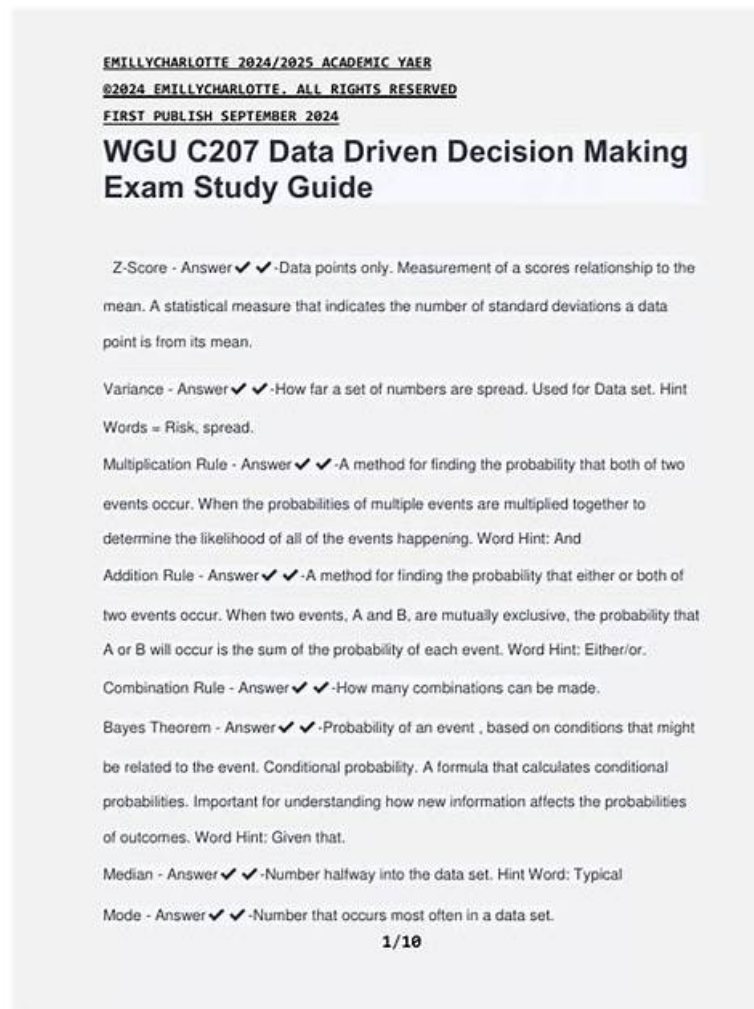


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### WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q45-Q50):

#### NEW QUESTION # 45

What is an appropriate management use of statistics?

- A. Justifying organizational decisions after they have been implemented
- B. Ordering product for a region based on one store
- C. Implementing changes based on customer survey response rate
- **D. Understanding the demographics of customers**

**Answer: D**

Explanation:

An appropriate management use of statistics is **understanding the demographics of customers**, which supports informed, proactive decision-making. Data-driven decision making emphasizes using statistical analysis to explore patterns, characteristics, and trends that help organizations better understand their customers and markets.

Analyzing customer demographics such as age, income, location, and preferences allows managers to segment markets, tailor products, improve services, and allocate resources effectively. This use of statistics is descriptive and diagnostic in nature and directly supports strategic planning.

Ordering products for an entire region based on data from a single store is inappropriate due to lack of representativeness. Justifying decisions after implementation reflects misuse of statistics, as analytics should inform decisions beforehand, not rationalize them after the fact. Implementing changes solely based on survey response rate ignores the content and validity of responses.

Ethical data-driven decision making requires that statistics be used responsibly, transparently, and with appropriate context.

Therefore, the correct answer is **A**, as understanding customer demographics represents a proper and effective use of statistics by management.

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#### NEW QUESTION # 46

Which distribution would have a mean and median that are approximately equal after an analysis of each employee's number of customer service calls over the last month?

- A. Pareto distribution
- B. Multimodal distribution
- **C. Normal distribution**
- D. Bimodal distribution

**Answer: C**

Explanation:

In a normal distribution, data is symmetrically distributed around the center, causing the mean and median to be approximately equal. This is a fundamental property emphasized in data-driven decision making.

Skewed distributions, such as Pareto, cause the mean and median to differ significantly. Therefore, the correct answer is A.

#### NEW QUESTION # 47

A boutique specializing in gifts reviews its sales data over the last year. It observes a slow decline in revenue in the first quarter, a growth in revenue in the second quarter, a slight decline in revenue in the third quarter, and a rapid increase in revenue in the fourth quarter.

Which data pattern type can the sales data be assessed against?

- A. Cyclical
- **B. Seasonality**
- C. Irregularity
- D. Random variation

**Answer: B**

Explanation:

Seasonality refers to predictable patterns in data that repeat at regular intervals, such as quarters or months, due to seasonal factors. In data-driven decision making, identifying seasonal patterns helps organizations forecast demand and plan operations.

The boutique's revenue shows distinct quarterly patterns: declines and increases that align with different times of the year. The sharp increase in the fourth quarter is especially indicative of seasonal effects, such as holiday shopping.

Random variation and irregularity describe unpredictable fluctuations, while cyclical refers to long-term economic cycles rather than recurring annual patterns. Therefore, the correct answer is C, seasonality.

#### NEW QUESTION # 48

What classifies analytics as descriptive, predictive, or prescriptive?

- **A. The purpose and methods**
- B. The sample size and analysis technique used
- C. The kind of software used for the analysis
- D. The data validity and reliability

**Answer: A**

Explanation:

Analytics is classified as descriptive, predictive, or prescriptive based on the purpose of the analysis and the methods used to carry it out, which is a foundational concept in data-driven decision making. The distinction reflects the type of managerial question being addressed rather than technical aspects such as software tools, sample size, or data reliability.

Descriptive analytics focuses on understanding what has happened by summarizing historical data. It relies on descriptive statistics, reports, dashboards, and data visualizations to provide insights into past performance.

Predictive analytics extends this approach to determine what is likely to happen by using statistical models, probability distributions, regression analysis, and forecasting techniques to estimate future outcomes.

Prescriptive analytics goes further by identifying what should be done to achieve desired results. It uses optimization models, decision trees, simulations, and scenario analysis to recommend the best course of action under given constraints.

In data-driven decision making, the classification of analytics depends on how results are intended to support decisions and the analytical techniques applied to achieve that goal. Factors such as data quality and software influence accuracy and efficiency but do not define the analytics category itself. Therefore, the correct classification criterion is the purpose and methods, making option C the correct answer.

#### NEW QUESTION # 49

Research data indicate 95% confidence in a study in which subjects who were shown a product advertisement exhibited brand awareness compared to a control group who did not see the advertisement.

What can be concluded from this study?

- **A. The advertisement was effective in building brand awareness.**
- B. Five percent of the subjects did not like the advertisement.
- C. Ninety-five percent of the subjects liked the brand.
- D. The advertisement was effective in increasing sales.

**Answer: A**

Explanation:

A 95% confidence result indicates a statistically significant difference between groups. Since the measured outcome is brand awareness, the correct conclusion is that the advertisement was effective in increasing brand awareness.

Confidence levels do not measure sales, preference, or dislike. Therefore, the correct answer is B.

#### NEW QUESTION # 50

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