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Question 1

Question Type: MultipleChoice

Given the customer table below:

Customer_ID	Active_flag	Segment	Store_ID	Spend
004	N	Nursery	004C	\$7,000
009	Y	Prime	004A	\$2,000
008	N	Prime	004D	\$6,000
003	Y	Nursery	004U	\$1,000
002	Y	Prime	004S	\$2,000
001	N	Prime	004A	\$1,500
007	Y	Prime	004D	\$2,000

Which of the following chart types is the most appropriate to represent the average spending of active customers vs. inactive customers?

Options:

- A- Pie chart
- B- Heat graph
- C- Scatter plot

D- Line chart

Answer:

A

Question 2

Question Type: MultipleChoice

An analyst has written the following code:

```
SELECT *
```

```
FROM Cust_table
```

```
WHERE age > 60 AND City = "New York"
```

Which of the following criteria is the analyst retrieving?

Options:

A- All customers older than age 60 in New York state

- B- All customers aged 60 and older in New York state
- C- All customers older than age 60 in New York City
- D- All customers younger than age 60 in New York City

Answer:

C

Question 3

Question Type: MultipleChoice

A marketing analytics team received customer transaction data from two different sources. The data is complete and accurate; however, the field names appear to be inconsistent. Given the following tables:

Online transactions:

Customer_ID	Channel	Segment	Amount (\$)
001	Online	Existing	3,000
002	Online	Existing	4,000
003	Online	New	1,500

Store transactions:

Customer_ID	Source	Segment	Amount (\$)
001	In-store	New	1,000
004	In-store	Existing	4,000
005	In-store	New	3,500

Which of the following is considered best practice if the team wants to consolidate the files and conduct further analysis?

Options:

- A-** Standardize the field names.
- B-** Recode the data values.
- C-** Overwrite the field names in one of the tables.
- D-** Edit the field names in the data dictionary.

Answer:

A

Question 4

Question Type: MultipleChoice

A customer's telephone number is in the format 123-456-7890. Which of the following data types is used for the phone number?

Options:

A- Boolean

B- Date

C- Text

D- Number

Answer:

C

Question 5

Question Type: MultipleChoice

An analyst notices changes in sales ratios when analyzing a quarterly report. Which of the following is the analyst conducting?

Options:

- A- A gap analysis
- B- A link analysis
- C- A trend analysis
- D- A statistical analysis

Answer:

C

Question 6

Question Type: MultipleChoice

Which of the following report types is most appropriate for a high-level, year-end report requested by a Chief Executive Officer?

Options:

A- Dynamic

B- Recurring

C- Ad hoc

D- Self-service

Answer:

B

Question 7

Question Type: MultipleChoice

An analyst is reviewing the following data:

Car ID Speed

1231 55

5664 36

5644 18

6505 67

5464 36

6456 38

Which of the following should the analyst include in the measures of central tendency for speed?

Options:

A- Mode = 38 Range = 31 Mean = 42.5

B- Range = 49 Max = 67 Min = 18

C- Mode = 36 Max = 67 Min = 18

D- Mode = 36 Median = 37 Mean = 41.5

Answer:

C

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