



E20-026^{Q&As}

Enterprise Storage Networking Specialist Exam

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QUESTION 1

The average purchase size from your online sales site is \$17, 200. The customer experience team believes a certain adjustment of the website will increase sales. A pilot study on a few hundred customers showed an increase in average purchase size of \$1.47, with a significance level of $p=0.1$. The team runs a larger study, of a few thousand customers. The second study shows an increased average purchase size of \$0.74, with a significance level of 0.03. What is your assessment of this study?

- A. The change in purchase size is not practically important, and the good p-value of the second study is probably a result of the large study size.
- B. The change in purchase size is small, but may aggregate up to a large increase in profits over the entire customer base.
- C. The difference in the change in purchase size between the two studies is troubling; The team should run another, larger study.
- D. The p-value of the second study shows a statistically significant change in purchase size. The new website is an improvement.

Correct Answer: A

QUESTION 2

A data scientist is asked to implement an article recommendation feature for an on-line magazine. The magazine does not want to use client tracking technologies such as cookies or reading history. Therefore, only the style and subject matter of the current article is available for making recommendations. All of the magazine's articles are stored in a database in a format suitable for analytics.

Which method should the data scientist try first?

- A. K Means Clustering
- B. Naive Bayesian
- C. Logistic Regression
- D. Association Rules

Correct Answer: A

QUESTION 3

What is required in a presentation for business analysts?

- A. Budgetary considerations and requests
- B. Operational process changes



C. Detailed statistical explanation of the applicable modeling theory

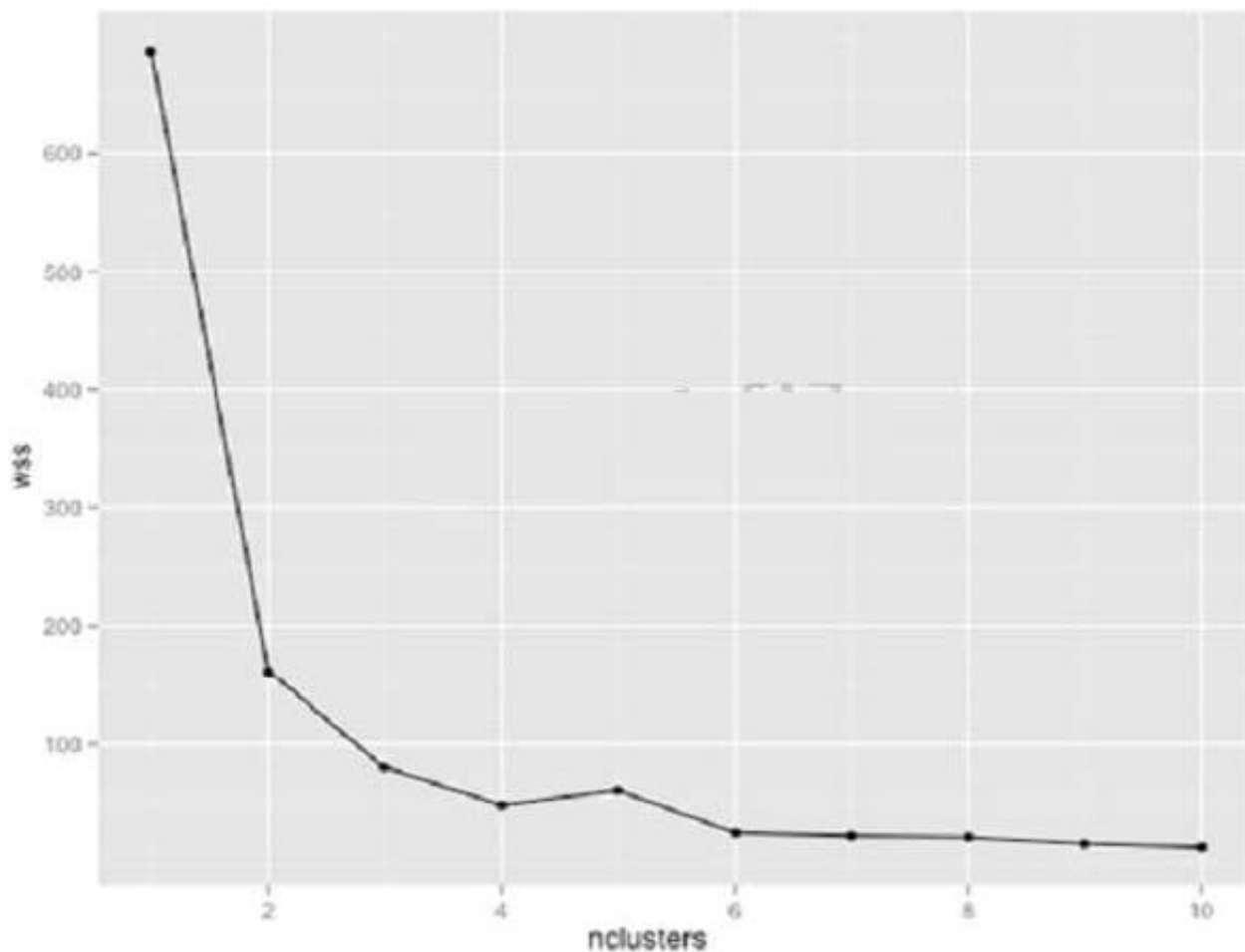
D. The presentation author's credentials

Correct Answer: B

QUESTION 4

Refer to the exhibit.

You are using K-means clustering to classify customer behavior for a large retailer. You need to determine the optimum number of customer groups. You plot the within-sum-of-squares (wss) data as shown in the exhibit. How many customer groups should you specify?



A. 2

B. 3

C. 4



D. 8

Correct Answer: C

QUESTION 5

Which word or phrase completes the statement? Structured data is to OLAP data as quasi-structured data is to_____

A. Clickstream data

B. XML data

C. Text documents

D. Image files

Correct Answer: A

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