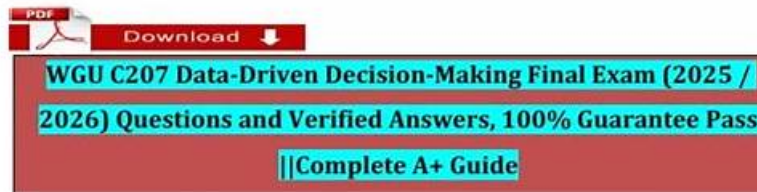


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1. An online retailer selling workout apparel has a large increase in sales during December and declares that their weekly newspaper ad resulted in higher sales. What misuse of statistics may the retailer have used in making this decision?

- a. Conscious Bias
- b. Missing Data
- c. Association and Causation
- d. Small Sample Size

Ans: c

2. An educator collects eighth grade math scores from a local school and used this data to recommend curriculum changes for grades 8 - 12. What misuse of statistics may the educator have used in making this recommendation?

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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q31-Q36):

NEW QUESTION # 31

A patient satisfaction survey was conducted at Family Practice A. The average rating of online telemedicine visits was 4.5 out of 5, while in-person visits received a 3.0 out of 5.

Which samples should be used to compare the ratings?

- A. Total Family Practice A visits and in-person visits
- B. Total Family Practice A visits and online telemedicine visits
- C. Online ratings of other family practices and online ratings for all Family Practice A visits
- **D. Online Family Practice A telemedicine visits and in-person Family Practice A visits**

Answer: D

Explanation:

To make a valid comparison in data-driven decision making, samples must be comparable and drawn from the same population, differing only in the factor being evaluated. In this case, the goal is to compare patient satisfaction between online telemedicine visits and in-person visits at Family Practice A.

Using online Family Practice A telemedicine visits and in-person Family Practice A visits ensures that both samples come from the same organization, patient base, and survey methodology. This controls for external factors such as practice standards, demographics, and survey design, allowing differences in ratings to be attributed to the visit type rather than unrelated variables. Comparing total visits to only one visit type introduces imbalance. Including other family practices introduces external variation and invalidates the comparison. Data-driven decision making stresses consistency and relevance in sample selection to ensure accurate conclusions.

Therefore, the correct answer is D, as it uses comparable samples that isolate the variable of interest.

NEW QUESTION # 32

What are random errors caused by?

- A. An instrument that needs calibration
- B. Respondents favoring certain outcomes
- **C. Unpredictable fluctuations in readings**
- D. Biased data

Answer: C

Explanation:

Random errors are caused by unpredictable fluctuations that occur naturally in measurement, observation, or recording processes. These errors are not consistently in one direction and do not systematically push results higher or lower. Instead, they introduce variability that can make repeated measurements differ slightly even when conditions seem similar. Examples include minor environmental changes, momentary variations in instrument sensitivity, normal human reaction differences, or small observational inconsistencies. Because random errors are unsystematic, they tend to average out over a large number of observations, although they still reduce precision. By contrast, an instrument that needs calibration is more closely associated with systematic error, because it may consistently overstate or understate measurements. Respondents favoring certain outcomes and biased data also reflect systematic forms of bias rather than random variation. In statistics and quality measurement, distinguishing between random error and systematic error is important because each requires a different response. Random error is mainly addressed through repetition, sample size, and statistical controls, whereas systematic error must be corrected at the source. Therefore, the correct cause of random errors is unpredictable fluctuations in readings.

NEW QUESTION # 33

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. Selection bias**
- C. Response bias
- D. Confusion of association and causality

Answer: B

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 # 34

An entrepreneur wants to start a boutique cupcake business based on family recipes shared for three generations. The entrepreneur knows the required costs associated with rent, supplies, utilities, and hourly wages and wants to determine how many cupcakes they need to sell to generate a profit.

Which technique should be used to analyze this data?

- **A. Break-even analysis**
- B. Crossover analysis
- C. Regression
- D. T-test

Answer: A

Explanation:

Break-even analysis is the appropriate technique for determining the number of units that must be sold to cover all fixed and variable costs. In data-driven decision making, break-even analysis is widely used for pricing, production, and startup feasibility decisions. In this scenario, the entrepreneur already knows fixed costs such as rent and utilities, as well as variable costs like supplies and hourly wages. Break-even analysis calculates the point at which total revenue equals total cost, meaning profit is zero. Any sales beyond this point result in profit.

Crossover analysis is not a standard financial technique, t-tests are used to compare means, and regression analysis is used to predict outcomes based on relationships between variables rather than identify cost-revenue thresholds.

By applying break-even analysis, the entrepreneur can determine the minimum number of cupcakes required to sustain the business and make informed operational decisions. Therefore, the correct answer is **A**.

NEW QUESTION # 35

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 increasing sales.
- **B. The advertisement was effective in building brand awareness.**

- C. Five percent of the subjects did not like the advertisement.
- D. Ninety-five percent of the subjects liked the brand.

Answer: B

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 # 36

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I've written up two of those case studies, with more to come, on my blog. These Data-Driven-Decision-Making findings are particularly distressing given that the report points out that Gaining and keeping customers remain the top marketing goals for small businesses.

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