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QUESTION 1

An analyst is interested in determining whether their company is charging the right prices for their products. Before creating a research question to frame their data analysis, they review a research study provided by the sales department and review several competitor websites. Which statement is true about document analysis?

- A. Documents that add the most value during document analysis are marketing studies
- B. Data mining is a form of document analysis
- C. Document analysis should be limited to proprietary sources
- D. Document analysis only involves reviewing physical documents

Correct Answer: B

Document analysis is a qualitative research technique that evaluates electronic and physical documents to interpret them and gain an understanding of their meaning¹. It can be used to study various types of documents, such as informal, external, or contextual documents, and to explore their meanings, patterns, and themes. Data mining is a form of document analysis that involves applying statistical and computational methods to large datasets to discover hidden patterns, trends, or relationships². Data mining can help analysts answer complex questions, generate hypotheses, or support decision making. Therefore, the correct answer is B, as data mining is a form of document analysis.

QUESTION 2

Which attribute in the CustomerIssues entity would be categorized as unstructured data?

- 1.
CustomerID
 - 2.
ConcernCategory
 - 3.
ConcernSubCategory
 - 4.
AgentID
 - 5.
ComplaintNotes
 - 6.
IssueResolved(Y/N)
- A. ComplaintNotes



B. ConcernCategory

C. IssueResolved(Y/N)

D. ConcernSubCategory

Correct Answer: A

Unstructured data is data that does not have a predefined format, structure, or schema, and that cannot be easily stored, processed, or analyzed by traditional databases or tools¹. Unstructured data may include text, images, audio, video, or other types of data that are rich in information but complex and diverse in nature². In the CustomerIssues entity, the ComplaintNotes attribute would be categorized as unstructured data, as it may contain free-form text that captures the details, sentiments, or emotions of the customers' complaints, and that may vary in length, language, tone, or style. The ComplaintNotes attribute would require special techniques, such as natural language processing, text mining, or sentiment analysis, to extract meaningful insights from the unstructured data³.

The other attributes in the CustomerIssues entity would be categorized as structured data, as they have a predefined format, structure, or schema, and that can be easily stored, processed, or analyzed by traditional databases or tools⁴. Structured data may include numbers, dates, codes, categories, or other types of data that are simple and consistent in nature⁵. In the CustomerIssues entity, the CustomerID, ConcernCategory, ConcernSubCategory, AgentID, and IssueResolved(Y/N) attributes would be categorized as structured data, as they may contain numeric, alphanumeric, or binary values that represent the identifiers, classifications, or statuses of the customers' issues, and that may have fixed lengths, ranges, or domains.

QUESTION 3

An analyst is interested in providing a visual diagram to compare and contrast the characteristics of four different solution options. Each option should be represented by their cost, value, and risk level. What type of chart would accomplish this task?

A. Bubble

B. Waterfall

C. Pie

D. Bullet

Correct Answer: A

A bubble chart is a type of chart that displays three dimensions of data: the x-axis, the y-axis, and the size of the bubble. A bubble chart can be used to compare and contrast the characteristics of different solution options by plotting their cost, value, and risk level on the three axes. For example, a solution option with a high cost, high value, and low risk would be represented by a large bubble on the upper left corner of the chart, while a solution option with a low cost, low value, and high risk would be represented by a small bubble on the lower right corner of the chart. A bubble chart can help the analyst and the stakeholders to visualize the trade-offs and benefits of each solution option and to select the most optimal one based on the business objectives and constraints.

QUESTION 4

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

Correct Answer: D

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.

QUESTION 5

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

Correct Answer: C

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.