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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q18-Q23):

NEW QUESTION # 18

A healthcare organization implements a campaign to improve patient satisfaction during recent stays. The average patient satisfaction before the campaign is $M = 4.20$, $SD = 3.0$. Six months after the new campaign, the average patient satisfaction is $M = 1.5$, $SD = 2.0$.

Which action should the hospital management team take?

- A. Discontinue the campaign because patient satisfaction declined from baseline to six months following the campaign introduction

- B. Continue the campaign because there was an increase in patients that came to the hospital during the six months
- C. Continue the campaign because patient satisfaction significantly increased from baseline to six months following the campaign introduction
- D. Change the campaign because it worked initially but is no longer effective

Answer: A

Explanation:

Data-driven decision making requires comparing outcomes before and after an intervention to assess effectiveness. In this scenario, the mean patient satisfaction score declined from 4.20 to 1.5 following implementation of the campaign, indicating a substantial decrease in satisfaction.

Despite the reduced standard deviation, the large drop in the mean suggests the campaign did not achieve its intended goal and may have negatively affected patient experience. Continuing or modifying the campaign is not justified without evidence of initial improvement or external factors explaining the decline.

Management decisions must be grounded in outcome data rather than assumptions or unrelated metrics such as patient volume.

Ethical and effective use of statistics requires discontinuing interventions that demonstrably worsen outcomes.

Therefore, the correct action is to discontinue the campaign, making option A the correct answer.

NEW QUESTION # 19

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 # 20

Which term describes a response that appears the greatest number of times compared to other responses in a survey?

- A. Median
- B. Outlier
- **C. Mode**
- D. Mean

Answer: C

Explanation:

The mode is the value that appears most frequently in a dataset. In data-driven decision making, it is particularly useful for analyzing categorical or discrete survey data.

The median represents the middle value, the mean is the average, and outliers are extreme values. Because the question asks for the most frequently occurring response, the correct answer is A, mode.

NEW QUESTION # 21

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

Answer: D

Explanation:

Cluster analysis is an unsupervised learning technique used to group observations based on similarity. In data-driven decision making, it is commonly used for market segmentation, allowing firms to identify distinct customer groups with similar preferences or behaviors.

For a new granola bar, cluster analysis helps determine which consumer segments exist, such as health-conscious buyers, convenience-focused consumers, or price-sensitive shoppers. This enables targeted marketing strategies and product positioning. Understanding reasons for purchase requires survey or causal analysis, not clustering. Competitor benchmarking and trend analysis involve different analytical techniques.

Therefore, the correct answer is B, determining different segments or groups to target.

NEW QUESTION # 22

What is an omission error?

- A. When data is inaccurate
- B. When crucial data is missing
- C. When not all the data has been reviewed
- D. When data contains outliers

Answer: B

Explanation:

An omission error occurs when crucial data is missing from a dataset, which can significantly compromise the quality of analysis and decision-making. In data-driven decision making, omission errors are a serious concern because missing information can lead to biased results, incorrect interpretations, and flawed conclusions.

Omission errors may arise during data collection, data entry, or data integration processes. For example, failing to record customer demographics, transaction values, or time periods can distort descriptive statistics and weaken predictive models. Unlike inaccuracies, which involve incorrect values, omission errors involve the absence of necessary data altogether.

Outliers represent extreme values and are not omission errors. Similarly, failing to review all data is a process issue rather than a data-quality error definition. Inaccurate data refers to incorrect or erroneous values, not missing ones.

Effective data quality management emphasizes identifying and correcting omission errors through validation rules, completeness checks, and data audits. In data-driven decision making, ensuring that all relevant data is captured is essential for producing reliable insights and supporting sound business decisions. Therefore, the correct answer is D, as an omission error occurs when crucial data is missing.

NEW QUESTION # 23

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