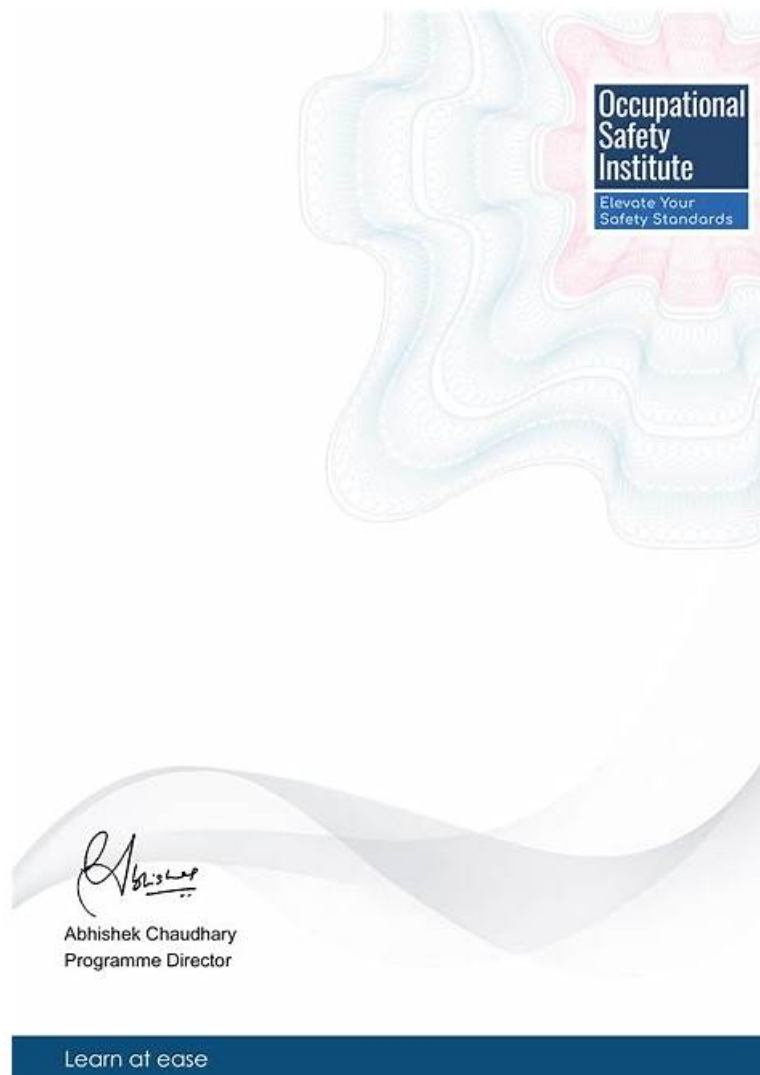


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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q59-Q64):

NEW QUESTION # 59

How should a marketing consulting firm perform a cluster analysis for a new granola bar?

- A. Determine competitor benchmarks and forecasts for comparison
- **B. Determine the different segments or groups to target**
- C. Determine whether there are any granola bar sales trends
- D. Determine the reasons for consumer granola bar purchases

Answer: B

NEW QUESTION # 60

What is the 80/20 rule associated with a Pareto chart?

- **A. Eighty percent of quality management problems result from 20% of causes.**
- B. Twenty percent of quality management problems result from 80% of causes.
- C. Eighty percent of quality management problems can be explained by the other 20% of the problems.
- D. Twenty percent of quality management problems can be explained by the other 80% of the problems.

Answer: A

Explanation:

The 80/20 rule, or Pareto principle, states that 80% of problems result from 20% of causes. In data-driven decision making, this concept helps organizations prioritize efforts where they will have the greatest impact.

Pareto charts visually demonstrate this principle by showing that a small number of factors contribute disproportionately to overall problems. By addressing these critical few causes, organizations can achieve significant improvements with focused effort.

Therefore, the correct answer is D.

NEW QUESTION # 61

What results from starting an analysis with flawed data?

Choose 2 answers.

- A. Spreadsheets must be used to increase the likelihood of analyzing the flawed data.
- B. Data must be put in a table or a chart so that errors can be more easily detected.
- **C. Missing data tend to skew the results of the analysis.**
- **D. More time is spent managing data than analyzing data.**

Answer: C,D

Explanation:

Starting an analysis with flawed data significantly undermines the effectiveness of data-driven decision making. One major consequence is that more time is spent managing data than analyzing data. Analysts must devote substantial effort to cleaning, validating, and correcting errors before meaningful analysis can occur, delaying insights and increasing costs.

Another critical result is that missing data tend to skew the results of the analysis. Incomplete data can distort averages, trends, and statistical relationships, leading to biased conclusions and unreliable decisions.

This is especially problematic in predictive and inferential analytics, where assumptions about data completeness are essential.

Using spreadsheets or placing data in charts does not inherently result from flawed data, nor does it resolve data quality issues.

While visualization can help identify errors, it is not a direct outcome of starting with flawed data.

Data-driven decision making emphasizes that poor-quality input leads to poor-quality output. Ensuring data accuracy and

completeness before analysis is essential for producing valid insights. Therefore, the correct answers are B and D.

NEW QUESTION # 62

A patient satisfaction survey was conducted at Family Practice A. The average rating of online telemedicine visits was 4.5 out of 5, while in-person visits received a 3.0 out of 5.

Which samples should be used to compare the ratings?

- A. Online ratings of other family practices and online ratings for all Family Practice A visits
- B. Total Family Practice A visits and in-person visits
- **C. Online Family Practice A telemedicine visits and in-person Family Practice A visits**
- D. Total Family Practice A visits and online telemedicine visits

Answer: C

Explanation:

To make a valid comparison in data-driven decision making, samples must be comparable and drawn from the same population, differing only in the factor being evaluated. In this case, the goal is to compare patient satisfaction between online telemedicine visits and in-person visits at Family Practice A.

Using online Family Practice A telemedicine visits and in-person Family Practice A visits ensures that both samples come from the same organization, patient base, and survey methodology. This controls for external factors such as practice standards, demographics, and survey design, allowing differences in ratings to be attributed to the visit type rather than unrelated variables. Comparing total visits to only one visit type introduces imbalance. Including other family practices introduces external variation and invalidates the comparison. Data-driven decision making stresses consistency and relevance in sample selection to ensure accurate conclusions.

Therefore, the correct answer is D, as it uses comparable samples that isolate the variable of interest.

NEW QUESTION # 63

A political ballot gives voters the option to vote for one of three candidates. Eight voters cast their ballots.

Which statistical rule should be used to determine the possible voting outcomes?

- **A. Multiplication principle**
- B. Bayes' theorem
- C. Conditional probability
- D. Combination

Answer: A

Explanation:

The multiplication principle is used to determine the number of possible outcomes when multiple independent choices occur in sequence. In data-driven decision making and probability theory, this rule applies when each event has a fixed number of outcomes and each outcome is independent of the others.

In this scenario, each of the eight voters can independently choose one of three candidates. The total number of possible voting outcomes is calculated by multiplying the number of choices available for each voter.

Because the voters act independently and order matters in counting outcomes, the multiplication principle is the correct method. Conditional probability applies when outcomes depend on prior events, Bayes' theorem updates probabilities based on new information, and combinations are used when order does not matter. None of these fit the structure of this problem.

Therefore, the correct answer is A, multiplication principle.

NEW QUESTION # 64

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