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Snowflake SnowPro Advanced: Data Analyst Certification Exam Sample Questions (Q142-Q147):

NEW QUESTION # 142
A marketing analytics team is building a dashboard to track campaign performance. They have campaign data stored in Snowflake, including cost, impressions, clicks, and conversions. The data is currently stored in a single table, 'CAMPAIGN DATA, with columns like 'date', 'cost', 'impressions', 'clicks' , and 'conversions'. They want to optimize query performance for various aggregations and time-series analysis. Which of the following strategies would be MOST beneficial for improving dashboard

responsiveness?

- A. Cluster the 'CAMPAIGN DATA' table on the 'campaign_id' column.
- B. Partition the 'CAMPAIGN_DATX' table by date.
- C. Create a standard view that performs the aggregations on demand.
- D. Create a materialized view that pre-aggregates the data by campaign_id and date.
- E. Create a search optimization on the 'CAMPAIGN DATA' table on the 'campaign_id' column.

Answer: D

Explanation:
Materialized views (option A) pre-compute and store the results of the aggregation, making the dashboard queries much faster. Standard views (option B) perform the aggregations every time they are queried. Clustering (option C) can help with filtering but is not as effective as pre-aggregation. Partitioning (option D) is not supported in Snowflake. Search optimization (option E) helps with point lookups but not aggregations over large datasets.

NEW QUESTION # 143
You are analyzing website traffic data in Snowflake and notice a sudden drop in page views from a specific country (Country A) starting last month. You have access to the 'WEBSITE TRAFFIC' table with columns: 'date' , 'country', 'page_viewS, 'device_type'. Which of the following queries and techniques would be MOST effective in identifying the potential cause of this anomaly?

- A. Run a simple 'SELECT FROM WEBSITE_TRAFFIC WHERE country = 'Country A' AND date DATEADD(month, - 3, GROUP BY date ORDER BY date;' to visualize the trend and confirm the drop.
- B. Execute 'SELECT FROM WEBSITE_TRAFFIC WHERE country = 'Country A' AND date DATEADD(month, -1, CURRENT DATE());' and manually inspect the data for suspicious patterns.
- C. Join the 'WEBSITE_TRAFFIC' table with a table containing marketing campaign data (MARKETING CAMPAIGNS') on 'date' and 'country' to see if any marketing campaigns were paused or modified in Country A around the time of the drop. Consider using 'LEFT JOIN' to not lose traffic data.
- D. Analyze 'page_viewS by 'device_type' for Country A before and after the drop to see if the drop is concentrated in a specific device type (e.g., mobile, desktop). Use 'CASE statement within the 'GROUP to categorize time periods.
- E. Use a statistical anomaly detection function (e.g., moving average) on the 'page_views' for Country A and compare against other countries to identify if the drop is specific to Country A. Consider using 'LAG' function with 'OVER' clause to calculate the moving average.

Answer: C,D,E

Explanation:
Options B, C, and D are the most effective. B uses statistical methods to identify the anomaly, C investigates potential external factors (marketing campaigns), and D explores internal segments (device types). Option A is a basic check but doesn't identify causes. Option E is not scalable and inefficient for large datasets. Using a combination of statistical analysis, external data integration, and segmentation provides a comprehensive diagnostic approach.

NEW QUESTION # 144
What types of Snowflake functions are available for data analysis and manipulation? (Select all that apply)

- A. Scalar functions
- B. Aggregate functions
- C. Complex functions
- D. System functions

Answer: A,B,D

Explanation:
Snowflake functions include scalar, aggregate, and system functions for data analysis and manipulation.

NEW QUESTION # 145
You have a large dataset of IoT sensor readings stored in compressed JSON files within an AWS S3 bucket. Each JSON file contains an array of sensor readings with the following structure:

You need to load this data into a Snowflake table named 'sensor data' with columns 'sensor id', 'timestamp', 'temperature', and 'humidity'. Which of the following Snowflake commands would be the MOST efficient and appropriate to ingest this data, assuming you have already created the table and a named stage pointing to the S3 bucket?

- A. Option C
- B. Option A
- C. Option E
- D. Option B
- E. Option D

Answer: B

Explanation:
Option A is the most efficient and direct way to load the data. = TRUE' correctly handles the array of JSON objects within each file. Option B would fail because it doesn't strip the outer array. Option C is incorrect as it treats the JSON as CSV. Option D, although functional, involves creating a temporary table and flattening, making it less efficient. Option E is invalid syntax, and unnecessarily complex.

NEW QUESTION # 146
A data analyst is performing an exploratory analysis on sales data and observes a highly skewed distribution for the 'sales_amount' column. Which of the following data transformation techniques are appropriate to mitigate the impact of the skewness and make the data more suitable for modeling and analysis? (Select all that apply)

- A. Min-Max Scaling
- B. Log Transformation
- C. Winsorization
- D. Box-Cox Transformation
- E. Standardization

Answer: B,C,D

Explanation:
Log transformation and Box-Cox transformation are common techniques used to reduce skewness in data. Winsorization helps to reduce the impact of outliers, which can contribute to skewness. Standardization and Min-Max scaling are primarily used for feature scaling and do not directly address skewness.

NEW QUESTION # 147
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