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### CompTIA Data+ Certification Exam Sample Questions (Q94-Q99):

#### NEW QUESTION # 94

An analyst is reviewing the following data:

Car ID Speed

123155

566436

564418

650567

546436

645638

Which of the following should the analyst include in the measures of central tendency for speed?

- A. Mode = 36 Max = 67 Min = 18
- B. Mode = 38 Range = 31 Mean = 42.5
- C. Range = 49 Max = 67 Min = 18
- D. Mode = 36 Median = 37 Mean = 41.5

**Answer: D**

Explanation:

The measures of central tendency include the mode, median, and mean. The mode is the value that appears most frequently in a data set. In this case, the speed of 36 appears twice, making it the mode. The median is the middle value when a data set is ordered from least to greatest; for these speeds, when ordered (18, 36, 36, 38, 55, 67), the median is the average of the two middle numbers, which is ( $\frac{36 + 38}{2} = 37$ ). The mean is the average of all values, calculated as ( $\frac{55 + 36 + 18 + 67 + 36 + 38}{6} = 41.7$ ).

Reference:

The calculation of the mode, median, and mean is based on standard statistical formulas and definitions.

The measures of central tendency for speed include the mode, median, and mean. To calculate these, we first need to organize the data:

Speeds in ascending order: 18, 36, 36, 38, 55, 67

Mode is the value that appears most frequently, which is 36, as it appears twice.

Median is the middle value when the data is ordered. Since we have an even number of observations, we take the average of the two middle values (36 and 38), resulting in 37.

Mean is the sum of all values divided by the number of values.  $(18+36+36+38+55+67)/6=41.5$   $(18+36+36+38+55+67)/6=41.5$

Thus, the correct option is D, which includes Mode = 36, Median = 37, and Mean = 41.5. The range, maximum, and minimum values, although useful in understanding data dispersion, are not measures of central tendency and are therefore not relevant to this specific question.

## NEW QUESTION # 95

Given the following data:

Which of the following BEST describes the data set?

- A. The data is inconsistent.
- B. The data is incomplete.
- C. The data is outliers.
- D. There is data bias.

**Answer: A**

Explanation:

This is because inconsistency is a type of data quality issue that occurs when the data does not follow a common format, structure, or rule across different sources or systems, which can affect the efficiency and performance of the analysis or process. Inconsistency can be caused by having different spellings, punctuations, capitalizations, or abbreviations for the same or similar values in a data set, such as "M", "m",

"Male", or "male" for gender in this case. Inconsistency can be eliminated or reduced by using data cleansing techniques, such as standardizing or normalizing the data values. The other options are not correct descriptions of the data set. Here is why:

\* Data bias is a type of data quality issue that occurs when the data is not representative or proportional of the population or the parameter, which can affect the validity and reliability of the analysis or process.

Data bias can be caused by having a sample that is too small, too large, or too skewed for the population or the parameter, such as having only male customers for a product that targets both genders in this case. Data bias can be eliminated or reduced by using sampling techniques, such as stratified or cluster sampling.

\* The data is incomplete is a type of data quality issue that occurs when the data is absent or missing in a data set, which can affect the accuracy and reliability of the analysis or process. The data is incomplete can be caused by various factors, such as human error, system error, or non-response. The data is incomplete can be addressed by using various methods, such as replacing or imputing the missing values with some reasonable estimates, such as mean, median, mode, or regression.

\* The data is outliers is a type of data quality issue that occurs when the data has values that are unusually high or low compared to the rest of the data set, which can affect the quality and validity of the analysis or process. The data is outliers can be caused by various factors, such as measurement error, natural variation, or extreme events. The data is outliers can be addressed by using various methods, such as removing or filtering out the outliers, or using robust statistics that are less sensitive to outliers, such as median, interquartile range, or box plot.

### NEW QUESTION # 96

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

□ 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?

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

**Answer: B**

Explanation:

Normalizing the variables means scaling them to a common range, such as 0 to 1 or -1 to 1, so that they have the same weight in the score calculation. Recoding the variables means changing their values or categories, which would alter their meaning and distribution. Calculating the percentiles of the variables means ranking them relative to each other, which would not account for their actual magnitudes. Calculating the standard deviations of the variables means measuring their variability, which would not make them comparable.

References: CompTIA Data+ Certification Exam Objectives, page 10

### NEW QUESTION # 97

Which of the following actions should be taken when transmitting data to mitigate the chance of a data leak occurring? (Choose two.)

- A. Data identification
- B. Data Reporting
- **C. Data masking**
- **D. Data encryption**
- E. Data processing
- F. Data removal

**Answer: C,D**

Explanation:

Explanation

Data encryption and data masking are two actions that can be taken when transmitting data to mitigate the chance of a data leak occurring. Data encryption means transforming data into an unreadable format that can only be decrypted with a key. Data masking means hiding or replacing sensitive data with fictitious or anonymized data. Both methods protect the confidentiality and integrity of the data in transit. References:

CompTIA Data+ Certification Exam Objectives, page 13

### NEW QUESTION # 98

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 the product, at what frequency, and at what value. Which of the following types of analysis would this practice be considered?

- A. Gap
- B. Prescriptive
- C. Trend
- **D. Cluster**

**Answer: D**

Explanation:

Explanation

Customer segmentation is a type of cluster analysis, which is a method of grouping data points based on their similarities or differences. Cluster analysis can help identify patterns and trends in the data, as well as target specific groups of customers for marketing purposes. One common technique for customer segmentation is RFM analysis, which stands for recency, frequency, and

monetary value. This technique assigns a score to each customer based on how recently they bought the product, how often they buy the product, and how much they spend on the product. These scores can then be used to create clusters of customers with different characteristics and preferences. Therefore, the correct answer is D. References: Cluster Analysis - Statistics Solutions, RFM Analysis: The Ultimate Guide for Customer Segmentation

## NEW QUESTION # 99

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