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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q105-Q110):

NEW QUESTION # 105

What are two benefits of good data quality management in improving business decision-making?
Choose 2 answers.

- A. It mitigates undetected errors from the data-entry process.
- B. It ensures there are no missing data points.
- C. It guarantees that a sample will be statistically significant.
- D. It begins the statistical process faster.

Answer: A,B

Explanation:

Good data quality management plays a critical role in improving business decision-making by ensuring that data is accurate, complete, and reliable. One key benefit is that it ensures there are no missing data points, which helps maintain data completeness. Missing data can distort results, reduce analytical power, and lead to incorrect conclusions, especially in descriptive and inferential statistics.

Another important benefit is that data quality management mitigates undetected errors from the data-entry process. Errors such as duplicate entries, incorrect values, or inconsistent formats can significantly bias analysis if left unnoticed. Through validation checks, cleaning procedures, and governance standards, organizations reduce the risk of flawed insights.

While good data quality supports better analysis, it does not guarantee statistical significance, as significance depends on sample size, variability, and study design. Similarly, it does not necessarily make the statistical process faster; in fact, data cleaning can be time-consuming. However, it improves the accuracy and trustworthiness of outcomes.

In data-driven decision making, high-quality data is essential because decisions are only as good as the data used to support them. Therefore, the correct answers are A and D.

NEW QUESTION # 106

What classifies analytics as descriptive, predictive, or prescriptive?

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

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 # 107

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 whether there are any granola bar sales trends
- C. Determine the reasons for consumer granola bar purchases
- D. Determine the different segments or groups to target

Answer: D

Explanation:

Cluster analysis is an unsupervised learning technique used to group observations based on similarity. In data-driven decision making, it is commonly used for market segmentation, allowing firms to identify distinct customer groups with similar preferences or behaviors.

For a new granola bar, cluster analysis helps determine which consumer segments exist, such as health-conscious buyers, convenience-focused consumers, or price-sensitive shoppers. This enables targeted marketing strategies and product positioning. Understanding reasons for purchase requires survey or causal analysis, not clustering. Competitor benchmarking and trend analysis involve different analytical techniques.

Therefore, the correct answer is B, determining different segments or groups to target.

NEW QUESTION # 108

Which term describes a response that appears the greatest number of times compared to other responses in a survey?

- A. Mode
- B. Median
- C. Outlier
- D. Mean

Answer: A

Explanation:

The mode is the value that appears most frequently in a dataset. In data-driven decision making, it is particularly useful for analyzing categorical or discrete survey data.

The median represents the middle value, the mean is the average, and outliers are extreme values. Because the question asks for the most frequently occurring response, the correct answer is A, mode.

NEW QUESTION # 109

Which use of statistics would apply to employees?

- A. Comparing with competitors on wholesale pricing
- B. Predicting future levels of financial risk
- C. Determining financial interest rates
- D. Influencing future vendor prices

Answer: B

Explanation:

Statistics can be applied to employees and organizations in many ways, but among the choices given, predicting future levels of financial risk is the best fit for a practical statistical use. Organizations often use statistical models to evaluate uncertainty related to staffing, benefits, payroll obligations, productivity changes, turnover, insurance exposure, and broader business performance. These analyses help managers make more informed decisions about budgeting, hiring, workforce planning, and operational resilience. The other options are less directly tied to employee-related statistical application. Influencing vendor prices and comparing wholesale pricing are more related to procurement and market analysis than to employees.

Determining financial interest rates generally falls under financial markets, lending, or macroeconomic policy rather than an employee-centered use of statistics. In a data-driven environment, statistical tools are frequently used to forecast risk and evaluate future scenarios so that organizations can protect resources and plan responsibly. Therefore, predicting future levels of financial risk is the most accurate answer because it reflects a recognized analytical application of statistics within organizational decision-making.

NEW QUESTION # 110

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