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DASCA Senior Data Scientist Sample Questions (Q61-Q66):

NEW QUESTION # 61
Which of the following is TRUE about monetization exercise?

- A. The monetization exercise provides an opportunity to uncover new product and/or service opportunities
- B. The monetization exercise works by first understanding the product usage patterns and customer usage behaviors associated with a particular product and service
- C. The monetization exercise process then seeks to identify complementary or secondary recommendations that can be packaged and delivered along with that product or service
- D. Both B and C
- E. All of the above

Answer: E

Explanation:
The monetization exercise is a critical phase in Big Data Business Model Maturity where organizations turn insights into new revenue opportunities.
Option A: Correct. Monetization often uncovers new product or service opportunities by leveraging analytics.
Option B: Correct. The first step is analyzing product usage patterns and customer behaviors to identify hidden value.
Option C: Correct. Insights help in building secondary recommendations or complementary products/services (cross-sell, upsell opportunities).
Thus, all three statements are valid, making the correct answer Option E (All of the above).
Reference:
DASCA Data Scientist Knowledge Framework (DSKF) - Business Applications of Data Science: Data Monetization Strategies.

NEW QUESTION # 62
Which of the following standardizes scores similar to a percentile rank but preserves equal interval properties of a Z-score?

- A. Normal Curve Equivalent (NCE)
- B. None of the above
- C. High Curve Equivalent (HCE)
- D. Trend analysis
- E. Medium Curve Equivalent (MCE)

Answer: A

Explanation:
Normal Curve Equivalent (NCE) scores are standardized scores designed to:
Range between 1 and 99.
Be comparable to percentile ranks but with the advantage of equal-interval properties like Z-scores.
This makes NCE scores useful in educational assessments, survey analysis, and statistical modeling.
Option A (Trend analysis): Incorrect. Not related to score standardization.
Option B (Correct): NCE fits the definition perfectly.
Option C (HCE) & D (MCE): Not recognized standard measures in statistics.
Option E: Incorrect, since Option B is valid.
Thus, the correct answer is Option B: Normal Curve Equivalent (NCE).
Reference:
DASCA Data Scientist Knowledge Framework (DSKF) - Statistical Methods in Data Science: Z-scores, Percentiles, and NCE.

NEW QUESTION # 63
Which of the following is correct?

- A. Both A and B
- B. A data frame is a table with rows and columns

- C. DataFrame is similar to SQL tables or R data frames
- D. The central object in Pandas is called a DataFrame
- E. All of the above

Answer: E

Explanation:
Pandas is one of the most widely used Python libraries for data analysis and manipulation. Its central object is the DataFrame.
Option A: Correct. DataFrame is the core data structure in Pandas.
Option B: Correct. DataFrame resembles SQL tables and R data frames, supporting row/column indexing, joins, and grouping.
Option C: Correct. A DataFrame is essentially a 2D labeled table consisting of rows and columns.
Option D: Correct, but not fully inclusive.
Option E: Correct, since all of A, B, and C are true.
Thus, the best answer is Option E (All of the above).
Reference:
DASCA Data Scientist Knowledge Framework (DSKF) - Programming for Data Science: Pandas Data Structures.

NEW QUESTION # 64
Exploratory analytic algorithms help the Data Science team to better:

- A. Both A and B
- B. Gain a high-level understanding of relationships
- C. Understand patterns in the data
- D. Understand the data content
- E. All of the above

Answer: E

Explanation:
Exploratory analytics (often referred to as Exploratory Data Analysis - EDA) is a fundamental step in data science, enabling practitioners to discover initial insights, detect anomalies, and understand the structure of datasets before applying predictive or prescriptive modeling.
Option A (Understand the data content): Correct. EDA techniques (descriptive statistics, summary tables, profiling) reveal missing values, data types, and distributions.
Option B (Gain a high-level understanding of relationships): Correct. Correlation analysis, scatter plots, and cross-tabulations help identify dependencies between variables.
Option C (Understand patterns in the data): Correct. Visualization and clustering methods help discover hidden structures, seasonalities, and outliers.
Since exploratory algorithms contribute to all of these objectives, the correct answer is Option E (All of the above).
Reference:
DASCA Data Scientist Knowledge Framework (DSKF) - Analytics and Machine Learning: Exploratory Analytics & EDA.

NEW QUESTION # 65
Which of the following is correct about customer lifetime value (CLTV)?
i. Most organizations determine the current customer lifetime value (CLTV) based on historic sales over past
12 to 18 months
ii. The goal of the CLTV score is to help marketing and store personnel to determine the "value" of a customer

- A. Only ii
- B. Both i and ii
- C. Only i

Answer: B

Explanation:
Customer Lifetime Value (CLTV) is a predictive metric estimating the total revenue a business can reasonably expect from a customer during their entire relationship.
Statement i: Correct. Many organizations calculate CLTV using historic transactional data, often looking at sales records over the past 12-18 months to establish baselines.

Statement ii: Correct. The primary purpose of CLTV is to help marketing, sales, and retail teams understand customer value, enabling them to allocate budgets effectively for retention, promotions, and personalized marketing.

Thus, both statements are correct # Option C (Both i and ii).

Reference:

DASCA Data Scientist Knowledge Framework (DSKF) - Business Applications of Data Science: CLTV Metrics and Marketing Analytics.

NEW QUESTION # 66

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