



C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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QUESTION 1

An event modeler is tasked with creating a report that shows the percent of sessions with failed searches. The event modeler creates a new event to record failed searches. What should be chosen to track this event?

- A. Every Hit
- B. First per Session
- C. Every Occurrence
- D. First Hit of Session

Correct Answer: B

QUESTION 2

A business analyst creates a session-level event and looks for it in the active session list in the portal. It does not appear in the list. What is preventing the event from showing up in the active session list?

- A. The event property contains a Label.
- B. The event property is defined for "Every Hit"?
- C. The event requires more than one condition to fire.
- D. The event property is defined as an end of session event.

Correct Answer: D

QUESTION 3

A KPI is composed of the four (4) events in this image. The image also shows the event count. In the configuration for this KPI, the Summary Calculation is set to Average (Excluding 0 Values) and the Base Activity parameter is set to Event.

Indicator	Event Count
1 - Promo Code Issue & Abandon	69
2 - Payment Issue	57
3 - Billing Information Issue	48
4 - Shipping Information Issue	0

What is the formula to compute the KPI's Grade Rating using a weighted KPI calculation if the Value for a Summary Calculation set to Total is 200, and the Base Activity count is 800?

- A. Grade Rating = $(200 / 4) / 800$



B. Grade Rating = $(200 / 3) / 800$

C. Grade Rating = $(800 / 4) / 200$

D. Grade Rating = $(800 / 3) / 200$

Correct Answer: B

QUESTION 4

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 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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