



Free Questions for DA0-001 by certsdeals

Shared by Massey on 18-01-2024

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Question 1

Question Type: MultipleChoice

Given the diagram below:

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Which of the following types of sampling is depicted in the image?

Options:

- A) Stratified
- B) Random
- C) Cluster
- D) Systematic

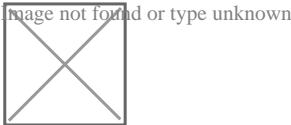
Answer:

D

Question 2

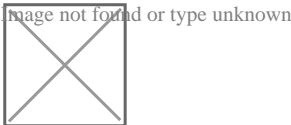
Question Type: MultipleChoice

Exhibit.

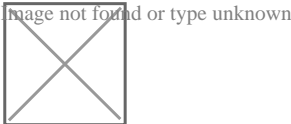


Which of the following logical statements results in Table B?

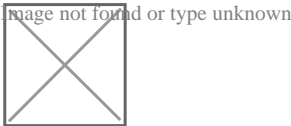
A)



B)



C)



D)

Image not found or type unknown



Options:

A) Option A

B) Option B

C) Option C

D) Option D

Answer:

D

Question 3

Question Type: MultipleChoice

A data analyst needs to calculate the mean for Q1 sales using the data set below:

Image not found or type unknown



Which of the following is the mean?

Options:

- A) \$2,466.18
- B) \$2,667.60
- C) \$3,082.72
- D) \$12,330.88

Answer:

C

Question 4

Question Type: MultipleChoice

A customer list from a financial services company is shown below:

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A data analyst wants to create a likely-to-buy score on a scale from 0 to 100, based on an average of the three numerical variables: number of credit cards, age, and income. Which of the following should the analyst do to the variables to ensure they all have the same weight in the score calculation?

Options:

- A) Recode the variables.
- B) Calculate the percentiles of the variables.
- C) Calculate the standard deviations of the variables.
- D) Normalize the variables.

Answer:

D

Question 5

Question Type: MultipleChoice

Given the diagram below:

Image not found or type unknown



Which of the following data schemas shown?

Options:

- A) Key-value pairs
- B) Online transactional processing
- C) Data lake
- D) Relational database

Answer:

D

Question 6

Question Type: MultipleChoice

A company's marketing department wants to do a promotional campaign next month. A data analyst on the team has been asked to perform customer segmentation, looking at how recently a customer bought product, at what frequency, and at what value. Which of the following types of analysis would this practice be considered?

Options:

- A) Prescriptive
- B) Trend
- C) Gap
- D) Custer

Answer:

D

Question 7

Question Type: MultipleChoice

The number of phone calls that call center receives in a day is an example of:

Options:

- A) continuous data.
- B) categorical data.
- C) ordinal data.
- D) discrete data.

Answer:

D

Question 8

Question Type: MultipleChoice

Given the following graph:

Image not found or type unknown



Which of the following summary statements upholds integrity in data reporting?

Options:

- A) Sales are approximately equal for Product A and Product B across all strategies.
- B) Strategy 4 provides the best sales in comparison to other strategies.
- C) While Strategy 2 does not result in the highest sales of Product D, over all products it appears to be the most effective.
- D) Product D should be promoted more than the other products in all strategies.

Answer:

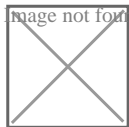
B

Question 9

Question Type: MultipleChoice

Given the following data tables:

Image not found or type unknown



Which of the following MDM processes needs to take place FIRST?

Options:

- A) Creation of a data dictionary
- B) Compliance with regulations
- C) Standardization of data field names
- D) Consolidation of multiple data fields

Answer:

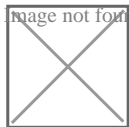
A

Question 10

Question Type: MultipleChoice

Given the following report:

Image not found or type unknown



Which of the following components need to be added to ensure the report is point-in-time and static? (Choose two.)

Options:

- A) A control group for the phrases
- B) A summary of the KPIs
- C) Filter buttons for the status
- D) The date when the report was last accessed
- E) The time period the report covers
- F) The date on which the report was run

Answer:

C, E

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