



Free Questions for CBDA

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Question 1

Question Type: MultipleChoice

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:

Options:

- A- Insignificant
- B- Short
- C- Unethical
- D- Unclear



Answer:

D

Explanation:

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?" Reference:

- * Business Analysis Certification in Data Analytics, CBDA | IIBA, CBDA Competencies, Domain 1: Identify the Research Questions
- * Understanding the Guide to Business Data Analytics, page 10-11
- * CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 16

Question 2

Question Type: MultipleChoice

An analyst supporting the Marketing department for a specialty retailer has been asked to look through past sales data to help guide product decisions. The business sponsor for this initiative would first like to know 'What is the most profitable product line?'. What type of analytics is the analyst going to perform to address this question?

Options:

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

Explanation:

According to the Guide to Business Data Analytics, descriptive analytics is a type of analytics that summarizes and presents data in a meaningful way. Descriptive analytics uses techniques such as statistics, charts, tables, and dashboards to provide an overview of what has happened or is happening in the data.

a. Descriptive analytics can help answer questions such as who, what, when, where, and how. In this situation, the analyst has been asked to look through past sales data to help guide product decisions. The business sponsor for this initiative would first like to know 'What is the most profitable product line?'. This is a descriptive analytics question, as it involves summarizing and presenting the past sales data by product line and calculating the profit margin for each product line.

Answer:

C

Question 3

Question Type: MultipleChoice

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 option best is considered a qualitative open-ended question?

Options:

- 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?

Answer:

A

Explanation:

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. Reference:

* Business Analysis Certification in Data Analytics, CBDA | IIBA, CBDA Competencies, Domain 2: Source Data

* Understanding the Guide to Business Data Analytics, page 14

* CERTIFICATION IN BUSINESS DATA ANALYTICS HANDBOOK - IIBA, page 8, CBDA Exam Sample Questions and Self-Assessment, Question 9

Question 4

Question Type: MultipleChoice

After completing their data analysis, an analyst is drawing out the results, explaining the methods and processes used, and identifying any limitations or weaknesses in the data or methods applied. While performing these steps, which recommended practice would the analyst apply?

Options:

A- Use exploratory analysis to determine the best mathematical method to use

B- Understand the communication needs of stakeholders

C- Let the data drive the conclusions and the insights reached

D- Learn a variety of visualization techniques for effective communications

Explanation:

According to the IIBA Guide to Business Data Analytics, communication is a key skill for analysts, as it involves conveying the results, methods, and limitations of the data analysis to various stakeholders in a clear, concise, and meaningful way. To communicate effectively, analysts need to understand the communication needs of stakeholders, such as their level of interest, knowledge, and influence, their preferred format and frequency of communication, and their expectations and objectives. By understanding the communication needs of stakeholders, analysts can tailor their messages, choose the appropriate language and tone, and select the most suitable communication channels and medi

a. Therefore, the correct answer is B, as understanding the communication needs of stakeholders is a recommended practice for analysts while performing the steps of drawing out the results, explaining the methods and processes used, and identifying any limitations or weaknesses in the data or methods applied.

Answer:

B

Question 5

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.



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