



000-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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QUESTION 1

A car rental company wants a single report to understand how discounts and reward program membership impact reservations. They have events to record the following:

- rental car type
- discount codes used
- number of reservations initiated
- reward program membership type

They want the single report to show how these factors interact, so some of these events would be used to create dimensions and applied to a base event for a report.

What would be the single base event for this report?

- A. Rental car type
- B. Discount codes
- C. Reservation initiation counts
- D. Reward program membership types

Correct Answer: C

QUESTION 2

An intermittent error has been identified on the site login page. An event has been created based on a hit attribute that identifies the error message text. Management has requested a report showing the number of times the error has occurred each day, so that they can assess the effectiveness of attempts to fix the problem. Which tracking option should the event be configured to use?

- A. Running Total
- B. Last Per Session
- C. First Per Session
- D. Every Occurrence

Correct Answer: D

QUESTION 3

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

QUESTION 4

A developer is tasked with creating canister alerts that warn of unindexed session counts growing to over 500. Which alert function should be selected in the alert creation dialog?

- A. System
- B. Positive
- C. Negative
- D. Canister Default

Correct Answer: B

QUESTION 5

Which type of chart available in the Report Builder is NOT appropriate for displaying a ratio report?

- A. Pie
- B. Line
- C. Area
- D. Vertical Bar

Correct Answer: A

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