



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

IBM Tealeaf Customer Experience Management V8.7 Business Analysis

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**QUESTION 1**

Refer to the following hit attribute configuration:

Name: item

Description: item

Active:

Group: test Select...

Search in: Response

Use Start Tag/End Tag

Use Text Pattern

Use Step Pattern

Start Tag: />

End Tag: </a></li>

Case Sensitive:

The hit attribute above is used as the value in the event configured here: The following is a sample of RSP data from the site:



Evaluate:  Track:  Value Type:

**Condition** **Value** Report Groups More Options  Active  Searchable & Reportable

Events

Filter   Show Labels

- Checkout
- Checkout Metrics
- CustomerService
- Metrics - Business
- Metrics - Products

**Selected Value Type: Text**

If the Conditions are true, the following is recorded if it is configured:

- Event occurrence
- Value specified below:

x item

```
<div class="head">
  <h4><span>Recently Viewed Products</span></h4>
</div>
<div class="content">
  <ol id="recently-viewed-items">
    <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/18/category/12/"
>cat</a></li>
    <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/48/category/12/"
>monkey</a></li>
    <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/132/category/12/"
">snake</a></li>
  </ol>
</div>
<script type="text/javascript">
  decorateList("recently-viewed-items")
</script>
</div>
```

Given this RSP data, what will be the event output?

- A. cat
- B. snake
- C. cat, monkey, snake
- D.

Correct Answer: B

### QUESTION 2

Why would a business analyst drag and drop column headers in a session list?



- A. To display a session summary
- B. To add a new data column to the column header
- C. To display the sessions that meet the filter criteria
- D. To group sessions according to the values in the column

Correct Answer: D

---

### QUESTION 3

What is a limitation of Ratio Reports?

- A. Functions cannot be added to Ratio Reports.
- B. Event counts and sums cannot be used in combination.
- C. Drill-down searches from the grid table are not available.
- D. The denominator must always be larger than the numerator.

Correct Answer: C

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### QUESTION 4

An analyst in a retail organization is asked to provide a weekly report indicating the average number of payment errors per session. To accomplish this, the analyst created an event counting the number of payment errors per session. The event will be used as the value for the event used in the report. The two events are Events A and B:

-

Event A counts the number of payments errors per session.

-

Event B will be created by the analyst to be used in a report. When should Event B fire?

- A.  
Every Hit
- B.  
After Every Hit
- C.  
End of Session
- D.



After Every Step

Correct Answer: C

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**QUESTION 5**

Which option is available in IBM Tealeaf Report Builder?

- A. Submit for Analysis
- B. Add Report to Scorecard
- C. Add Report to Dashboard
- D. Save Report as Template

Correct Answer: C

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