



000-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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QUESTION 1

Why would a business analyst drag and drop column headers in a session list?

- A. To display a session summary
- B. To add a new data column to the column header
- C. To display the sessions that meet the filter criteria
- D. To group sessions according to the values in the column

Correct Answer: D

QUESTION 2

What are three possible filter options an analyst could choose to filter dimension results on the report?

- A. Date
- B. Top N Values
- C. Response Time
- D. Browser Language
- E. Include Only Selected Values
- F. Exclude Only Selected Values

Correct Answer: BEF

QUESTION 3

A retail business wants to see a single report that shows how much revenue is coming from each of its ten affiliates. How would they construct the event for this report?

- A. A first hit event that records revenue broken out by an affiliate dimension.
- B. An end of session event that records revenue broken out by an affiliate dimension.
- C. A first hit event that records the affiliate name broken out by a revenue dimension.
- D. An end of session event that records the affiliate name broken out by a revenue dimension.

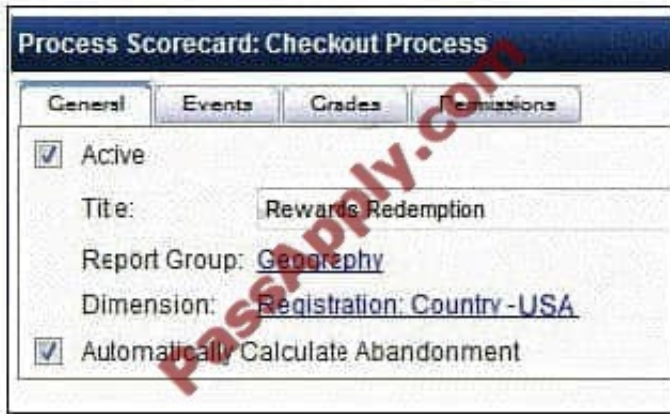
Correct Answer: B

QUESTION 4



A travel company has created a business process scorecard for its Rewards points redemption process, which has five steps.

The scorecard works properly, but the program director wants the scorecard to only show results from the United States, as the program had not yet been launched in other countries. The analyst edited the scorecard to use the "Geography" report group and the "Registration: Country-USA" dimension, as follows:



However, upon saving the edited process scorecard, three of the steps are now missing. What must the analyst modify?

- A. Change the Permissions for the scorecard.
- B. Adjust the Grades to accommodate the report group.
- C. Create a new scorecard; do not edit an operational scorecard.
- D. Add the Geography report group to the events missing from the scorecard.

Correct Answer: D

QUESTION 5

Which type of chart available in the Report Builder is NOT appropriate for displaying a ratio report?

- A. Pie
- B. Line
- C. Area
- D. Vertical Bar

Correct Answer: A



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