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Snowflake SnowPro Advanced: Data Analyst Certification Exam Sample Questions (Q101-Q106):

NEW QUESTION # 101

You are analyzing website traffic data stored in a Snowflake table named 'page views'. The table has columns 'user id', 'page_url', and 'timestamp'. You need to identify users who visited a specific sequence of pages ('/home', '/products', '/cart', '/checkout') within a 5-minute window. Which analytic function and additional Snowflake features would be MOST efficient and accurate to achieve

this?

- A. Use LAST VALUE and FIRST VALUE along with CASE statements, ordering by timestamp for each user, followed by joining the table to itself four times to find the page sequence.
- B. Use to check previous page visits, ordered by 'timestamp' within each 'user_id', and then filter based on the sequence. Create a user-defined function (UDF) in Python to handle the 5-minute window logic.
- C. Create a stored procedure that iterates through each user's page views, sorted by timestamp, checking for the page sequence within the 5-minute window.
- **D. Use 'LEAD and 'LAG' functions to check the next and previous page visits, ordered by 'timestamp' within each , then use a 'QUALIFY' clause with conditional statements to identify the correct sequence and timeframe.**
- E. Use 'SESSIONIZE' to define user sessions based on a 5-minute inactivity gap. Then, use window functions to identify users who visited all four specified pages within the same session. This requires Snowflake Enterprise Edition.

Answer: D

Explanation:

Option B is the most efficient and accurate. Using LEAD and LAG allows direct comparison of adjacent events in time, and the QUALIFY clause provides a concise way to filter based on complex conditions. Sessionize is also valid in Enterprise Edition. While UDFs (A) and stored procedures (D) are possible, they are generally less performant than SQL analytic functions. Option E, self-joining the table multiple times, would be inefficient and difficult to maintain.

NEW QUESTION # 102

A marketing team wants to understand the impact of their campaigns on website traffic and conversions. You have the following tables in Snowflake: sCAMPAIGN PERFORMANCE: 'CAMPAIGN ONT), (DATE), 'CLICKS' (INT), 'IMPRESSIONS' (INT), 'COST (NUMBER) 'DATE' (DATE), 'PAGE_VIEWS' ONT), (INT) 'CONVERSIONS' 'DATE (DATE), ONT), (NUMBER) Which SQL query and visualization technique would be most suitable for identifying the correlation between campaign spend and website conversions over time, allowing the team to quickly identify campaigns with a high return on investment (ROI)?

- A. A simple bar chart showing total clicks per campaign ID, generated from a query that joins 'CAMPAIGN PERFORMANCE with 'WEBSITE _ TRAFFIC' on the DATE column.
- **B. A line chart displaying 'COST from 'CAMPAIGN PERFORMANCE, from 'WEBSITE TRAFFIC, and 'CONVERSION COUNT from 'CONVERSIONS' over time (' DATE), joined on the 'DATE column, with a calculated ROI metric displayed as a separate line on the same chart. The query uses a common table expression (CTE) to first calculate daily ROI.**
- C. A scatter plot visualizing the relationship between 'COST' from 'CAMPAIGN PERFORMANCE and 'CONVERSION COUNT from 'CONVERSIONS', aggregated by 'DATE and calculated ROI, generated from a query using window functions to compute cumulative sums and moving averages.
- D. Three separate pie charts, one showing the percentage of clicks per campaign, one showing the percentage of impressions per campaign, and one showing the percentage of conversions per campaign.
- E. An excel Pivot table from exported data from all these tables which uses the data points required.

Answer: B

Explanation:

Option D is the most effective. A line chart plotting cost, unique visitors, and conversion count over time allows for visual identification of trends and correlations. Displaying ROI on the same chart provides a direct measure of campaign effectiveness. The CTE helps organize the ROI calculation. Option B, while useful, doesn't explicitly show the temporal relationship. Options A and C offer limited insights into ROI. Exporting and using Excel (E) is not scalable or efficient for dynamic analysis.

NEW QUESTION # 103

What role do secure views play in data analysis practices?

- A. They don't impact data security but significantly enhance query performance.
- B. They prevent the creation of materialized views.
- C. Secure views limit access to data, hindering analysis.
- **D. Secure views offer enhanced data security while allowing selective data access.**

Answer: D

Explanation:

Secure views enhance data security by allowing selective data access while benefiting analysis.

NEW QUESTION # 104

You're working with a 'WEB_EVENTS' table in Snowflake that stores user activity data'. The table includes columns like 'USER_ID', 'EVENT_TIMESTAMP', 'EVENT_TYPE' (e.g., 'page_view', 'button_click', 'form_submission'), and 'EVENT_DETAILS' (a VARIANT column containing JSON data specific to each event type). You need to identify users who submitted a specific form ('contact_us') more than 3 times within a 24-hour period. However, you are concerned about data quality, and the 'EVENT_TIMESTAMP' column might contain duplicate entries for the same user and event. Which of the following SQL queries is the MOST robust and efficient way to achieve this in Snowflake, ensuring that duplicate timestamps for the same user and 'contact_us' form submission are not counted multiple times?

```
☐ SELECT USER_ID FROM WEB_EVENTS WHERE EVENT_TYPE = 'form_submission' AND EVENT_DETAILS:form_id = 'contact_us' GROUP BY USER_ID HAVING COUNT( ) > 3;

☐ SELECT USER_ID FROM (SELECT USER_ID, EVENT_TIMESTAMP FROM WEB_EVENTS WHERE EVENT_TYPE = 'form_submission' AND EVENT_DETAILS:form_id = 'contact_us' QUALIFY ROW_NUMBER() OVER (PARTITION BY USER_ID, EVENT_TIMESTAMP ORDER BY EVENT_TIMESTAMP) = 1) GROUP BY USER_ID HAVING COUNT( ) > 3

☐ SELECT USER_ID FROM (SELECT USER_ID, EVENT_TIMESTAMP, ROW_NUMBER() OVER (PARTITION BY USER_ID, EVENT_TIMESTAMP ORDER BY EVENT_TIMESTAMP) as rn FROM WEB_EVENTS WHERE EVENT_TYPE = 'form_submission' AND EVENT_DETAILS:form_id = 'contact_us') WHERE rn = 1 GROUP BY USER_ID HAVING COUNT( ) > 3;

☐ SELECT USER_ID FROM (SELECT USER_ID, DATE(EVENT_TIMESTAMP) as EVENT_DATE FROM WEB_EVENTS WHERE EVENT_TYPE = 'form_submission' AND EVENT_DETAILS:form_id = 'contact_us' GROUP BY USER_ID, DATE(EVENT_TIMESTAMP) HAVING COUNT( ) > 3)

☐ SELECT USER_ID FROM (SELECT USER_ID, EVENT_TIMESTAMP FROM WEB_EVENTS WHERE EVENT_TYPE = 'form_submission' AND EVENT_DETAILS:form_id = 'contact_us' GROUP BY USER_ID, EVENT_TIMESTAMP) QUALIFY COUNT( ) OVER (PARTITION BY USER_ID ORDER BY EVENT_TIMESTAMP ASC ROWS BETWEEN UNBOUNDED PRECEDING AND CURRENT ROW) > 3
```

- A. Option C
- B. Option D
- C. Option A
- D. Option E
- E. Option B

Answer: E

Explanation:

Option B is the most robust and efficient for handling potential duplicate timestamps. Here's why: Inner Query & QUALIFY: The inner query filters for the specific event type ('form_submission') and form ID ('contact_us'). The 'QUALIFY' clause, along with OVER (PARTITION BY USER ID, EVENT_TIMESTAMP ORDER BY EVENT_TIMESTAMP) = 1, efficiently de-duplicates the data. It assigns a row number to each combination of USER_ID and 'EVENT_TIMESTAMP', and only keeps the first occurrence (ROW_NUMBER = 1), thus removing duplicate timestamp entries for the same user. Outer Query & Aggregation: The outer query then groups the de-duplicated data by 'USER_ID' and uses 'HAVING COUNT() >' to identify users who have more than 3 distinct form submissions. Here's why the other options are less suitable: A: This option doesn't handle duplicate timestamps. It will count each duplicate timestamp as a separate form submission, leading to inaccurate results. C: Option C has similar function as option B, however it's slightly less elegant using 'WHERE rn = 1' than using Snowflake's Qualify command D: This Option aggregates to just Date Level and thus doesn't provide a robust solution within a 24 hour Period. E: Option E uses a 'COUNT() OVER' clause that doesn't provide de-duplication of the underlying data, thus a duplicate Event timestamp would be counted twice.

NEW QUESTION # 105

What is the primary benefit of connecting BI tools to Snowflake for dashboard creation?

- A. Simplified data access for all users
- B. Improved data security in dashboards
- C. Seamless integration and data visualization
- D. BI tools restrict dashboard customization

Answer: C

Explanation:

Connecting BI tools to Snowflake enables seamless integration and data visualization in dashboard creation.

NEW QUESTION # 106

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