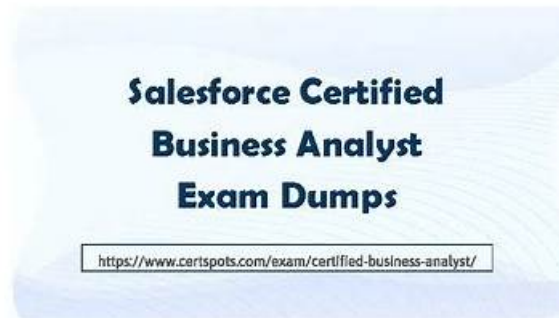


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Salesforce Certified Business Analyst Exam Sample Questions (Q86-Q91):

NEW QUESTION # 86

Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.

What is the first step the BA should take to help resolve the issue?

- A. Confirm steps to reproduce the issue.
- **B. Use performance analyzer to view the assessment.**
- C. Create a new page layout for the phone.

Answer: B

Explanation:

The performance analyzer is a tool that helps business analysts and admins identify and troubleshoot performance issues on record pages. It shows the load time of each component on a record page and provides recommendations to improve performance. The first step to resolve the issue is to use the performance analyzer to view the assessment and identify the slowest components.

References:

* <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/op>

* https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5

NEW QUESTION # 87

The business analyst (BA) at Cloud Kicks has been interviewing customer service team members who use Service Cloud to understand the steps they take to complete their daily work. The BA is working on a solution to improve their productivity by identifying each step and documenting its purpose.

Which type of requirement documentation is the BA using in this scenario?

- A. Value stream mapping
- **B. Process mapping**
- C. Data modeling

Answer: B

Explanation:

The type of requirement documentation that the business analyst is using in this scenario is process mapping.

Process mapping is a technique that involves creating a visual diagram of the steps or activities involved in completing a business process or workflow. Process mapping helps to document how users perform their daily work in Salesforce, what inputs and outputs they use or produce, what decisions they make, and what roles or systems they interact with. Process mapping also helps to identify any inefficiencies, bottlenecks, redundancies, or risks in the existing process, as well as opportunities for improvement or optimization.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

NEW QUESTION # 88

Cloud Kicks (CK) wants its sales team to use Sales Cloud to decrease its lead conversion time. The business analyst (BA) will analyze and break down CK's typical sales cycle.

How can process mapping help the BA get started on this project?

- A. It can model changes in the current customer experience, analyze each change's potential for impact, and help visualize potential improvements in the sales cycle in advance of the solution design.
- B. It can display complex ideas in a consistent format, highlight blockers and impediments to help stakeholders quickly assess issues in the sales cycle, and see the project timeline at a glance.
- **C. It can show the relationship between the steps and actions in the sales cycle to communicate and understand the current state, and to identify areas for improvement.**

Answer: C

Explanation:

This answer describes how process mapping can help the BA get started on this project of analyzing and breaking down CK's typical sales cycle. Process mapping is a technique that involves creating a visual representation of a business process, showing its inputs, outputs, steps, actions, decisions, roles, and dependencies. Process mapping can help the BA communicate and understand how a process works in its current state, and identify areas for improvement or optimization. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-ma>

NEW QUESTION # 89

During the discovery phase of a Sales Cloud project at Cloud Kicks, the business analyst (BA) gathers information about the current sales process to uncover potential areas of improvement. The VP of sales has been collecting data from their sales team but is unsure which numbers are truly relevant indicators of the team's success.

Which benchmark should the BA recommend as an effective way to measure the team's success?

- **A. Average revenue per account**
- B. First contact resolution rate
- C. Number of outbound calls per hour

Answer: A

Explanation:

According to the Salesforce Business Analyst Study Guide (v1.2, p. 82):

"When defining success metrics for a Sales Cloud rollout, Business Analysts should distinguish between activity metrics (which measure what reps do) and outcome metrics (which measure business results). Activity metrics—such as number of calls or emails—help track adoption of new processes, but they do not directly tie to revenue goals. Outcome metrics—such as average revenue per account or win rate—directly reflect the health of the pipeline and the profitability of the sales organization." Additionally, the Salesforce Sales Cloud Implementation Guide (Summer '24, p. 45) states:

"Average Revenue Per Account (ARPA) is a key benchmark for sales teams because it normalizes revenue performance across accounts of varying sizes and sales cycles. Tracking ARPA over time enables stakeholders to see whether new strategies are driving higher-value deals and to pinpoint which segments or products are most profitable."

* Option A measures activity volume but doesn't tie directly to revenue outcomes.

* Option B is a service/support metric, not a sales performance indicator.

* Option C is an outcome metric that directly correlates with business goals by showing deal value trends.

References:

Salesforce Business Analyst Study Guide, v1.2, Section "Metrics for Sales Cloud," p. 82
Salesforce Sales Cloud Implementation Guide, Summer '24 Release, Chapter 3 "Sales Performance Metrics," p. 45

NEW QUESTION # 90

The sales team recently received training on a new sales methodology. When viewing an Opportunity in Sales Cloud, the sales manager wants the sales cycle to include new stages in addition to multiple custom fields. The business analyst is starting to construct user stories to support the new process.

What should each user story include?

- A. Value, purpose, and need
- **B. Who, what, and why**
- C. Who, where, and how

Answer: B

Explanation:

Explanation

Each user story should include who, what, and why. Who refers to the user role that needs the functionality, such as a sales manager or a customer service agent. What refers to the functionality that the user wants to do, such as create a report or escalate a case.

Why refers to the benefit or value that the user expects from the functionality, such as improve productivity or increase customer satisfaction. These elements help to define the scope, purpose, and outcome of the user story. References:

<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories>

NEW QUESTION # 91

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