Vendor:IBM

Exam Code:000-474

Exam Name:IBM Tealeaf Customer Experience Management V8.7,Business Analysis

Version: Demo

QUESTION 1

An analyst CANNOT compare date ranges in which type of report?

A. Pie Chart

B. Line Chart

C. Area Chart

D. Vertical Bar Chart

Correct Answer: A

QUESTION 2
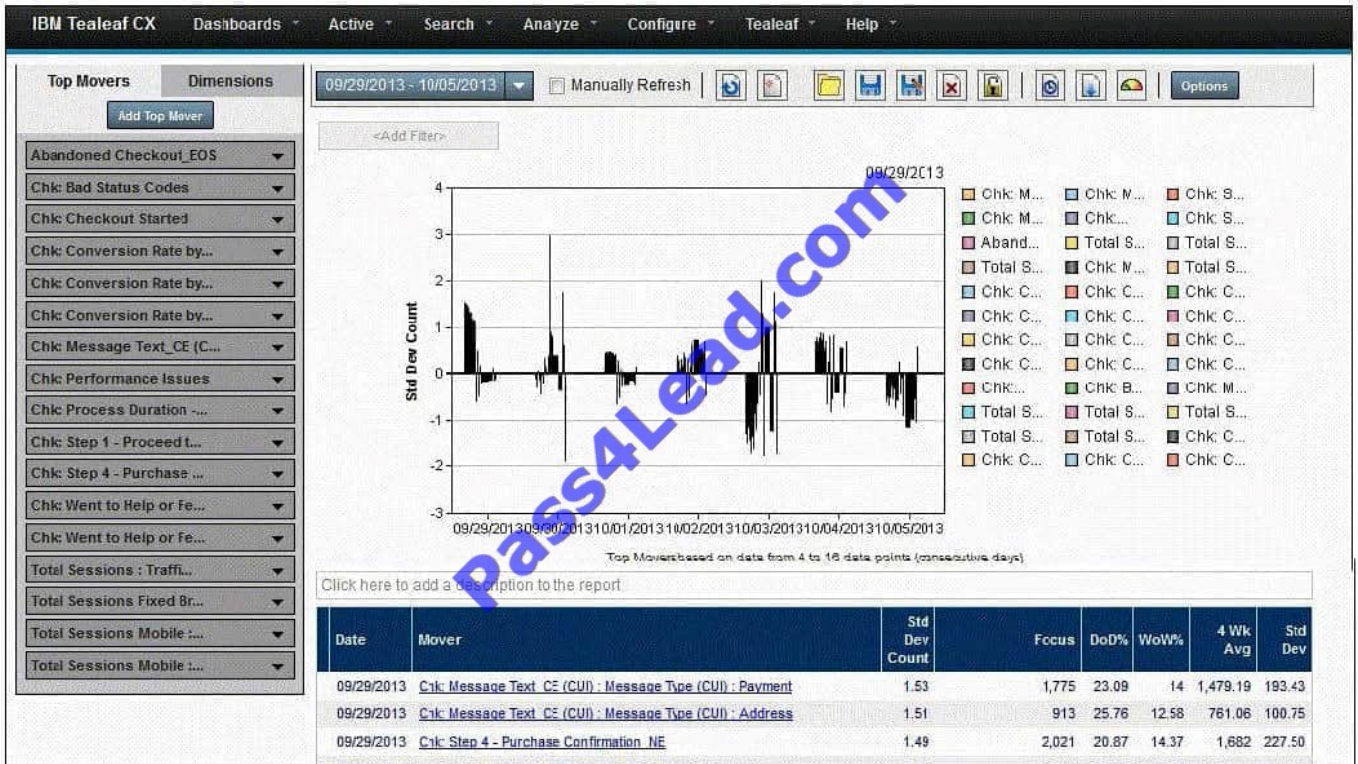
Top Mover Report Alerts can be created to monitor deviations for which two of the following?

A. Ratios

B. Events

C. Searches

D. Response times

E. Dashboard components

Correct Answer: AB

QUESTION 3

An online retailer is using Top Movers Reports to understand significant changes on their site. However, users are complaining that the resulting report is unusable.

Without limiting user ability to monitor significant changes, what are two ways to make the report legible?

A. Use Top N filtering

B. Narrow the date range

C. Remove dimensional Movers

D. Modify the Standard Deviation calculation

E. Add only up to 5 Movers to a single report

Correct Answer: AB

QUESTION 4

A business analyst creates an event with multiple conditions that uses one or more step-based events. The event must be set to be evaluated at which interval?

A. Every Hit

B. Every Step

C. After Every Hit

D. First Hit of Session

Correct Answer: B

QUESTION 5

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

Total Activity	Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_Ch	369	
Indicator	**Event Count**	**% Activity**
1 - Promo Code Issue & Abandon	69	
2 - Payment Issue	57	
3 - Billing Information Issue	48	
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: B

QUESTION 6

Which three are captured in IBM Tealeaf sessions?

A. Hits

B. Actions

C. Request

D. Response

E. Directory structure

F. Client\\'s machine name

Correct Answer: ACD

QUESTION 7

Which statement about dashboards is true?

A. Dashboards do not refresh automatically.

B. Components cannot be shared across dashboards.

C. Inactive dashboards appear in the dashboard menu.

D. The underlying reports are viewable from an icon at the top of the dashboard component.

Correct Answer: D

QUESTION 8

What is a hit?

A. A response

B. A user impact

C. A request and response

D. An attribute and dimension

Correct Answer: C

QUESTION 9

An analyst for an online bank is interested in identifying when customer failure rates for scheduling a bill payment may be due to a problem specific to a browser version. The analyst wants to be able to trend bill payment failure rates by browser version over time. Browser versions are constantly changing, so the analyst wants to use a dimension to track the browser version automatically for every session where the customer was not able to successfully complete a bill payment schedule. Which dimension configuration should the analyst use to track the browser version for this scenario?

A. Set the Values to Record field to "Whitelist Only".

B. Set the Values to Record field to "Whitelist + Observed Values".

C. Set the Values to Record field to "Whitelist Only", then click the Edit Whitelist button and add values.

D. Set the Values to Record field to "Whitelist Only", click the Edit Whitelist button and add values, then click the Edit Blacklist button and addvalues.

E. Set the Values to Record field to "Whitelist + Observed Values", click the Edit Blacklist button and add values.

Correct Answer: B

QUESTION 10

A business analyst needs to create an event that fires only when a user types in "tea" into a form when on page Z. There are two events already configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of ea?configured which will be used for this new event. Event A tracks page Z and Event B tracks the
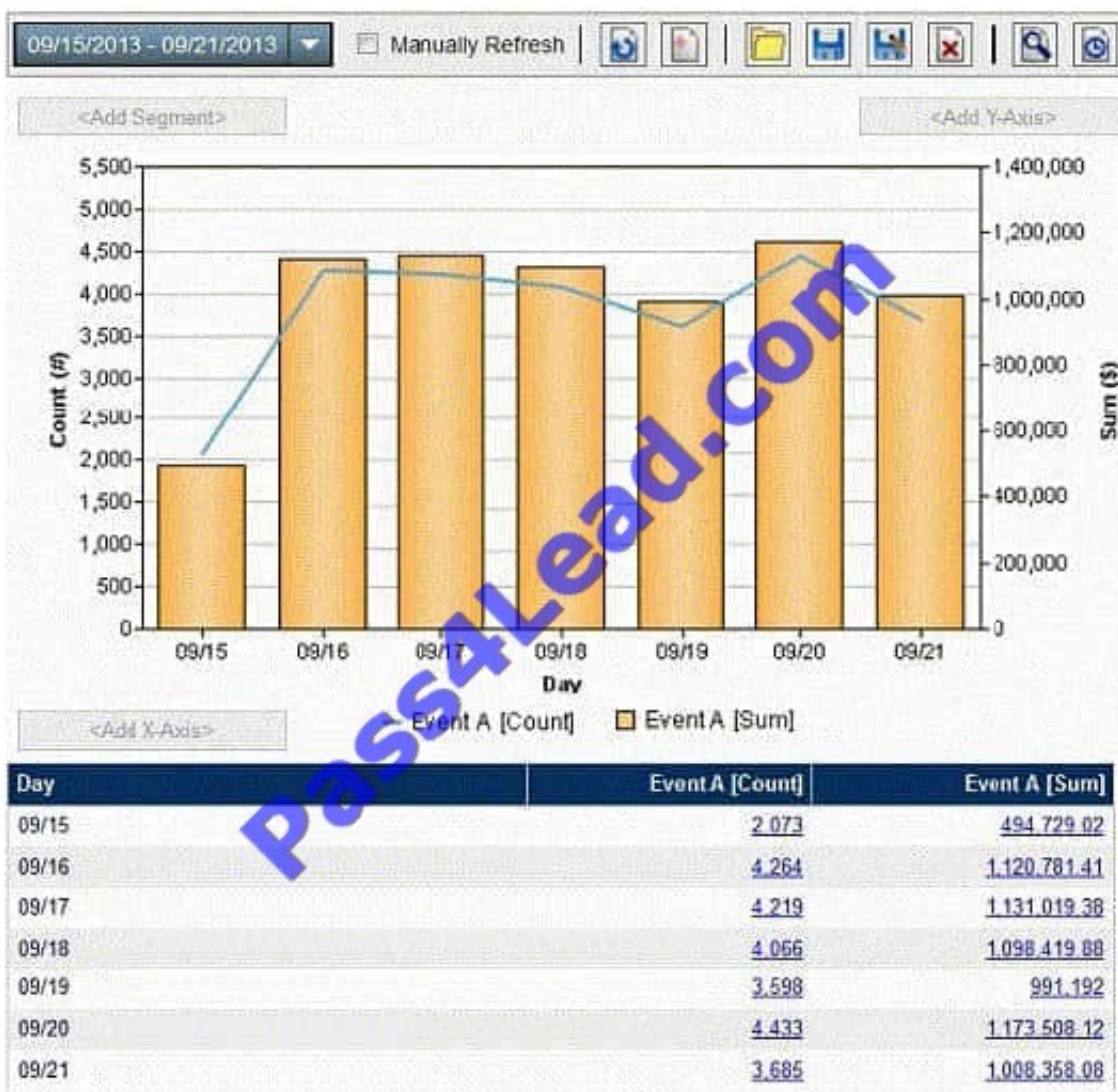
input of ?ea? In the Event Creation Wizard, what must be set as the evaluator for the new event condition to fire correctly?

A. Any

B. All

C. Last Hit

D. Distance Between

Correct Answer: B

QUESTION 11

A marketing team would like to understand the effectiveness of their campaigns. A business analyst creates a report table to distribute to the marketing team. The analyst configures the report using Event A as follows, where Event A tracks purchase attempts when a campaign code is submitted.

Day	Event A [Count]	Event A [Sum]
09/15	2 073	494 729 02
09/16	4 264	1 120 781 41
09/17	4 219	1 131 019 38
09/18	4 066	1 098 419 88
09/19	3 598	991 192
09/20	4 433	1 173 508 12
09/21	3 685	1 008 358 08

The marketing team wants to know the following information, by campaign code:

1.how often visitors make a purchase, as well as the purchase amount1.how often visitors make a purchase, as well as the purchase amount

2.how often visitors are abandoning their cart after a campaign code fails, including the abandoned cart amount. This is so that they can determine the business impact for remarketing.

They want the information on valid campaign codes, and should not have to filter the report results.

The analyst proceeds to add the dimensions for this report. The dimensions that are available for the report are:

- Dimension 1 captures the value "Yes" if the purchase was successful and captures the value "No" if the purchase was not successful?Dimension 1 captures the value "Yes" if the purchase was successful and captures the value "No" if the purchase was not successful

-

Dimension 2 captures "Whitelist Only" values for the coupon code

-

Dimension 3 captures "Whitelist + Observed Values" for the coupon code?

What should the analyst do to apply dimensions to this report?

A. Add Dimension 1 to ; add Dimension 2 to

B. Add Dimension 1 to ; add Dimension 3 to

C. Add Dimension 1 to ; add Dimension 2 to

D. Add Dimension 1 to ; add Dimension 3 to

Correct Answer: C

QUESTION 12

Which icon is used to initiate session replay directly through the portal?

A.

B.

C.

D.

E.

F.

A. Option A

B. Option B

C. Option C

D. Option D

E. Option E

F. Option E

Correct Answer: B

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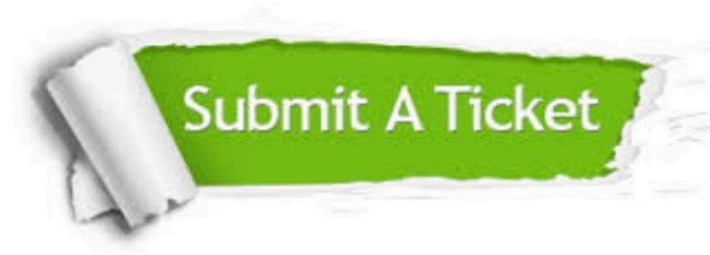24x7 Customer Support

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