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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 (Q24-Q29):

NEW QUESTION # 24

A retail manager collected the following sales-receipt totals from the store's cashiers:

\$25, \$22, \$48, \$42, \$32, \$28, \$24, \$54, \$34, \$41, \$48

What is the median of this sales-receipt data?

- A. \$41
- B. \$48
- C. \$34
- D. \$25

Answer: C

Explanation:

The median is the middle value of a dataset when the data is arranged in ascending order. It is a key descriptive statistic used in data-driven decision making because it is resistant to extreme values.

First, sort the data in ascending order:

22, 24, 25, 28, 32, 34, 41, 42, 48, 48, 54

There are 11 values in total, so the median is the 6th value. The 6th value is \$34, making it the median.

The median provides insight into the typical transaction size without being influenced by unusually large receipts. Therefore, the correct answer is B.

NEW QUESTION # 25

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. Touchpoint analysis
- C. Linear programming
- 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 # 26

A hospital hires a third-party company to train its surgery team on the latest techniques and assess the team's current procedures in the operating room.

Which results-based management (RBM) stage is represented in this scenario?

- A. Outcome
- **B. Activities**
- C. Output
- D. Input

Answer: B

Explanation:

In results-based management (RBM), activities represent the actions undertaken to achieve desired outputs and outcomes. In data-driven decision making, activities include training, assessments, and implementation efforts.

Hiring a third-party company to train staff and assess procedures is an action being performed, not the result of that action. Inputs would include funding or resources, outputs would be trained staff or reports, and outcomes would reflect improved surgical performance.

Therefore, the correct answer is D, activities.

NEW QUESTION # 27

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

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

Answer: D

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 # 28

What is the primary goal of Six Sigma?

- A. Furthering a commitment to the SIPOC process
- B. Demonstrating strong management leadership
- **C. Fostering a commitment to continuous improvement**
- D. Providing collaborative planning, forecasting, and replenishment

Answer: C

Explanation:

The primary goal of Six Sigma is to foster a commitment to continuous improvement by systematically reducing defects and process variation. In data-driven decision making, Six Sigma uses statistical methods to improve quality, efficiency, and consistency across organizational processes.

Six Sigma emphasizes disciplined problem-solving through data analysis, root-cause identification, and process control. While reducing defects to 3.4 per million opportunities is a hallmark metric, the broader objective is embedding continuous improvement into organizational culture.

SIPOC is a supporting tool, leadership is a contributing factor, and collaborative planning, forecasting, and replenishment relates to supply chain management, not Six Sigma's core purpose.

Therefore, the correct answer is D.

NEW QUESTION # 29

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