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## **WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q13-Q18):**

### **NEW QUESTION # 13**

Which input could be used to create and evaluate a process that would improve an organization's performance?

- A. Suggestions from a close competitor
- B. Data gathered from a customer survey

- C. Rules and regulations imposed on the banking industry
- D. Information from an employee handbook

**Answer: B**

Explanation:

Data gathered from a customer survey can be used to create and evaluate a process that improves organizational performance because customer feedback provides direct evidence about satisfaction, service quality, unmet needs, and areas requiring change. In data-driven decision-making, effective process improvement begins with relevant and reliable inputs, and customer survey data are especially valuable because they reflect the experiences of the people receiving the organization's products or services. These data can reveal trends, pain points, expectations, and opportunities for redesign. Suggestions from a competitor may be informative, but they are not as direct or reliable as structured internal evidence gathered from actual stakeholders. Information from an employee handbook outlines policies rather than performance inputs, and industry regulations define compliance boundaries rather than improvement opportunities. Since the question asks which input can help create and evaluate a better-performing process, the most appropriate answer is data gathered from a customer survey.

#### NEW QUESTION # 14

Why is quantitative analysis important to the decision-making process?

- A. It creates a risk-management dashboard.
- B. It provides definable metric-analysis surveys.
- C. It increases the experience of top management.
- D. It examines and describes large sets of data.

**Answer: D**

Explanation:

Quantitative analysis is important in decision-making because it focuses on the systematic examination of measurable data, allowing organizations to evaluate situations objectively rather than relying only on intuition or personal judgment. A key strength of quantitative analysis is that it can examine and describe large sets of data in ways that reveal patterns, trends, relationships, and performance outcomes. This makes it especially useful in business, operations, finance, healthcare, and policy environments where decisions must be supported by evidence. By converting information into numbers, decision-makers can compare alternatives, estimate likely outcomes, and justify their choices with observable facts. While dashboards and surveys may support the process, they are not the fundamental reason quantitative analysis matters. Its real value lies in its ability to transform raw data into meaningful insights that improve planning, forecasting, risk evaluation, and resource allocation. Therefore, the best answer is the choice that identifies its central purpose: examining and describing large sets of data in a clear, measurable way.

#### NEW QUESTION # 15

A professional services firm is undergoing a business process improvement exercise to improve productivity, staff morale, and client satisfaction. Management compensation will be tied specifically to improvement in productivity during the fiscal year. Which tool should be used to quantify a measurable standard to help the company track the productivity goal for the fiscal year?

- A. Net promoter score
- B. Key performance indicator
- C. Results-based management
- D. Balanced scorecard

**Answer: B**

Explanation:

The best tool for quantifying a measurable standard tied to a specific productivity goal is a key performance indicator. A KPI provides a focused, numerical measure that allows the firm to track progress over time and determine whether the targeted improvement is being achieved during the fiscal year. Because management compensation will be linked specifically to productivity improvement, the organization needs a clear and objective metric that can be monitored consistently. A balanced scorecard is broader and may include productivity as one component, but it is not the most direct tool for measuring one targeted operational result.

A net promoter score is related to customer loyalty and satisfaction, not productivity. Results-based management is a broader management approach rather than a single measurable standard. Since the question asks which tool should be used to quantify a measurable standard for tracking the goal, the correct answer is key performance indicator. It provides the direct, specific measure

needed for performance monitoring and accountability.

#### NEW QUESTION # 16

What is an advantage of a balanced scorecard?

- A. It emphasizes strategy and organizational results.
- B. It increases the amount of available data to analyze.
- C. It requires minimal data.
- D. It requires little effort to establish a meaningful dashboard.

**Answer: A**

Explanation:

A balanced scorecard is valuable because it emphasizes strategy and organizational results. Rather than focusing only on short-term financial outcomes, it connects performance measurement to the organization's broader mission and long-term objectives. It encourages managers to assess performance from multiple perspectives, typically financial, customer, internal process, and learning and growth. This makes it easier to align day-to-day activities with strategic priorities and understand how actions in one area affect results in another. The other options do not describe the true strength of the balanced scorecard. It does not necessarily require little effort to set up, because meaningful implementation often takes planning, metric selection, and alignment across departments. It also does not require minimal data, nor is its purpose simply to increase the amount of data available. Its main benefit is that it helps organizations translate strategy into measurable outcomes and track whether they are achieving the results that matter most. Therefore, the correct answer is that it emphasizes strategy and organizational results.

#### NEW QUESTION # 17

What is an appropriate management use of statistics?

- A. Implementing changes based on customer survey response rate
- B. Ordering product for a region based on one store
- C. Justifying organizational decisions after they have been implemented
- D. Understanding the demographics of customers

**Answer: D**

Explanation:

An appropriate management use of statistics is **understanding the demographics of customers**, which supports informed, proactive decision-making. Data-driven decision making emphasizes using statistical analysis to explore patterns, characteristics, and trends that help organizations better understand their customers and markets.

Analyzing customer demographics such as age, income, location, and preferences allows managers to segment markets, tailor products, improve services, and allocate resources effectively. This use of statistics is descriptive and diagnostic in nature and directly supports strategic planning.

Ordering products for an entire region based on data from a single store is inappropriate due to lack of representativeness. Justifying decisions after implementation reflects misuse of statistics, as analytics should inform decisions beforehand, not rationalize them after the fact. Implementing changes solely based on survey response rate ignores the content and validity of responses.

Ethical data-driven decision making requires that statistics be used responsibly, transparently, and with appropriate context.

Therefore, the correct answer is **A**, as understanding customer demographics represents a proper and effective use of statistics by management.

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#### NEW QUESTION # 18

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