C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

An event modeler creates an event to look for an application specific error message in the Response. When should this event be evaluated?

A. Last Hit

B. Every Hit

C. End of Session

D. First Hit of Session

Correct Answer: B

QUESTION 2

Following customer reports of an error on the web site, a hit attribute is created to look for the error text "Error 500 - try again later" in the response on every page. Management has requested a report on the number of sessions affected by the error. This requires creating an event with the above hit attribute as the condition and a value type of "Count Only". Which tracking option should be selected for this event?
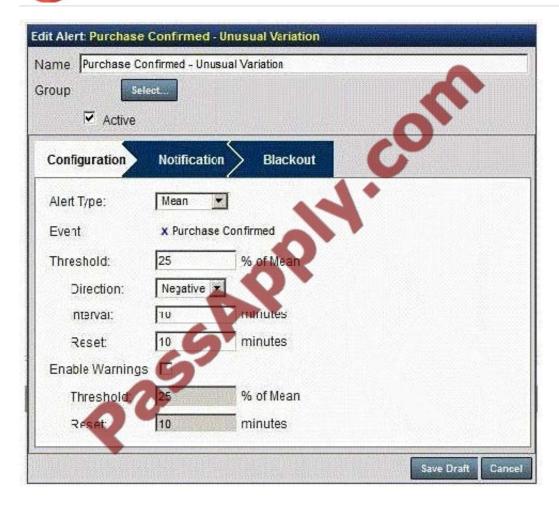
A. Final Value

B. Cumulative Value

C. First Per Session

D. Every Occurrence

Correct Answer: C

QUESTION 3

Refer to the following alert configuration:

Edit Alert: Purchase Confirmed - Unusual Variation

Name: Purchase Confirmed - Unusual Variation
Group: [Select...]
☑ Active

Configuration | Notification | Blackout

Alert Type: Mean ▼
Event: x Purchase Confirmed
Threshold: 25 % of Mean
Direction: Negative ▼
Interval: 10 minutes
Reset: 10 minutes
Enable Warnings ☐
Threshold: 25 % of Mean
Reset: 10 minutes

[Save Draft] [Cancel]

Which statement describes the behavior of this alert?

A. It fires when the event count for the last 10 minutes is 25% greater than for the 10 minutes prior to that.

B. It fires when the event count for the last 10 minutes is 25% lower than the mean value for the previous day.

C. It fires when the event count for the current minute is 25% greater than the mean value for the previous day.

D. It fires when the event count for the current minute is 25% lower than the mean value for the previous 10 minutes.

Correct Answer: D

QUESTION 4

Given the following KPI scorecard:

KPI	Goal	Focus 09/12/2013		Compare 09/11/2013		Change
		Grade	Rating	Grade	Rating	
Usability Issues	5.00%	F	38.48%	F	38.48%	↑ 0.00
System Issues	2.50%	F	11.87%	F	12.69%	↓ -0.82
Application Issues	1.50%	A	0.00%	A	0.00%	0.00
Business Issues	5.00%	F	82.59%	F	80.85%	↑ 1.74

Which KPI configuration can be determined by viewing this KPI scorecard?

A. Base Activity

B. Grade Assignments

C. Summary Calculation

D. Comparison to Previous

Correct Answer: D

QUESTION 5

A car rental company wants a single report to understand how discounts and reward program membership impact reservations. They have events to record the following:

-rental car type

-discount codes used

-number of reservations initiated

-reward program membership type

They want the single report to show how these factors interact, so some of these events would be used to create dimensions and applied to a base event for a report.

What would be the single base event for this report?

A. Rental car type

B. Discount codes

C. Reservation initiation counts

D. Reward program membership types

Correct Answer: C

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