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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q21-Q26):

NEW QUESTION # 21

A researcher seeks to pass a bond issue and asks a sample of respondents who have a bachelor's degree if they are voting in favor of the bond because it would be beneficial to the county.

Which type of error does this represent?

- A. Faulty operationalization
- **B. Selection bias**
- C. Response bias
- D. Confusion of association and causality

Answer: B

Explanation:

This scenario represents **selection bias**, which occurs when a sample is not representative of the population being studied. In data-driven decision making, valid conclusions depend on collecting data from a sample that accurately reflects the broader population.

By surveying only respondents with a bachelor's degree, the researcher systematically excludes other segments of the population who may have different opinions about the bond issue. Educational attainment may influence voting behavior, making the sample biased toward a particular viewpoint. As a result, the findings cannot be generalized to the entire voting population.

While the wording of the question may be persuasive, the primary statistical error is the **non-random and restricted selection of respondents**. Response bias relates to how participants answer questions, whereas this issue arises before responses are even collected. Faulty operationalization and confusion of causality are not applicable here.

Data-driven decision making stresses ethical sampling practices to avoid misleading conclusions. Therefore, the correct answer is **D**, selection bias.

NEW QUESTION # 22

What are random errors caused by?

- A. Respondents favoring certain outcomes
- B. Biased data
- **C. Unpredictable fluctuations in readings**
- D. An instrument that needs calibration

Answer: C

Explanation:

Random errors are caused by unpredictable fluctuations that occur naturally in measurement, observation, or recording processes. These errors are not consistently in one direction and do not systematically push results higher or lower. Instead, they introduce variability that can make repeated measurements differ slightly even when conditions seem similar. Examples include minor environmental changes, momentary variations in instrument sensitivity, normal human reaction differences, or small observational inconsistencies. Because random errors are unsystematic, they tend to average out over a large number of observations, although they still reduce precision. By contrast, an instrument that needs calibration is more closely associated with systematic error, because it may consistently overstate or understate measurements. Respondents favoring certain outcomes and biased data also reflect systematic forms of bias rather than random variation. In statistics and quality measurement, distinguishing between random error and systematic error is important because each requires a different response. Random error is mainly addressed through repetition, sample size, and statistical controls, whereas systematic error must be corrected at the source. Therefore, the correct cause of random errors is unpredictable fluctuations in readings.

NEW QUESTION # 23

A manager has been assigned to manage a digital marketing analytics team. The manager tasks the team with determining similarities among existing customers in the company's database, such as similarities in products purchased, location, and the average amount spent per order among existing customers.

Which type of activity will help the team accomplish this task?

- **A. Data mining**
- B. Linear programming
- C. Touchpoint analysis
- D. Regression analysis

Answer: A

Explanation:

Data mining is the appropriate activity for identifying patterns, similarities, and relationships within large datasets. In data-driven decision making, data mining techniques such as clustering and association analysis are commonly used to segment customers based on behavior and characteristics.

The task described involves uncovering hidden patterns across multiple variables, which aligns directly with data mining objectives. Linear programming focuses on optimization, regression predicts outcomes, and touchpoint analysis examines customer interactions rather than similarities.

Therefore, the correct answer is A, data mining.

NEW QUESTION # 24

What is the purpose of the quality management principle of dedication to fact-based decision-making?

- A. Eliminate anything that does not add value.
- **B. Reduce bias driven by increased trust in plans.**
- C. Increase the effectiveness from quality practices.
- D. Increase loyalty from customers and suppliers.

Answer: B

Explanation:

The principle of fact-based decision-making emphasizes using reliable data and objective analysis rather than intuition or opinion. In data-driven decision making, this principle exists primarily to reduce bias and increase trust in organizational plans and decisions. When decisions are grounded in verified data, assumptions are challenged, personal biases are minimized, and outcomes are more predictable. This builds confidence among stakeholders and supports transparency and accountability. Customer loyalty, waste elimination, and quality effectiveness may be indirect benefits, but the core purpose is ensuring that decisions are objective, defensible, and evidence-based. Therefore, the correct answer is D.

NEW QUESTION # 25

What results from starting an analysis with flawed data?

Choose 2 answers.

- **A. Missing data tend to skew the results of the analysis.**
- B. Spreadsheets must be used to increase the likelihood of analyzing the flawed data.
- **C. More time is spent managing data than analyzing data.**
- D. Data must be put in a table or a chart so that errors can be more easily detected.

Answer: A,C

Explanation:

Starting an analysis with flawed data significantly undermines the effectiveness of data-driven decision making. One major consequence is that more time is spent managing data than analyzing data. Analysts must devote substantial effort to cleaning, validating, and correcting errors before meaningful analysis can occur, delaying insights and increasing costs.

Another critical result is that missing data tend to skew the results of the analysis. Incomplete data can distort averages, trends, and statistical relationships, leading to biased conclusions and unreliable decisions.

This is especially problematic in predictive and inferential analytics, where assumptions about data completeness are essential. Using spreadsheets or placing data in charts does not inherently result from flawed data, nor does it resolve data quality issues. While visualization can help identify errors, it is not a direct outcome of starting with flawed data.

Data-driven decision making emphasizes that poor-quality input leads to poor-quality output. Ensuring data accuracy and completeness before analysis is essential for producing valid insights. Therefore, the correct answers are B and D.

NEW QUESTION # 26

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