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## WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q111-Q116):

### NEW QUESTION # 111

How should a marketing consulting firm perform a cluster analysis for a new granola bar?

- A. Determine the reasons for consumer granola bar purchases
- B. Determine whether there are any granola bar sales trends
- **C. Determine the different segments or groups to target**
- D. Determine competitor benchmarks and forecasts for comparison

**Answer: C**

### NEW QUESTION # 112

Amusement Park W is in California. Amusement Park X is in Texas. A survey asks 1,000 people living in California if they prefer Amusement Park W or X.

Which problem exists with this survey?

- A. Random error
- **B. Systematic error**
- C. Information bias
- D. Measurement bias

**Answer: B**

Explanation:

The primary problem with this survey is systematic error, which occurs when the data collection process consistently favors certain outcomes due to flawed design. In data-driven decision making, systematic error arises when a sampling method introduces bias that skews results in a predictable direction.

In this scenario, surveying only people living in California creates a location-based bias. Respondents are far more likely to prefer Amusement Park W because it is geographically closer, more familiar, and more accessible than Amusement Park X in Texas. This bias does not occur randomly; instead, it systematically influences responses toward one option, making the results unreliable for comparing overall preferences between the two parks.

Random error would involve unpredictable variation, which is not the issue here. Measurement bias relates to how questions are asked or measured, and information bias concerns inaccurate or misleading data reporting.

The core issue is the non-representative sample, which violates the principle of unbiased data collection.

Data-driven decision making emphasizes that valid conclusions require representative samples. Because the survey design inherently favors one outcome, the results cannot be generalized, making systematic error the correct answer.

### NEW QUESTION # 113

A normally distributed data index of vehicle safety ratings has a mean of 100 and a standard deviation of 15.

What is the probability that a randomly selected vehicle safety score from the data set will be between 85 and 115?

- A. 99.7%
- **B. 68.8%**
- C. 95.4%
- D. 100%

**Answer: B**

Explanation:

The interval from 85 to 115 is exactly one standard deviation below and above the mean, since the mean is 100 and the standard deviation is 15. In a normal distribution, the empirical rule states that approximately 68 percent of observations fall within one standard deviation of the mean, about 95 percent fall within two standard deviations, and about 99.7 percent fall within three standard deviations. Because the range 85 to 115 corresponds to  $\text{mean} \pm 1$  standard deviation, the probability of selecting a score in that range is about 68 percent. Among the available options, 68.8 percent is the correct choice and best represents this probability.

The other values correspond to wider intervals: 95.4 percent is associated with two standard deviations and 99.7 percent with three. A value of 100 percent would imply every possible score lies in that range, which is not true for a normal distribution. Therefore, the correct answer is 68.8 percent because the question describes the one-standard-deviation interval around the mean.

### NEW QUESTION # 114

A digital marketing manager wants to determine whether conversion rates from the company's latest email campaign are about the same as the industry average or significantly different. Which statistical concept should be used to measure the data set?

- A. Median
- **B. Standard deviation**
- C. Mean
- D. Bell curve

**Answer: B**

Explanation:

To determine whether the campaign's conversion rates are about the same as the industry average or significantly different, the manager must consider not only the average value but also how much variation exists in the data. Standard deviation is the measure that captures the spread or variability of the data around the mean. This makes it essential when evaluating whether an observed conversion rate is unusually high, unusually low, or within a normal expected range compared with the industry. The mean gives the central average, but by itself it does not show whether a result is significantly different. The median identifies the middle value, which is useful in skewed data but not sufficient for judging statistical difference in this context. A bell curve describes the shape of a normal distribution rather than serving as the core numerical measure needed here. Since the question is about determining whether results differ meaningfully from an average benchmark, standard deviation is the most appropriate concept among the options provided.

#### **NEW QUESTION # 115**

An analyst used multiple linear regression to show how a big box store's sales ( $y$ ) are predicted by the big box store's advertising expenditure in dollars (variable  $x_1$ ) and the advertising expenditure in dollars of a specialty store (variable  $x_2$ ) in the same market. The estimated regression is  $y = 651.57 + 92.30x_1 - 26.89x_2$ . How are advertising expenditures and sales related in this scenario?

- A. If the big box store increases its advertising expenditures, its sales will decrease.
- B. If the big box store decreases its advertising expenditures, it will decrease the big box store's sales.
- **C. If the specialty store increases its advertising expenditures, it will decrease the big box store's sales.**
- D. If the big box store decreases its advertising expenditures, its sales will increase.

**Answer: C**

Explanation:

The regression equation shows how each advertising variable is related to the big box store's sales while holding the other variable constant. The coefficient for  $x_1$ , the big box store's advertising, is positive 92.30.

This means that when the big box store increases its own advertising expenditure, predicted sales increase.

The coefficient for  $x_2$ , the specialty store's advertising, is negative 26.89. This means that as the specialty store spends more on advertising, the big box store's predicted sales decrease. Therefore, the relationship described in option A is correct. Options C and D incorrectly reverse the meaning of the positive coefficient on the big box store's own advertising. Option B is directionally true in a general sense, but the clearest direct interpretation from the equation is the negative effect of the specialty store's advertising on big box store sales, which is exactly stated in option A. Multiple regression allows analysts to isolate these effects and interpret how changes in each predictor influence the dependent variable. Thus, the correct answer is that if the specialty store increases its advertising expenditures, it will decrease the big box store's sales.

#### **NEW QUESTION # 116**

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