



IIBA CBDA Practice Questions

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Question 1

Question Type: MultipleChoice

An analyst at a phone manufacturing company is preparing a dashboard for Senior Executives that will cover past year's performance. It will be used in the upcoming senior leadership team meeting to make strategic decisions for the new year. While analyzing the data, the analyst found a lot of interesting revelations related to performance. What should the analyst keep in mind when preparing the Executive dashboard?

Options:

- A- Keep some sections high-level, and some sections detailed
- B- Keep it detailed if there is a lot of good information to share
- C- Keep it high-level, summarizing key insights and metrics
- D- Keep it detailed so one dashboard can be shared to all levels of the organization

Answer:

C

Explanation:

When preparing an executive dashboard, the analyst should keep in mind that the purpose of the dashboard is to provide a quick and clear overview of the past year's performance and to support strategic decision making for the new year. Therefore, the analyst should keep the dashboard high-level, summarizing the key insights and metrics that are relevant and meaningful for the senior executives. The analyst should avoid cluttering the dashboard with too much detail or information that is not essential for the executives. The analyst should also use visual features, such as charts, graphs, and colors, to display the data in an organized and appealing way.¹² Reference: 1: Executive Dashboards: 10 Reporting Tips and Examples [2023] * Asana 2: How to Create Executive Dashboard & Reports - Ubiq BI

Question 2

Question Type: MultipleChoice

An analyst at a bank is trying to identify research questions for an analytical study on top customer issues across branches. During an interview with a branch manager, the analyst asks the manager what their top customer concerns are relating to this branch?

After the manager's reply, the analyst asks a follow up question on how their top customer concerns compare against the top customer concerns across all branches? Was the analyst's follow-up question valid?

Options:

- A- No, there is no value comparing the results of a single branch with results across all branches
- B- Yes, it builds on the previous question and allows the analyst to identify branch-specific concerns
- C- No, the question is not valid in this particular scenario
- D- Yes, only for the purpose of ensuring that the manager is aware of the company-wide reports

Answer:

B

Explanation:

The analyst's follow-up question is valid because it helps to refine the scope and context of the research questions for the analytical study. By comparing the top customer concerns across branches, the analyst can identify the common and unique issues that affect customer satisfaction and loyalty. This can also help to prioritize the most critical or urgent problems that need to be addressed by the bank¹². Reference: 1: Guide to Business Data Analytics, IIBA, 2020, p. 212; Business Analysis for Practitioners: A Practice Guide, PMI, 2015, p. 43.

Question 3

Question Type: MultipleChoice

A colleague proposes measuring job satisfaction by asking the question "What is your salary?". What is the concerning factor about this question?

Options:

- A- Validity
- B- Clarity
- C- Reproducibility
- D- Subjectivity

Answer:

A

Explanation:

Validity is the extent to which a measure or a question accurately captures the intended concept or construct¹. The question "What is your salary?" is not a valid measure of job satisfaction, as it does not reflect the various aspects of job satisfaction, such as work environment, recognition, autonomy, growth, etc. Salary is only one possible factor that may influence job satisfaction, but it is not a direct or comprehensive indicator of it²³. Therefore, the question is not valid for measuring job satisfaction. Reference: 1: Guide to Business Data Analytics, IIBA, 2020, p. 302: Job Satisfaction: Application, Assessment, Causes, and Consequences, Paul E. Spector, 1997, p. 23: Job Satisfaction Survey, 1.

Question 4

Question Type: MultipleChoice

With the recent departure of two of its employees, an IT helpdesk team is now understaffed and finding it difficult to keep up with the current workload. The number of tickets being received has increased as well as the number of days to resolve the tickets. The IT manager has set up a meeting with the IT director to request funding for two new helpdesk agents. To prepare for the meeting, the manager is interested in showing the tickets processed against ticket volume over the past year. What type of chart should the manager use to effectively show the change in processing rate over time?

Options:

- A- A pie chart to compare the number of tickets coming in versus tickets being processed each month, over the past year
- B- A column chart to compare the number of tickets coming in versus tickets being processed each month, since June
- C- A line chart to show the widening gap between the number of tickets being processed against the number coming over the past year
- D- A waterfall chart to show the number of tickets coming in are a lot higher than those being processed as of year to date

Answer:

C

Explanation:

A line chart is the type of chart that the manager should use to effectively show the change in processing rate over time, because it is a technique that displays data as a series of points connected by straight lines. A line chart can help the manager visualize the trends and patterns in the ticket volume and processing rate over the past year, and highlight the widening gap between them. A line chart can also show the seasonal variations and fluctuations in the data, and compare the performance of different categories or groups. Options A, B, and D are not suitable for showing the change in processing rate over time, because they are techniques that display data as proportions (A), comparisons (B), or accumulations (D) of different categories or groups at a single point in time or over a fixed period. Reference:

- * Business Analysis Certification in Data Analytics, CBDA | IIBA, CBDA Competencies, Domain 4: Interpret and Report Results
- * Understanding the Guide to Business Data Analytics, page 18
- * 16 Best Types of Charts and Graphs for Data Visualization [+ Guide]

Question 5

Question Type: MultipleChoice

While creating a dataset for analysis, the analyst reviews the data collected and finds a large percentage of records are missing values. Which activity would the analyst perform in order to use this dataset?

Options:

- A- Clustering
- B- Scale validation
- C- Weighting
- D- Factor analysis

Answer:

C

Explanation:

Weighting is a technique that assigns different values or weights to different records or variables in a dataset, based on their importance or relevance. Weighting can be used to handle

missing values by giving them a lower weight or imputing them with a weighted average of other values. Weighting can also help to adjust for sampling bias or non-response bias in the data collection process. Reference:

* Understanding the Guide to Business Data Analytics, page 16

* Business Analysis Certification in Data Analytics, CBDA | IIBA, CBDA Competencies, Domain 3: Analyze Data

* CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 4

Question 6

Question Type: MultipleChoice

A movie production company wants to use analytics to decide which customers would choose to watch or not watch a particular movie after seeing a promotional teaser. The business analysis professional suggests they could make that prediction by identifying characteristics of the new movie and determining if the customer has watched other movies with similar characteristics. This is an example of using the following technique:

Options:

- A- Logistic regression
- B- Ouster analysis
- C- Integer programming
- D- Analysis of variance

Explanation:

Logistic regression is a technique that can be used to model the probability of a binary outcome, such as choosing to watch or not watch a movie, based on one or more predictor variables, such as the characteristics of the movie and the customer's viewing history. Logistic regression can help the business analysis professional to identify the factors that influence the customer's decision and to estimate the likelihood of each customer's preference. Logistic regression can also be used to test hypotheses and to evaluate the performance of the predictive model.

Reference: [Guide to Business Data Analytics], page 55; [Business Data Analytics: A Practical Guide], page 93; [Introduction to Business Data Analytics: A Practitioner View], page 14.

Answer:

A

Question 7

Question Type: MultipleChoice

A pharmaceutical company is conducting research to determine whether a new medicine in development is more successful in reducing the pain associated with rheumatoid arthritis than their current drug in the market. A group of volunteers are selected for the research. One set of participants is provided the existing drug while a second set of participants is given the new drug. Which technique is being applied?

Options:

- A- Observational design
- B- Block design
- C- A/B testing
- D- Natural experiment

Answer:

C

Explanation:

A/B testing, also known as randomized controlled trial or split testing, is a technique that compares the outcomes of two or more groups that are randomly assigned to different treatments or interventions. The purpose of A/B testing is to measure the causal effect of the treatments on the outcomes of interest, such as pain reduction in this case. A/B testing can help determine whether the new medicine is more effective than the existing drug by comparing the average pain scores of the two groups of participants after the treatment.

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