 233; Data Analysis: The Definitive Guide, Tableau, 4: Guide to Business Data Analytics, IIBA, 2020, p. 26. : Introduction to Business Data Analytics: A Practitioner View, IIBA, 2019, p. 25. : Guide to Business Data Analytics, IIBA, 2020, p. 26. : Introduction to Business Data Analytics: An Organizational View, IIBA, 2019, p. 13.

NEW QUESTION 100

- (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 105

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