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Question 1

Question Type: MultipleChoice

While formulating the results from completed analysis, the analytics team is applying different techniques to determine an optimal solution to the specified business problem. Which of the following runs the risk of introducing bias in their decision making process?

Options:

- A- Evidenced-based decision making
- B- Expert judgement and experience
- C- Correlations identified through artificial intelligence
- D- Letting the data tell the story

Answer:

B

Explanation:

Expert judgement and experience are valuable sources of knowledge and insight for business data analytics, but they can also introduce bias in the decision making process. Bias is a tendency to favor or reject a certain perspective, outcome, or solution based on personal

or subjective preferences, beliefs, or expectations. Bias can affect the quality, validity, and reliability of the data analysis and the resulting decisions. Some examples of bias that can affect expert judgement and experience are confirmation bias, availability bias, anchoring bias, and overconfidence bias. To avoid or minimize bias, business data analysts should apply critical thinking, data literacy, and ethical principles throughout the data analysis process. They should also seek diverse perspectives, challenge assumptions, validate findings, and communicate uncertainties and limitations.

Question 2

Question Type: MultipleChoice

A consumer products company is interested in finding ways to innovate utilizing business analytics. The team is reviewing a database of customer complaints. Interested in knowing how the organization currently interacts with its customers, the analyst proposes the use of which technique?

Options:

- A- Document analysis
- B- Journey map
- C- Current state assessment

D- Interface analysis

Answer:

B

Explanation:

A journey map is a visual representation of the interactions and experiences of a customer or stakeholder with an organization, product, or service over time. A journey map can help identify pain points, gaps, opportunities, and emotions along the customer journey. A journey map can also help understand the current state of the customer experience and how it can be improved or innovated using business analytics.

Question 3

Question Type: MultipleChoice

A clinical research organization is using predictive analytics to improve patient safety and decrease costs on its clinical trials. To ensure that a standard set of tools/techniques is identified and best practices adhered to, teams are required to create scenarios to generate appropriate data for initial analysis. This practice is required because it is almost certain that data will be difficult to come by for most research. Which concern would lead the team to establish scenario development as a required technique?

Options:

A- Data validity

B- Data privacy

C- Data reliability

D- Data reproducibility

Explanation:

Data validity refers to the extent to which data accurately represents the phenomenon or concept that it is intended to measure¹. Data validity is essential for predictive analytics, as it affects the quality and credibility of the analysis results and the subsequent decisions or actions based on them. If data is invalid, the predictions may be inaccurate, misleading, or irrelevant. However, data validity may be challenging to ensure in clinical research, as data may be scarce, incomplete, inconsistent, or subject to errors or biases². Therefore, the team may establish scenario development as a required technique to address this concern. Scenario development is a form of document analysis that involves creating hypothetical situations or stories based on assumptions, evidence, and logic to explore the possible outcomes or implications of a problem or opportunity³. Scenario development can help the team generate appropriate data for initial analysis by simulating different conditions, variables, or events that may affect the clinical trials, and by testing the validity of the data against the scenarios⁴.

Answer:

A

Question 4

Question Type: MultipleChoice

A large retail chain has asked their analytics team to complete a study on their customers' purchasing patterns. The analyst assigned to the study has decided to draw further insight by grouping customers based on their purchasing habits. This clustering approach is an example of:

Options:

A- Untrained learning

B- Trained learning

C- Unsupervised learning

D- Supervised learning

Explanation:

Unsupervised learning is a category of data analysis techniques that does not require labeled data or predefined outcomes.

Unsupervised learning aims to discover patterns, structures, or relationships in the data without any guidance or supervision. Clustering is a common example of unsupervised learning, where the data is grouped into clusters based on some similarity or distance measure.

Clustering can help reveal customer segments, market trends, or product preferences, among other insights.

Answer:

C

Question 5

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

B

Explanation:

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 6

Question Type: MultipleChoice

An analyst calculates the average, median, and mode values for a dataset. What type of analytics is the analyst performing?

Options:

- A- Predictive
- B- Diagnostic
- C- Prescriptive
- D- Descriptive

Explanation:

Descriptive analytics is the type of analytics that summarizes and visualizes data to provide an overview of what has happened or is happening. Descriptive analytics uses techniques such as statistics, charts, graphs, and dashboards to display data in an understandable and meaningful way. Descriptive analytics can help analysts explore data, identify patterns, and communicate insights. Calculating the average, median, and mode values for a dataset is an example of descriptive analytics, as it provides a measure of central tendency for the data distribution. 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.

The 4 Types Of Analytics Explained (With Examples), Analytics for Decisions, accessed on January 20, 2024.

Answer:

D

Question 7

Question Type: MultipleChoice

The analytics team discovers there is an abundance of data available to them from various sources. They are excited about the potential of turning this data into usable information for their organization. They decide to focus the analytics work on:

Options:

- A- Using the data that is easiest to collect in order to turn out reports quickly
- B- Harnessing all the data and presenting various results to senior management
- C- Harnessing all the data as long as the analysis meets key cost criteria
- D- Using the data to answer a limited number of key questions

Answer:

D

Explanation:

According to the IIBA Guide to Business Data Analytics, analytics work should be driven by well-defined business problems or opportunities that are aligned with the organization's strategic objectives¹. Having an abundance of data does not necessarily mean that all of it is relevant, reliable, or useful for the analytics purpose. Therefore, the analytics team should focus on using the data to answer a limited number of key questions that are derived from the business context and that can generate actionable insights and outcomes. This approach can help the analytics team prioritize the most important data sources, methods, and tools, as well as avoid wasting time and resources on analysis that is not impactful or meaningful for the organization.

Question 8

Question Type: MultipleChoice

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?

Options:

- 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

Explanation:

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. Reference:

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 - CBDA), IIBA, accessed on January 20, 2024.

Answer:

D

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