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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q16-Q21):

NEW QUESTION # 16

A researcher wants to estimate the average wholesale price of a gallon of gas in the United States. Several gas station owners along the East Coast are asked what price they pay wholesale for a gallon of gas. The researcher then averages these values for the sample mean price of a gallon of gas. Which problem would be discovered if this researcher's work were evaluated?

- A. There is faulty calibration in the data collection.
- B. There is response bias in the data.
- **C. The sample data are not representative of the population.**
- D. There is conscious bias in the data.

Answer: C

Explanation:

The key problem in this study is that the sample is not representative of the entire population. The researcher is attempting to estimate the average wholesale gas price for the whole United States, but only collects data from gas station owners along the East Coast. Because regional gas prices can differ due to transportation costs, taxes, regulations, supply conditions, and market structure, using only one geographic area creates a sampling problem. A representative sample should reflect the diversity of the full population being studied. In this case, the population includes gas stations from all parts of the country, not just one region. There is no information suggesting faulty calibration, since no measuring instrument is involved. Response bias is also not the primary issue because the scenario does not indicate that respondents are misreporting prices.

Conscious bias is less appropriate because the most obvious flaw is the limited sampling frame. This is a classic example of sampling bias caused by undercoverage. Therefore, the correct answer is that the sample data are not representative of the population.

NEW QUESTION # 17

Which element of an experimental study is described as the procedures applied to each subject?

- A. Experimental units
- **B. Treatments**
- C. Responses
- D. Inputs

Answer: B

Explanation:

In an experimental study, treatments are defined as the specific procedures or conditions applied to each subject or experimental unit. This is a fundamental concept in experimental design within data-driven decision making and inferential statistics.

Experimental units are the subjects or entities being studied, such as individuals, machines, or products.

Responses are the measured outcomes observed after the treatment is applied. Inputs are factors or variables that may influence the experiment but are not the procedures themselves. Treatments, however, represent the deliberate interventions introduced by the researcher to study their effect on the response variable.

For example, in a pricing experiment, different price levels applied to customers would be considered treatments. In a manufacturing experiment, different machine settings would serve as treatments. By systematically varying treatments, analysts can determine causal relationships between variables.

Data-driven decision making relies on well-designed experiments to support valid conclusions. Clearly defining treatments ensures that the effects of specific actions can be isolated, measured, and analyzed accurately. Therefore, the correct answer is C, as treatments describe the procedures applied to each subject.

NEW QUESTION # 18

An electronics retailer was presented with in-store signage in two formats. Each branch of the store used the signage that matched its location. An analysis was performed to compare means on sales. Which type of variable do the sales represent?

- **A. Dependent variable**
- B. Criterion variable
- C. Independent variable
- D. Target variable

Answer: A

Explanation:

In this scenario, sales are the outcome being measured after different signage formats are used across store branches. Because sales depend on the conditions being studied, they are the dependent variable. The independent variable is the factor believed to influence the outcome, which here is the type of signage format.

When an analysis compares mean sales under different conditions, the variable being observed for change is the dependent variable. This distinction is fundamental in experimental and comparative analysis. Although the terms "target variable" and "criterion variable" can appear in some analytical contexts, the standard and most appropriate term here is dependent variable because the study is evaluating whether the signage format affects sales performance. The question asks which type of variable the sales represent, and the answer is the one that identifies sales as the measured response to the change in treatment. Therefore, sales are the dependent variable because they reflect the result of the differing signage conditions across store locations.

NEW QUESTION # 19

Management uses a net promoter score.

What can management determine using this performance measurement?

- A. The likelihood a customer will recommend the company
- B. Quality assurance benchmarks
- C. Financial and nonfinancial information
- D. Quantifiable goals to gauge employee progress

Answer: A

Explanation:

The net promoter score (NPS) measures customer loyalty by assessing the likelihood that customers will recommend a company's products or services to others. In data-driven decision making, NPS is a widely used indicator of customer satisfaction and long-term growth potential.

Customers are typically asked how likely they are to recommend the organization on a numerical scale.

Responses are categorized into promoters, passives, and detractors, and the score is calculated by subtracting the percentage of detractors from the percentage of promoters.

NPS does not directly measure financial outcomes, employee performance, or quality assurance metrics.

Instead, it serves as a customer-focused indicator that reflects overall perception and loyalty.

Therefore, the correct answer is B.

NEW QUESTION # 20

Which two tools make it easier to detect an out-of-range error?

Choose 2 answers.

- A. Observational studies
- B. Relational databases
- C. Spreadsheets
- D. Experimental studies

Answer: B,C

Explanation:

Out-of-range errors occur when a data value falls outside the allowable or expected limits for a variable.

Examples include a negative age, a score above the maximum possible value, or a date in an impossible format. The tools most useful for identifying such errors are relational databases and spreadsheets. Relational databases often include validation rules, field constraints, data types, and query capabilities that can detect impossible or invalid entries. For example, a database can restrict a field to numeric values within a set range or flag records that violate defined rules. Spreadsheets can also support error detection through conditional formatting, formulas, filters, data validation, and sorting features that make unusual values easier to spot.

Experimental studies and observational studies are research designs, not data-validation tools. They describe how data are collected, not how errors are detected in stored records. Because the question asks specifically for tools that make out-of-range errors easier to detect, the correct choices are the data-handling tools that support validation and review: relational databases and spreadsheets.

NEW QUESTION # 21

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