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## WGU C207 Data Driven Decision Making Module 2 Latest 2023 Rated A

Which of the following is NOT an application of statistics in business?

- a Determine the internet advertiser that will reach the most people from extensive page view data.
- b Determine a target market based on information on household incomes throughout the country.
- c Predict trends in certain investments of big companies from previous results of Fortune 100 companies.
- d Forecast likelihood of board of director decisions from previous voting habits. ✓✓d Forecast likelihood of board of director decisions from previous voting habits.

Although this might be in a business context, this is the use of statistics in politics. The other three examples are applications of statistics in business.

Bethany notices that her husband is wearing a blue sweater on Tuesday. She cannot remember what he has worn previous Tuesdays. The next Tuesday she notices he is wearing another blue sweater. She concludes that if it is Tuesday, he will wear a blue sweater having data from her experiment to support this. What is the flaw with this experiment?

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## WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q23-Q28):

### NEW QUESTION # 23

When researchers are studying the effect of new drug treatments on patients, bias can be introduced by patients if they are aware of who receives the placebo.

Which type of research design eliminates this type of bias?

- A. Prospective cohort study
- **B. Blind study**
- C. Observational study
- D. Time series study

**Answer: B**

Explanation:

A blind study is specifically designed to eliminate bias that occurs when participants are aware of treatment assignments. In data-driven decision making and experimental research, patient awareness of receiving a placebo or treatment can influence reported symptoms, perceived effectiveness, and behavior, thereby biasing results.

In a blind study, participants do not know whether they are receiving the treatment or the placebo. This prevents expectations or beliefs from influencing outcomes and ensures that observed effects are attributable to the treatment itself rather than psychological or behavioral factors.

Observational studies and prospective cohort studies do not involve controlled assignment of treatments and therefore cannot eliminate this type of bias. Time series studies analyze data over time but do not address participant awareness of treatment allocation.

By preventing patients from knowing their treatment group, blind studies improve internal validity and support more accurate causal inference. Therefore, the correct answer is D, blind study.

### NEW QUESTION # 24

Which performance metric simultaneously accounts for financial, customer, internal process, and learning metrics?

- **A. Balanced scorecard**
- B. Balance sheet
- C. Income statement
- D. Customer complaint report

**Answer: A**

Explanation:

The balanced scorecard (BSC) is a performance management framework that simultaneously accounts for financial, customer, internal process, and learning and growth metrics. In data-driven decision making, the balanced scorecard provides a holistic view of organizational performance rather than focusing on a single dimension of success.

Financial metrics assess profitability and sustainability, customer metrics evaluate satisfaction and loyalty, internal process metrics examine operational efficiency, and learning and growth metrics focus on employee development and innovation. By integrating these perspectives, the balanced scorecard ensures alignment between day-to-day operations and long-term strategic goals.

Customer complaint reports, income statements, and balance sheets each address only one aspect of performance. They do not provide the multi-dimensional insight necessary for strategic decision-making.

Therefore, the correct answer is A, balanced scorecard.

### NEW QUESTION # 25

What is a basic assumption of a z-score?

- **A. Outlier data points are critical to a z-score calculation.**

- B. The mean is equal to zero with a standard deviation of 1.
- C. Outlier data points must be eliminated from a z-score calculation.
- D. The mean is equal to zero with a standard deviation of 2.

**Answer: B**

Explanation:

A z-score standardizes a value by expressing how many standard deviations it lies from the mean. A fundamental assumption of z-score analysis in data-driven decision making is that the data can be transformed to a standard normal distribution with a mean of zero and a standard deviation of one.

This transformation allows analysts to compare values from different distributions on a common scale and to calculate probabilities using the standard normal table. The formula for a z-score subtracts the mean from the observed value and divides by the standard deviation, resulting in this standardized distribution.

Outliers are not eliminated by default in z-score calculations; instead, z-scores are often used to identify outliers. A standard deviation of 2 is incorrect and would not represent a standardized distribution.

Therefore, the correct answer is A, reflecting the core assumption underlying z-score usage.

### NEW QUESTION # 26

The daily sales from a salon are normally distributed with a mean of \$1,500 and a standard deviation of \$250.

The salon owner notices that sales were \$750 on a particular day.

Why should the owner be concerned about sales based on this scenario?

- A. Sales of \$750 are outside three standard deviations of the mean.
- B. Sales of \$750 are within three standard deviations of the mean.
- C. Sales of \$750 are two standard deviations of the mean.
- D. Sales of \$750 are within two standard deviations of the mean.

**Answer: A**

Explanation:

In a normal distribution, most observations fall within three standard deviations of the mean. This principle is central to data-driven decision making and statistical process control. Values outside this range are considered highly unusual and may indicate an underlying problem.

Here, the mean is \$1,500 and the standard deviation is \$250. Three standard deviations below the mean equals \$750 ( $\$1,500 - 3 \times \$250$ ). Sales of exactly \$750 fall at the extreme lower boundary, indicating an unusually low sales day.

Such an outcome signals a potential anomaly that warrants investigation, such as operational issues, staffing shortages, or external disruptions. Values this far from the mean occur very infrequently in normal conditions.

Therefore, the owner should be concerned because sales of \$750 are outside the typical operating range, making option C the correct answer.

### NEW QUESTION # 27

The U.S. Postal Service wants to know if local first-class mail is being delivered within two days of postmark.

Which key performance indicator (KPI) should the Postal Service use?

- A. Incentive performance rate
- B. On-time performance
- C. Customer satisfaction
- D. Employee morale index

**Answer: B**

Explanation:

On-time performance is the most appropriate KPI for measuring whether mail is delivered within a specified timeframe. In data-driven decision making, KPIs must align directly with operational objectives.

The Postal Service's goal is to assess delivery timeliness. On-time performance measures the percentage of mail delivered within the expected service standard, making it a direct and objective indicator.

Customer satisfaction and employee morale provide valuable insights but do not directly measure delivery speed. Incentive performance rate is unrelated to delivery outcomes.

Therefore, the correct answer is B, on-time performance.

## NEW QUESTION # 28

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