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1. (Quiz 5) 1. A Charity is evaluating the effectiveness of its annual walk promotional campaign, in increasing walk participants and donations. What is the appropriate tool for evaluating performance?

- A) Management by objectives
- B) Results-based management
- C) Balanced scorecard
- D) Key Performance Dashboard

...Ans>> B

2. (Quiz 5) 2. An online ActiveWear retailer wants to use their last year's sales to evaluate consumer trends before ordering merchandise for fall season. What process should they use to discover consumer purchasing patterns?

- A) Hypothesis testing
- B) Linear programming

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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q70-Q75):

NEW QUESTION # 70

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

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

Answer: D

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 # 71

What results from starting an analysis with flawed data?

Choose 2 answers.

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

Answer: A,B

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 # 72

What are two benefits of good data quality management in improving business decision-making?

Choose 2 answers.

- A. It ensures there are no missing data points.
- B. It mitigates undetected errors from the data-entry process.
- C. It begins the statistical process faster.
- D. It guarantees that a sample will be statistically significant.

Answer: A,B

Explanation:

Good data quality management plays a critical role in improving business decision-making by ensuring that data is accurate, complete, and reliable. One key benefit is that it ensures there are no missing data points, which helps maintain data completeness. Missing data can distort results, reduce analytical power, and lead to incorrect conclusions, especially in descriptive and inferential statistics.

Another important benefit is that data quality management mitigates undetected errors from the data-entry process. Errors such as duplicate entries, incorrect values, or inconsistent formats can significantly bias analysis if left unnoticed. Through validation checks, cleaning procedures, and governance standards, organizations reduce the risk of flawed insights.

While good data quality supports better analysis, it does not guarantee statistical significance, as significance depends on sample size, variability, and study design. Similarly, it does not necessarily make the statistical process faster; in fact, data cleaning can be time-consuming. However, it improves the accuracy and trustworthiness of outcomes.

In data-driven decision making, high-quality data is essential because decisions are only as good as the data used to support them. Therefore, the correct answers are A and D.

NEW QUESTION # 73

A researcher seeks to pass a bond issue and asks a sample of respondents who have a bachelor's degree if they are voting in favor of the bond because it would be beneficial to the county.

Which type of error does this represent?

- A. Faulty operationalization
- B. Confusion of association and causality
- C. Response bias
- D. Selection bias

Answer: D

Explanation:

This scenario represents **selection bias**, which occurs when a sample is not representative of the population being studied. In data-driven decision making, valid conclusions depend on collecting data from a sample that accurately reflects the broader population.

By surveying only respondents with a bachelor's degree, the researcher systematically excludes other segments of the population who may have different opinions about the bond issue. Educational attainment may influence voting behavior, making the sample biased toward a particular viewpoint. As a result, the findings cannot be generalized to the entire voting population.

While the wording of the question may be persuasive, the primary statistical error is the **non-random and restricted selection of respondents**. Response bias relates to how participants answer questions, whereas this issue arises before responses are even collected. Faulty operationalization and confusion of causality are not applicable here.

Data-driven decision making stresses ethical sampling practices to avoid misleading conclusions. Therefore, the correct answer is **D**, selection bias.

NEW QUESTION # 74

A hospital is restructuring its business and administrative functions.

Which component of service delivery could be analyzed with a data analytics approach to help determine whether the hospital is adequately staffed for each shift?

- A. Patient-to-staff ratios
- B. Staff productivity levels
- C. Staff education levels
- D. Patient satisfaction levels

Answer: A

Explanation:

Patient-to-staff ratios are a critical analytic measure for determining whether a hospital is adequately staffed for each shift. In data-driven decision making, staffing adequacy is best assessed by examining workload demand relative to available personnel.

Patient-to-staff ratios directly reflect how many patients each staff member is responsible for during a given shift. High ratios may indicate understaffing, increased risk of burnout, and reduced quality of care, while lower ratios suggest more manageable workloads and better patient outcomes.

Staff productivity levels measure efficiency but do not directly capture demand. Education levels reflect qualifications rather than staffing sufficiency. Patient satisfaction is an outcome metric and may be influenced by many factors beyond staffing levels.

By analyzing patient-to-staff ratios across shifts, hospital administrators can identify imbalances, allocate resources more effectively, and improve operational efficiency. Therefore, the correct answer is B.

NEW QUESTION # 75

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