Question 1

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?

Options:

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

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.

Answer:

C

Question 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?

Options:

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.Reference:

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.

Question 3

Question Type: **MultipleChoice**

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?

Options:

A- zero-to-one

B- many-to-many

C- zero-to-many

D- one-to-one

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.

Answer:

C

Question 4

Question Type: MultipleChoice

A large bank has recently revamped their website, adding additional features such as financial investment opportunities, spending activity, and supporting reports. Which question will add value when evaluating how the website is being used?

Options:

A- What is the customer satisfaction rating across the branches?

B- What are the top keywords used in searches made within the website?

C- What is the customer retention rate since the website launch?

D- How many articles were published since the website launch?

Explanation:

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

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

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

Guide to Business Data Analytics, IIBA, 2020, p. 23-24.

What is Customer Retention Rate? | HubSpot, HubSpot, accessed on January 20, 2024.

Answer:

C

Question 5

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

Options:

A- Both charts are insufficient in meeting the requirements of a student score card

B- Both charts can be used as a column chart is a comparable alternative to a bullet chart

C- Yes, a column chart would be a better option to depict all three criteria in one chart

D- No, a bullet chart is a good option as it will depict all three criteria in one chart

Answer:

D

Explanation:

A bullet chart is a type of bar chart that shows progress towards a goal or performance against a reference line1.It consists of a bar representing the featured measure, a reference line denoting a target or threshold, and a background with qualitative ranges (such as

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

Question 6

Question Type: **MultipleChoice**

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?

Options:

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.Reference:

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.
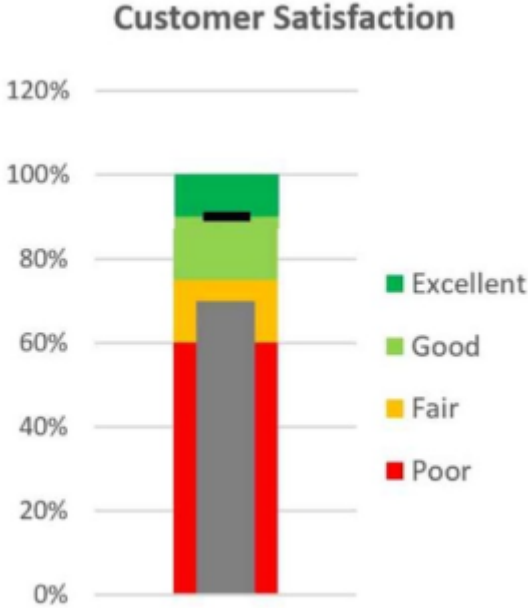
Guide to Business Data Analytics, IIBA, 2020, p. 17-18.

What is Streaming Analytics? | Google Cloud, Google Cloud, accessed on January 20, 2024.

What is Data Integration? | IBM, IBM, accessed on January 20, 2024.

Question 7

DIAGRAM TAKEN

Customer Satisfaction

120%

100%

80%

A- The 2018 customer satisfaction rate is at 90%. between good and excellent, and exceeded its target of 70%

B- The 2018 customer satisfaction rate is at 90%. between good and excellent

C- The 2018 customer satisfaction rate was fair, at 70%, and did not reach its target of 90%

D- The 2018 customer satisfaction rate is at 90%. between good and excellent, while the 2017 customer satisfaction rate was at 70%
Explanation:

A bullet chart is a type of bar chart that shows progress towards a goal or performance against a reference line1.It consists of a bar representing the featured measure, a reference line denoting a target or threshold, and a background with qualitative ranges (such as poor, fair, good, excellent)2. In this case, the featured measure is the customer satisfaction rate for 2018, the reference line is the target of 70%, and the background ranges are 0-50% (poor), 50-70% (fair), 70-90% (good), and 90-120% (excellent). The chart also shows a thin black bar representing the customer satisfaction rate for 2017, which can be used for comparison. From the chart, we can see that the 2018 customer satisfaction rate is at 90%, which falls in the excellent range and exceeds the target of 70%. We can also see that the 2017 customer satisfaction rate was at 70%, which falls in the good range and meets the target.Therefore, the correct answer is D, as it summarizes both the 2018 and 2017 customer satisfaction rates and their relation to the target and the ranges.

Answer:
D

Question 8

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?

Options:

A- Descriptive analytics

B- Prescriptive analytics

C- Exploratory

D- Inferential

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.Reference:

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.

Answer:

B

Question 9

Question Type: MultipleChoice

An organization has a customer database of 3000 customers and has accumulated 5 years of sales dat

a. 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:

Options:

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.Reference:

[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.

Question 10

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?

Options:

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.

Question 11

Question Type: MultipleChoice

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?

Options:

A- Predictive

B- Diagnostic

C- Descriptive

D- Prescriptive

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 dat

a. 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.

Answer:

C

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