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### WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q42-Q47):

#### NEW QUESTION # 42

A manager has been assigned to manage a digital marketing analytics team. The manager tasks the team with determining similarities among existing customers in the company's database, such as similarities in products purchased, location, and the average amount spent per order among existing customers.

Which type of activity will help the team accomplish this task?

- A. Regression analysis
- B. Linear programming
- C. Touchpoint analysis
- D. Data mining

**Answer: D**

Explanation:

Data mining is the appropriate activity for identifying patterns, similarities, and relationships within large datasets. In data-driven decision making, data mining techniques such as clustering and association analysis are commonly used to segment customers based on behavior and characteristics.

The task described involves uncovering hidden patterns across multiple variables, which aligns directly with data mining objectives. Linear programming focuses on optimization, regression predicts outcomes, and touchpoint analysis examines customer interactions rather than similarities.

Therefore, the correct answer is A, data mining.

#### **NEW QUESTION # 43**

What results from starting an analysis with flawed data?

Choose 2 answers.

- **A. More time is spent managing data than analyzing data.**
- B. Spreadsheets must be used to increase the likelihood of analyzing the flawed data.
- C. Data must be put in a table or a chart so that errors can be more easily detected.
- **D. Missing data tend to skew the results of the analysis.**

**Answer: A,D**

Explanation:

Starting an analysis with flawed data significantly undermines the effectiveness of data-driven decision making. One major consequence is that more time is spent managing data than analyzing data. Analysts must devote substantial effort to cleaning, validating, and correcting errors before meaningful analysis can occur, delaying insights and increasing costs.

Another critical result is that missing data tend to skew the results of the analysis. Incomplete data can distort averages, trends, and statistical relationships, leading to biased conclusions and unreliable decisions.

This is especially problematic in predictive and inferential analytics, where assumptions about data completeness are essential. Using spreadsheets or placing data in charts does not inherently result from flawed data, nor does it resolve data quality issues. While visualization can help identify errors, it is not a direct outcome of starting with flawed data.

Data-driven decision making emphasizes that poor-quality input leads to poor-quality output. Ensuring data accuracy and completeness before analysis is essential for producing valid insights. Therefore, the correct answers are B and D.

#### **NEW QUESTION # 44**

What is an appropriate management use of statistics?

- A. Justifying organizational decisions after they have been implemented
- B. Implementing changes based on customer survey response rate
- **C. Understanding the demographics of customers**
- D. Ordering product for a region based on one store

**Answer: C**

Explanation:

An appropriate management use of statistics is **understanding the demographics of customers**, which supports informed, proactive decision-making. Data-driven decision making emphasizes using statistical analysis to explore patterns, characteristics, and trends that help organizations better understand their customers and markets.

Analyzing customer demographics such as age, income, location, and preferences allows managers to segment markets, tailor products, improve services, and allocate resources effectively. This use of statistics is descriptive and diagnostic in nature and directly supports strategic planning.

Ordering products for an entire region based on data from a single store is inappropriate due to lack of representativeness. Justifying decisions after implementation reflects misuse of statistics, as analytics should inform decisions beforehand, not rationalize them after the fact. Implementing changes solely based on survey response rate ignores the content and validity of responses.

Ethical data-driven decision making requires that statistics be used responsibly, transparently, and with appropriate context.

Therefore, the correct answer is **A**, as understanding customer demographics represents a proper and effective use of statistics by management.

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### NEW QUESTION # 45

Research data indicate 95% confidence in a study in which subjects who were shown a product advertisement exhibited brand awareness compared to a control group who did not see the advertisement. What can be concluded from this study?

- A. The advertisement was effective in building brand awareness.
- B. Ninety-five percent of the subjects liked the brand.
- C. Five percent of the subjects did not like the advertisement.
- D. The advertisement was effective in increasing sales.

**Answer: A**

Explanation:

A 95% confidence result indicates a statistically significant difference between groups. Since the measured outcome is brand awareness, the correct conclusion is that the advertisement was effective in increasing brand awareness. Confidence levels do not measure sales, preference, or dislike. Therefore, the correct answer is B.

### NEW QUESTION # 46

Which analytic used in healthcare is calculated as a proportion of new cases compared to person-time units?

- A. Cumulative incidence
- B. Morbidity rate
- C. Incidence rate
- D. Prevalence

**Answer: C**

Explanation:

The incidence rate is a healthcare analytic calculated as the number of new cases of a condition divided by person-time units at risk. In data-driven decision making, this metric is essential for understanding how quickly new cases occur within a population over time. Person-time accounts for both the number of individuals and the duration they are observed, making the incidence rate particularly useful when populations are dynamic or when observation periods vary. This distinguishes incidence rate from cumulative incidence, which measures new cases over a fixed population and time period without person-time adjustment.

Prevalence measures existing cases at a point in time, and morbidity is a broader term describing illness burden rather than a specific rate calculation.

Because the question explicitly references new cases compared to person-time units, the correct answer is B, incidence rate.

### NEW QUESTION # 47

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