



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

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 2

The following KPI on a KPI Scorecard contains a group of 4 related events. The configuration for Summary Calculation is set to Average (Excluding 0 Values) and the Base Activity parameter is set to Event.

Total Activity	Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_CF	<u>369</u>	
Indicator	Event Count	% Activity
1 - Promo Code Issue & Abandon	<u>69</u>	
2 - Payment Issue	<u>57</u>	
3 - Billing Information Issue	<u>48</u>	
4 - Shipping Information Issue	0	

Which formula is used to compute the % activity for 2 - Payment Issue?

- A. % Activity = 57 / 3
- B. % Activity = 57 / 4
- C. % Activity = 57 / 174
- D. % Activity = 57 / 369

Correct Answer: A

QUESTION 3



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

QUESTION 4

In Report Builder, which format options are available when using the Export Report function?

- A. HTML and XML
- B. Word and PowerPoint
- C. Excel, PDF, and Email
- D. SharePoint, Facebook, and Twitter

Correct Answer: C

QUESTION 5

The management team at an online travel organization wants a weekly report indicating how many online sessions started the checkout process, viewed Online Help, and did not book travel within the same session. To accomplish this, the event modeler creates an event where "Start Checkout Event=True" and "Views Online Help=True and BookTravel=False". When should this event be evaluated?

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

Correct Answer: C

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