



# 000-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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### QUESTION 1

The management team at an online travel organization wants a weekly report indicating how many online sessions started the checkout process, viewed Online Help, and did not book travel within the same session. To accomplish this, the event modeler creates an event where "Start Checkout Event=True" and "Views Online Help=True and BookTravel=False". When should this event be evaluated?

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

Correct Answer: C

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### QUESTION 2

An alert has been configured to send notification emails if the number of purchases drops below a particular threshold. It is working as designed, but users are complaining that they are receiving notification emails in the middle of the night, when it is normal for traffic levels to be very low. How might this be addressed?

- A. Disable the Tealeaf Status Report.
- B. Modify the "Reset" value for the alert.
- C. Configure a blackout period for the alert.
- D. Edit the event on which the alert is based to only fire during business hours.

Correct Answer: C

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### QUESTION 3

A bank is interested in using Top Movers Reports to monitor errors and business processes on a site. The traffic on the site varies greatly throughout the day. Which type of Top Movers would capture this information?

- A. Daily Top Movers
- B. Hourly Top Movers
- C. Minute Top Movers
- D. Weekly Top Movers

Correct Answer: B

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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

A user has been asked to configure an alert to fire if the number of "Purchase Confirmed" events falls below 10 in any 30 minute period. Refer to the following alert configuration:



**Edit Alert: Purchase Confirmed Below 10 per 30 minutes**

Name:

Group:

Active

**Configuration** **Notification** **Blackout**

Alert Type:

Event:

Threshold:

Direction:


Interval:  minutes

Reset:  minutes

Enable Warnings:

Threshold:

Reset:  minutes



Which setting needs to be changed to meet these requirements?

- A. Change the value of Reset
- B. Change the value of Interval
- C. Change the value of Direction
- D. Change the value of Threshold

Correct Answer: C

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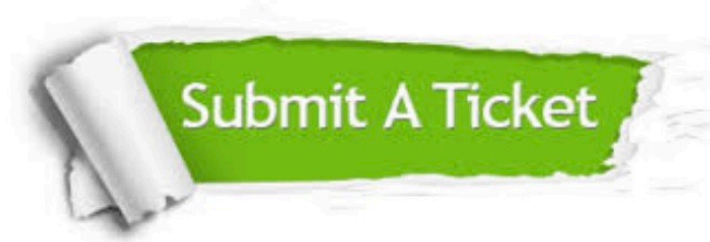
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