

# CBDA<sup>Q&As</sup>

Certification in Business Data Analytics (IIBA - CBDA)

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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 standards<sup>12</sup>. It helps to identify areas of improvement and best practices for superior performance<sup>34</sup>. 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

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### QUESTION 2

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

Correct Answer: D

According to the Business Data Analytics: A Decision-Making Paradigm<sup>1</sup>, 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

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### QUESTION 3

Allegra Consulting is planning on establishing an analytics system to track career progression of their consultants. Elicitation will be used to identify the required features. How would brainstorming be used to prepare for elicitation?

- A. To identify sources of business information to consider
- B. To identify the key metrics to be collected
- C. Determine the value for establishing the analytics system
- D. To choose the statistical methods required

Correct Answer: A

According to the Guide to Business Data Analytics, one of the tasks under the domain of "Identify the Research Questions" is to identify sources of business information to consider. This task involves reviewing existing business information, such as documents, reports, databases, and systems, to determine what data is available, relevant, and reliable for answering the research questions. This task also involves identifying any gaps or limitations in the existing information and proposing ways to address them.

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#### QUESTION 4

As the team discusses how to utilize the results of their data analysis to put forth a business recommendation, an analyst on the team voices concern over the current organizational culture presenting a roadblock to their ability to influence business decision making. Which of the following would be a justifiable concern at this stage of the team's efforts?

- A. Difficulty bringing business stakeholders to a shared understanding about value when sharing data assets across business domains
- B. Changing the mindsets of business stakeholders to trust insights gleaned from data over experience and intuition
- C. Applying a myopic view of data and establishing data silos which create roadblocks to exploring available data sources
- D. Finding data that creates value creating difficulties, as not all data helps a business make better decisions

Correct Answer: B

A justifiable concern at this stage of the team's efforts is changing the mindsets of business stakeholders to trust insights gleaned from data over experience and intuition. This is because some stakeholders may have a strong attachment to their own opinions or beliefs, and may resist or ignore data that contradicts them. This can create a barrier to data-driven decision making, which requires a culture of curiosity, openness, and evidence-based reasoning. The team needs to communicate the value and validity of their data analysis, and persuade the stakeholders to adopt a data-driven mindset

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#### QUESTION 5

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

Correct Answer: D

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?BDA), IIBA, accessed on January 20, 2024.

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## QUESTION 6

A new dataset describing employee salaries is received by a company. A colleague wonders whether a variable follows a Gaussian distribution. Which of the following plots would demonstrate this?

A. Normal probability plot

B. Scatterplot

C. Boxplot

D. Lowess curve

Correct Answer: A

A normal probability plot is a graphical technique that can be used to check if a variable follows a Gaussian distribution. It plots the observed values of the variable against the expected values under the normal distribution. If the variable is normally distributed, the points should form a straight line. A scatterplot, a boxplot, and a lowess curve are not suitable for testing normality, as they do not compare the observed values with the theoretical values of the normal distribution.

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### QUESTION 7

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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### QUESTION 8

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.

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### QUESTION 9

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

Correct Answer: D

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?"

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#### QUESTION 10

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

Correct Answer: D

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.

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#### QUESTION 11

A business analyst is conducting a series of interviews to understand the research questions that will be explored within a new analytics project. Which of the following is true about interviews?

- A. Planned interviews are less effective than unplanned
- B. Interviews must be structured to be effective

- C. Goals for the interview should be clearly articulated
- D. Interviews should only be conducted with one interviewee

Correct Answer: C

Interviews are a technique to elicit information from stakeholders and subject matter experts. Interviews can be planned or unplanned, structured or unstructured, depending on the context and purpose of the interview. However, regardless of the type of interview, it is important to have clear goals for the interview, such as what information is needed, what questions will be asked, and how the information will be used. Having clear goals for the interview helps the interviewer to prepare, conduct, and follow up the interview effectively, and also helps the interviewee to understand the expectations and provide relevant and accurate information.

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### QUESTION 12

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 meaning<sup>1</sup>. 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 relationships<sup>2</sup>. 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.

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### QUESTION 13

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

Correct Answer: B



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 employees<sup>12</sup>. 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.

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#### QUESTION 14

The analytics team is identifying research questions to address a business problem. The business analysis professional reminds the team that the most important dimension to consider is the:

- A. Sources of data
- B. Quality of the data
- C. Timeframe of analysis
- D. Measurement scale

Correct Answer: B

The quality of the data is the most important dimension to consider when identifying research questions, as it affects the validity, reliability, and accuracy of the analysis and the results. Data quality refers to the degree to which the data meets the requirements and expectations of the stakeholders and the purpose of the analysis<sup>12</sup>. Poor data quality can lead to erroneous conclusions, ineffective decisions, and wasted resources

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#### QUESTION 15

A manufacturing company, specializing in turf maintenance equipment, has recently seen a decline in their lawn mower sales. As a result, the analytics team is asked to review the latest customer satisfaction survey results. An analyst on this team creates a report for senior management with attractive visuals, supported by the KPI results. Upon reviewing the report, the analyst's manager mentions that the report is missing the narrative. What does this mean?

- A. The data tables that support the visuals and help answer questions
- B. A narrative that supports insights with additional context and draws correlations
- C. Notes on assumptions and unavailable data for analysis
- D. Commentary around why each graphic was selected to provide additional context

Correct Answer: B

A narrative is a written or spoken explanation of the data analysis results that tells a story with the data, provides additional context and background information, highlights the key insights and findings, and draws correlations and implications for the decision makers<sup>12</sup>. The report is missing the narrative, meaning that it does not communicate the meaning and value of the data analysis effectively, and it leaves the interpretation and action to the senior management without any guidance or recommendation