C2080-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7 Business
Analysis

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QUESTION 1

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

QUESTION 2

When does session Indexing take place?

A. At Capture

B. Before loading in Replay

C. Before loading the Short Term Canister

D. Before loading in the Long Term Canister

Correct Answer: D

QUESTION 3

An event modeler is tasked with detecting when a user types in their login ID and their email into a form. Which step will allow the modeler to complete this task?

A. Create one hit attribute to look forlogin IDand another hit attribute to look for the mail? both in the request buffer

B. Create one hit attribute to look forlogin IDand another hit attribute to look for the mail? both in the response buffer

C. Create one hit attribute to look for bothlogin ID and mailin the request buffer

D. Create one hit attribute to look for bothlogin ID and mailin the response buffer

Correct Answer: A

QUESTION 4

A business process consists of four pages: Page1.html Page2.html Page3.html Page4.html An analyst is tasked with building a scorecard for this business process. Successful business process traffic flow requires users to proceed from Page1 to Page2 then to Page3 and finally to Page4 in order. The analyst begins by building simple page events that detect when each of the pages are displayed to the user. There is an event that detects when Page1 is displayed,

another that detects Page2, Page3 and so on. Assuming that the Business process start event is the Page1 event, what must be done to verify that the scorecard does NOT grade fragmented business process sessions?

A. For every step in the process, add the previous step event to each current event.

B. For every step of the process, verify that the final step is present in the session.

C. For every step in the process, verify that the previous step exists in the session.

D. For every step of the process, verify that each of the previous page events are present in the session.

Correct Answer: D

QUESTION 5

An online retailer has been promoting high end product categories on their site, in an attempt to increase the average order value. An analyst at the online retailer is responsible for optimizing the conversion funnel and wants to analyze abandonment for visitors with high cart values ($500 or higher). The analyst also wants to be able to compare this segment of abandoned visitors to abandoned visitor segments with moderate cart values (>=$100 and

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