



# 000-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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#### QUESTION 1

A Ratio Report shows the fraction of all session which are mobile sessions. An event called "Session Count" counts the total number of sessions. Another event called "Mobile Session" counts mobile session. How should the ratio be configured in the Report Builder?

- A. "Mobile Session" as the numerator, tick the "All Sessions" checkbox
- B. "Mobile Session" as the denominator, tick the "All Sessions" checkbox
- C. "Mobile Session" as the numerator, "Session Count" as the denominator
- D. "Mobile Session" as the denominator, "Session Count" as the numerator

Correct Answer: C

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#### QUESTION 2

A support team would like to learn more about failed searches. The event modeler creates a new event to record failed searches to build this report. What should be used to evaluate this event?

- A. Last Hit
- B. Every Hit
- C. End of Session
- D. First Hit of Session

Correct Answer: B

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#### QUESTION 3

When configuring a Top Mover alert, what does the numeric value in the "Threshold" field represent?

- A. The percentage by which the event count must diverge from the mean in order for the alert to fire
- B. The raw count by which the event count must diverge from the historical average in order for the alert to fire
- C. The number of standard deviations by which the event count must diverge from the mean in order for the alert to fire
- D. The number of times the event count is allowed to exceed the average within the time interval defined for that Top Mover

Correct Answer: C

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#### QUESTION 4

The marketing department asks the business analyst to track the number of customers who continue through the



checkout flow three pages sequentially. The analyst already has an event configured to fire for each of three respective pages. Which of the following would the analyst use?

- A. A sequence event with the condition set as events A and C firing in order.
- B. A sequence event with the condition set as events A, B and C firing in order.
- C. A distance event with evaluator set as "Distance between events is between the following number of seconds".
- D. A sequence event with the evaluator set as "Distance between events is between the following number of seconds".

Correct Answer: B

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#### QUESTION 5

When does session Indexing take place?

- A. At Capture
- B. Before loading in Replay
- C. Before loading the Short Term Canister
- D. Before loading in the Long Term Canister

Correct Answer: D

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