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QUESTION 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?

Correct Answer: B

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

QUESTION 2

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

Correct Answer: A

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.

QUESTION 3

Operation managers are concerned about the increasing attrition rates in the call center. A series of interviews is being conducted with call center agents to collect information to better understand the problem. Interviewees will ask open and closed ended questions that are both quantitative and qualitative. Which of the following is considered a qualitative open-ended question?

A. How does call volume contribute to job burnout?

B. Would morale improve if you could work 2 days per week from home?

C. How many calls on average do you service in an hour?

D. Do you receive more calls on Mondays or Fridays?

Correct Answer: A

A qualitative open-ended question is a question that allows the respondent to express their thoughts, feelings, or opinions in their own words, without being constrained by predefined options or categories. A qualitative open-ended question can help the interviewer explore the underlying reasons, motivations, or perceptions of the respondent. Option A is a qualitative open-ended question, because it asks the respondent to explain how call volume affects their job satisfaction and well-being, which may vary from person to person and require elaboration. Options B, C, and D are not qualitative open-ended questions, because they ask the respondent to choose between two alternatives (B and D) or provide a numerical value ? which are quantitative and closed-ended responses.

QUESTION 4

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

Correct Answer: D

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

QUESTION 5

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

Correct Answer: D

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.

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