



# C2080-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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**QUESTION 1**

A clothing retailer wants to learn about statistically significant changes in conversion rates by traffic type. What type of Top Mover would give them the data they need?

- A. Event count with traffic applied as a dimension
- B. Dimensional Top Mover using the traffic dimension
- C. Ratio of Event Values with traffic applied as a dimension to the numerator and denominator
- D. Ratio of Event Counts with traffic applied as a dimension to the numerator and denominator

Correct Answer: D

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**QUESTION 2**

Which is an IBM Tealeaf session file format?

- A. .tlf
- B. .tlp
- C. .tlr
- D. .tla

Correct Answer: D

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**QUESTION 3**

A business analyst has been assigned to evaluate the behavior of customers making multiple attempts in a new registration process. Which event should be created?

- A. An event that tracks abandonment from the first step.
- B. An event that tracks failure at the registration submission.
- C. An event that captures the distance between the start and completion in hits.
- D. An event that fires when the required steps are present but not in the correct sequence.

Correct Answer: C

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**QUESTION 4**

A support team would like to learn more about failed searches. The event modeler creates a new event to record failed searches to build this report. What should be used to evaluate this event?



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

Correct Answer: B

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#### QUESTION 5

An online banking customer is capturing mobile session traffic in IBM Tealeaf. An analyst for the online bank is interested in which operating systems and mobile devices (brand and model) visitors use the most when they attempt to schedule a bill payment.

The analyst also wants to know whether the customer is successful in scheduling the bill payment on the device and operating system. The analyst creates a report group named Bill Pay Properties. How should the analyst create the report group?

A. Add the following events to the same report group:

-

Device Brand

-

Device Model

-Operating System

-Bill Pay Success Flag

B. Add the following dimensions to the same report group:

-

Device Brand

-

Device Model

-Operating System

-Bill Pay Success Flag

C. Add the following events to the same report group:

-

Device Brand

-



Device Model

-Operating System

-Bill Pay Success Flag

-Traffic Type

D. Add the following dimensions to the same report group:

-

Device Brand

-

Device Model

-Operating System

-Bill Pay Success Flag

-Traffic Type

Correct Answer: B

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