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Snowflake SnowPro Advanced: Data Analyst Certification Exam Sample

Questions (Q19-Q24):

NEW QUESTION # 19

A retail company wants to visualize sales performance across different product categories and regions. The business stakeholders need to identify both overall sales trends and granular insights into the performance of specific products in specific regions. They require a dashboard that allows for easy comparison of sales across categories and regions, highlighting best and worst performers. Which combination of chart types would be MOST effective for this dashboard, considering scalability and the need to avoid over-plotting?

- A. A combination of bullet charts to show sales performance against targets for each region and category, a time series chart for overall sales trend, and a scatter plot showing discount vs quantity.
- B. A geographical map visualizing sales by region with color-coded regions, a time series chart for overall sales trends, and a detail table for viewing sales by product categories.
- C. A stacked bar chart for sales by category, a line chart for overall sales trend over time, and a pie chart for regional sales distribution.
- **D. A heat grid showing sales by category and region, a time series chart for overall sales trends, and a treemap representing the contribution of each category to total sales.**
- E. A scatter plot comparing sales volume and profit margin for each product, a bar chart for sales by region, and a gauge chart indicating overall sales target achievement.

Answer: D

Explanation:

A heat grid effectively visualizes the relationship between two categorical variables (category and region) using color intensity, making it easy to identify high and low sales areas. A time series chart is appropriate for displaying trends over time. A treemap shows the proportional size of each category contributing to total sales. Stacked bar charts can become difficult to read with many categories and pie charts are not ideal for precise comparisons. Scatter plots are useful for correlation analysis (Sales vs Profit). A map would be good for high level visualization but not for specific numbers or precise details. Bullet charts are more suitable for target vs actual comparisons than a regional overview.

NEW QUESTION # 20

You're building a dashboard to monitor the performance of various marketing campaigns. The data resides in Snowflake, and you're using a BI tool that supports direct query. The table has columns: 'CAMPAIGN ID', 'DATE', 'IMPRESSIONS', 'CLICKS', 'SPEND', and you need to create a calculated field in the BI tool representing the Cost Per Conversion (CPC), but you want to optimize query performance and avoid division by zero errors. Assume 'SPEND' and 'CONVERSIONS' are both numeric columns. Which SQL expression, suitable for use in a direct query BI tool, is the MOST performant and robust way to calculate CPC, avoiding zero conversion issues?

- **A. $\frac{SPEND}{CONVERSIONS}$**
- B. $\frac{SPEND}{CONVERSIONS + 1}$
- C. $\frac{SPEND}{CONVERSIONS || 1}$
- D. $\frac{SPEND}{CONVERSIONS || 0}$
- E. $\frac{SPEND}{CONVERSIONS || 0} || 0$

Answer: A

Explanation:

The 'DIV0' function is specifically designed by Snowflake to handle division by zero gracefully, returning NULL. It's the most concise and performant way to achieve the desired result. 'NULLIF(CONVERSIONS, 0)' is also correct way, but DIV0 is more accurate for Snowflake environment. 'CASE WHEN' and 'IFF' are functionally equivalent in this scenario, but is shorter to write. 'ZEROIFNULL' will return 0 when input is null which won't solve the zero conversion issues. Furthermore 'ZEROIFNULL' is not a valid Snowflake function.

NEW QUESTION # 21

How does leveraging partition pruning optimize query performance in Snowflake?

- A. Reduces data accessibility across multiple warehouses
- B. Limits query complexity and optimization possibilities
- C. Increases storage requirements for optimized query access

- D. Filters unnecessary partitions during query execution

Answer: D

Explanation:

Partition pruning in Snowflake filters unnecessary partitions during query execution, enhancing query performance by minimizing the amount of data scanned.

NEW QUESTION # 22

In Snowsight, why is it significant to create various chart types (e.g., bar charts, scatter plots, heat grids) for data visualization?

- A. Snowsight doesn't support multiple chart types for visualization.
- B. It limits data presentation options for complex datasets.
- C. It restricts users to specific chart types for simplicity.
- D. Different chart types offer varied data representation for better analysis.

Answer: D

Explanation:

Diverse chart types offer varied data representation, facilitating better analysis in Snowsight.

NEW QUESTION # 23

A data analyst needs to forecast sales for the next quarter based on historical sales data. The data is stored in a table named 'SALES DATA' with columns 'SALE DATE (DATE)' and 'SALES_AMOUNT (NUMBER)'. The analyst wants to use the 'HOLT WINTERS' function for forecasting, considering both trend and seasonality. However, the data contains some missing values for a few 'SALE DATE' entries. Which of the following approaches is the MOST appropriate to handle missing data points while ensuring accurate forecasting with 'HOLT WINTERS' in Snowflake?

- A. Directly apply the 'HOLT WINTERS' function to the data. The function will automatically handle the missing values by ignoring those dates.
- B. Use the or function to impute the missing 'SALES_AMOUNT' values based on neighboring dates before applying the 'HOLT WINTERS' function.
- C. Interpolate the missing 'SALES_AMOUNT' values using linear interpolation based on the adjacent data points before feeding the data into the 'HOLT WINTERS' function.
- D. Exclude the rows with missing 'SALES_AMOUNT' values from the dataset before applying the 'HOLT WINTERS' function. This ensures only complete data points are used for the forecast.
- E. Replace the missing 'SALES_AMOUNT' values with the average sales amount calculated over the entire historical period before applying the 'HOLT WINTERS' function.

Answer: C

Explanation:

HOLT_WINTERS function requires continuous data for time series analysis, and missing values will lead to inaccurate forecasts. Option E is the most appropriate because Interpolation method such as linear interpolation will give you more precise result. Other approaches like direct use or Exclusion will result in wrong forecasting results.

NEW QUESTION # 24

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