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## WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q23-Q28):

### NEW QUESTION # 23

What is the basic difference between evaluating costs and benefits in the public and private sectors?

- A. The costs associated with public projects are minimal.
- B. The benefits of public projects are easily quantifiable.
- C. **Private projects generate considerable revenue.**
- D. The benefit of private projects is general public welfare.

**Answer: C**

Explanation:

The fundamental difference between cost-benefit evaluation in the public and private sectors lies in how benefits are defined and measured. In data-driven decision making, private-sector projects primarily focus on revenue generation and profitability, making option C the correct distinction.

Private organizations evaluate benefits using measurable financial outcomes such as revenue, profit margins, and return on investment.

These metrics provide clear, quantifiable indicators of success. In contrast, public-sector projects often aim to maximize general public welfare, including social, environmental, and economic benefits that are more difficult to quantify monetarily. Public-sector benefits may include improved public health, safety, education, or trust in government—outcomes that do not translate directly into revenue. Therefore, while costs are measurable in both sectors, benefits differ substantially in nature. Options A and B are incorrect because public-sector costs are not minimal and public benefits are often difficult to quantify. Option D incorrectly assigns public welfare to private projects. Thus, the correct answer is C.

#### NEW QUESTION # 24

A manager has been assigned to manage a digital marketing analytics team. The manager tasks the team with determining similarities among existing customers in the company's database, such as similarities in products purchased, location, and the average amount spent per order among existing customers.

Which type of activity will help the team accomplish this task?

- A. Touchpoint analysis
- B. Regression analysis
- C. Data mining
- D. Linear programming

**Answer: C**

Explanation:

Data mining is the appropriate activity for identifying patterns, similarities, and relationships within large datasets. In data-driven decision making, data mining techniques such as clustering and association analysis are commonly used to segment customers based on behavior and characteristics.

The task described involves uncovering hidden patterns across multiple variables, which aligns directly with data mining objectives. Linear programming focuses on optimization, regression predicts outcomes, and touchpoint analysis examines customer interactions rather than similarities.

Therefore, the correct answer is A, data mining.

#### NEW QUESTION # 25

A nonprofit organization is asking for donations. It hopes to design an email campaign that will ensure it receives at least \$50,000. The campaign will reach 10,000 donors and receive donations with a mean of \$10 and a standard deviation of \$5.

Which measure should be used to determine the probability of the campaign receiving \$50,000?

- A. R-squared
- B. T-statistic
- C. Z-score
- D. Median

**Answer: C**

Explanation:

To determine the probability of achieving a specific monetary threshold, data-driven decision making relies on standardization using the z-score. A z-score measures how many standard deviations a value is from the mean and allows analysts to calculate probabilities using the normal distribution.

In this scenario, the nonprofit wants to assess the likelihood that total donations will reach at least \$50,000 given a known mean and standard deviation. The z-score enables conversion of the donation target into a standardized value, which can then be evaluated using probability tables or statistical software.

R-squared measures model fit in regression, the t-statistic is used in hypothesis testing, and the median does not support probability calculations. Therefore, the appropriate measure for determining probability in this context is the z-score, making option D correct.

#### NEW QUESTION # 26

A clothing company wants to predict sales figures based on the amount spent on advertising.

Which type of regression analysis should this company use?

- A. Logistic regression
- B. Time series regression

- C. Multiple linear regression
- D. Linear regression

**Answer: D**

Explanation:

When predicting a continuous outcome based on a single predictor, data-driven decision making recommends simple linear regression. In this case, sales figures are continuous, and advertising spend is a single explanatory variable.

Linear regression models the relationship between one independent variable and one dependent variable by estimating a straight-line relationship. Time series regression is used when data are indexed over time, logistic regression is used for binary outcomes, and multiple linear regression requires multiple predictors.

Because the company is using only advertising spend to predict sales, linear regression is the most appropriate method. Therefore, the correct answer is B.

**NEW QUESTION # 27**

What is a statistical process control procedure for a drill manufacturer?

- A. Implementing collaborative planning forecasting and replenishment
- B. Determining the different market segments for its drills
- C. Forecasting future consumer demand for its drills
- D. Determining whether the weight of selected drills is within a tolerable range

**Answer: D**

Explanation:

Statistical process control (SPC) focuses on monitoring production processes to ensure they remain within acceptable limits. In data-driven decision making, SPC uses control charts and statistical measures to detect variation and identify whether a process is operating as intended.

For a drill manufacturer, determining whether the weight of selected drills is within a tolerable range is a classic SPC activity.

Consistent weight indicates stable materials and manufacturing processes, while deviations may signal defects or process drift.

Market segmentation and demand forecasting are strategic analytics tasks, not process control activities.

Collaborative planning forecasting and replenishment relates to supply chain coordination rather than manufacturing quality control. Therefore, the correct answer is B, as SPC is concerned with maintaining process consistency and product quality.

**NEW QUESTION # 28**

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