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Snowflake SnowPro Advanced: Data Analyst Certification Exam Sample Questions (Q64-Q69):

NEW QUESTION # 64

A financial analyst is using Snowflake to forecast stock prices based on historical data'. They have a table named 'STOCK PRICES

with columns 'TRADE DATE (DATE)' and 'CLOSING PRICE (NUMBER). They want to implement a custom moving average calculation using window functions to smooth out short-term fluctuations and identify trends. Specifically, they need to calculate a 7-day weighted moving average, where the most recent day has the highest weight and the weights decrease linearly. Which SQL statement correctly implements this weighted moving average calculation?

```

 SELECT TRADE_DATE, CLOSING_PRICE, AVG(CLOSING_PRICE) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) AS Weighted_MA FROM STOCK_PRICES;

 SELECT TRADE_DATE, CLOSING_PRICE, SUM(CLOSING_PRICE (ROW_NUMBER() OVER (ORDER BY TRADE_DATE DESC))) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) / SUM(ROW_NUMBER() OVER (ORDER BY TRADE_DATE DESC)) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) AS Weighted_MA FROM STOCK_PRICES;

 SELECT TRADE_DATE, CLOSING_PRICE, AVG(CLOSING_PRICE) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW EXCLUDE CURRENT ROW) AS Weighted_MA FROM STOCK_PRICES;

 SELECT TRADE_DATE, CLOSING_PRICE, SUM(CLOSING_PRICE (ROW_NUMBER() OVER (ORDER BY TRADE_DATE ASC))) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) / SUM(ROW_NUMBER() OVER (ORDER BY TRADE_DATE ASC)) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) AS Weighted_MA FROM STOCK_PRICES;

 SELECT TRADE_DATE, CLOSING_PRICE, SUM(CLOSING_PRICE (7 - ROW_NUMBER() OVER (ORDER BY TRADE_DATE DESC) + 1)) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) / SUM(7 - ROW_NUMBER() OVER (ORDER BY TRADE_DATE DESC) + 1) OVER (ORDER BY TRADE_DATE ASC ROWS BETWEEN 6 PRECEDING AND CURRENT ROW) AS Weighted_MA FROM STOCK_PRICES;

```

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

Answer: A

Explanation:

Option E is the correct answer because it accurately calculates the 7-day weighted moving average with linearly decreasing weights. It assigns weights from 7 (most recent) down to 1 (oldest) within the 7-day window. The weight calculation '(7 - ROW_NUMBER() OVER (ORDER BY TRADE DATE DESC) + 1)' ensures the most recent date has a weight of 7, and the weights decrease linearly to 1. The sum of the weighted closing prices is then divided by the sum of the weights to get the weighted average. Other options are incorrect because they either calculate a simple moving average, apply incorrect weights, or have syntactic errors. Option B and D's row_number() is ordered ascending, resulting in the oldest data point having the highest weight.

NEW QUESTION # 65

When summarizing large data sets using Snowsight dashboards, what distinguishes them in handling complex data structures?

- A. Snowsight dashboards only present textual summaries.
- B. They simplify complex data structures for better comprehension.
- C. They limit data representation options for complex structures.
- D. Snowsight dashboards can't handle complex data structures efficiently.

Answer: B

Explanation:

Snowsight dashboards aid in simplifying complex data structures for better comprehension.

NEW QUESTION # 66

You are building a real-time dashboard to monitor website traffic and user behavior for an e-commerce company. The data includes page views, clicks, add-to-carts, and purchases, streamed continuously into Snowflake. You need to visualize the conversion funnel (page views -> clicks -> add-to-carts -> purchases) in real-time and identify drop-off points. Given the following table schema: "sql CREATE OR REPLACE TABLE website_events (event_timestamp TIMESTAMP NTZ, event_type VARCHAR(50), user_id VARCHAR(100), page_url VARCHAR(255)); Which approach, including code snippets, would be the MOST efficient and scalable way to achieve this real-time conversion funnel visualization, taking into account the high volume of streaming data?

- A. Export the 'website_events' data to a message queue (e.g., Kafka) and use a stream processing framework (e.g., Flink) to calculate conversion funnel metrics. Then, load the results into a separate table in Snowflake and visualize it using a BI tool.
- B. Periodically query the 'website_events' table every 5 minutes, calculate conversion rates for each stage of the funnel using SQL aggregate functions, and update a static chart in a reporting tool.

```

SELECT
    COUNT(DISTINCT CASE WHEN event_type = 'page_view' THEN user_id END) AS page_views,
    COUNT(DISTINCT CASE WHEN event_type = 'click' THEN user_id END) AS clicks,
    COUNT(DISTINCT CASE WHEN event_type = 'add_to_cart' THEN user_id END) AS add_to_carts,
    COUNT(DISTINCT CASE WHEN event_type = 'purchase' THEN user_id END) AS purchases
FROM website_events
WHERE event_timestamp >= CURRENT_TIMESTAMP() - INTERVAL '5 minutes';

```

- C. Create a Snowflake Stream on the 'website_events' table. Develop a Snowpipe to continuously ingest data into the table. Utilize a BI tool like Tableau connected directly to the 'website_events' table. Build several dashboards each for event type.
- D. Load all 'website_events' table data into Python Pandas dataframes and use libraries to find the conversion rate in real time.
- E. Create a Snowflake Stream on the 'website_events' table. Create a Snowpipe to ingest data, and build a materialized view that pre-calculates the conversion funnel metrics. Connect a real-time dashboarding tool (e.g., Apache Superset, Grafana) to the materialized view to display the funnel in real-time.

```

CREATE OR REPLACE MATERIALIZED VIEW conversion_funnel_mv AS
SELECT
    DATE(event_timestamp) AS event_date,
    COUNT(DISTINCT CASE WHEN event_type = 'page_view' THEN user_id END) AS page_views,
    COUNT(DISTINCT CASE WHEN event_type = 'click' THEN user_id END) AS clicks,
    COUNT(DISTINCT CASE WHEN event_type = 'add_to_cart' THEN user_id END) AS add_to_carts,
    COUNT(DISTINCT CASE WHEN event_type = 'purchase' THEN user_id END) AS purchases
FROM website_events
GROUP BY DATE(event_timestamp);

```

Answer: E

Explanation:

Option C is the most efficient and scalable. A Snowflake Stream allows you to track changes to the 'website_events' table in real-time. A Snowpipe enables continuous data ingestion. A materialized view pre-calculates the conversion funnel metrics, significantly improving query performance compared to querying the base table directly, especially with high data volumes. Connecting a real-time dashboarding tool to the materialized view provides a real-time view of the funnel. Option A involves periodic querying, which is less real-time and less efficient. Option B suggests direct connection with a BI tool without pre-aggregating the data, resulting in dashboard performance issue. Option D introduces unnecessary complexity with external message queues and stream processing frameworks. Exporting data to Python dataframes is not scalable for large data volumes.

NEW QUESTION # 67

You are building a Snowsight dashboard that visualizes website traffic data. The data includes a column 'visit_timestamp' (TIMESTAMP NTZ) and you need to display the number of unique visitors per hour for the last 24 hours. You also want to allow users to filter the data by country. You plan to use a chart to visualize the trend. Which of the following approaches are the MOST efficient and accurate for achieving this?

- A. Create a calculated field in Snowsight that extracts the hour from the 'visit_timestamp' and then group by that calculated field to calculate the distinct count of visitor IDs. Apply the country filter as a dashboard-level filter in Snowsight.
- B. Use the 'visit_timestamp()' function in the SQL query to group the data by hour and calculate the distinct count of visitor IDs. Apply the country filter directly in the SQL query.
- C. Use the 'TO_CHAR(visit_timestamp, 'YYYY-MM-DD HH24')' function to group data by hour, but only use this option if 'visit_timestamp' is already stored as TEXT.
- D. Create a view that pre-aggregates the hourly visitor counts and includes the country. The dashboard queries this view and applies no additional filters.
- E. Use the function in the SQL query to group the data by hour and calculate the distinct count of visitor IDs. Apply the country filter as a dashboard-level filter in Snowsight.

Answer: B,D

Explanation:

Option A is a good approach because 'DATE_TRUNC' is efficient for truncating timestamps, and applying the filter directly in the SQL query can optimize data retrieval. Option D is also very efficient, as it pre-aggregates the data, which improves dashboard performance. Option B is less efficient because the 'HOUR' function only returns the hour value without the date, making it harder to

filter for last 24 hours. Also, dashboard-level filters can sometimes be less performant than SQL-level filters for large datasets. Option C introduces a calculated field, which is generally less efficient than performing the transformation directly in SQL. Option E is technically correct, it only applies to TEXT stored visit timestamp. Thus, pre-aggregation and 'DATE_TRUNC' are superior.

NEW QUESTION # 68

How does incorporating visualizations in reports and dashboards aid in data comprehension for business use analyses?

- A. Visualizations only impact data comprehension negatively.
- B. **Visualizations enhance data comprehension for effective analysis.**
- C. It limits data presentation to text, hindering analysis.
- D. Presenting data visually doesn't impact business use analyses.

Answer: B

Explanation:

Visualizations enhance data comprehension, aiding effective analysis in business use scenarios.

NEW QUESTION # 69

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