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QUESTION 1

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 2

An event modeler has created a new event that fires at the end of a session. Which would NOT receive a value?
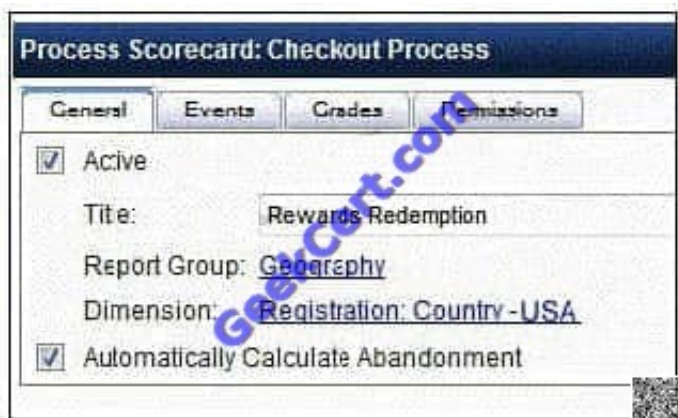
A. A hit attribute

B. A session attribute

C. A distance event

D. A sequence event

Correct Answer: A

QUESTION 3

A travel company has created a business process scorecard for its Rewards points redemption process, which has five steps.

The scorecard works properly, but the program director wants the scorecard to only show results from the United States, as the program had not yet been launched in other countries. The analyst edited the scorecard to use the "Geography" report group and the "Registration: Country-USA" dimension, as follows:

However, upon saving the edited process scorecard, three of the steps are now missing. What must the analyst modify?

A. Change the Permissions for the scorecard.

B. Adjust the Grades to accommodate the report group.

C. Create a new scorecard; do not edit an operational scorecard.

D. Add the Geography report group to the events missing from the scorecard.

Correct Answer: D

QUESTION 4

When configuring a Top Mover alert, what does the numeric value in the "Threshold" field represent?

A. The percentage by which the event count must diverge from the mean in order for the alert to fire

B. The raw count by which the event count must diverge from the historical average in order for the alert to fire

C. The number of standard deviations by which the event count must diverge from the mean in order for the alert to fire

D. The number of times the event count is allowed to exceed the average within the time interval defined for that Top Mover

Correct Answer: C

QUESTION 5

A KPI is composed of the events in the following image:

Total Activity	Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_CF	369	
Indicator	Event Count	% Activity
1 - Promo Code Issue & Abandon	69	
2 - Payment Issue	57	
3 - Biling Information Issue	48	
4 - Shipping Information Issue	0	

These events are weighted as indicated in the following image:

Configure KPI Event Weights

☑ Weighted KPI

Promo Code Issue & Abandon	40	%
Payment Issue	20	%
Billing Information Issue	20	%
Shipping Information Issue	20	%
Total	100	%

Save   Cancel

What is the formula for the weighted count used to compute the % Activity for event Promo Code Issue and Abandon?

A. Weighted Count = 69 * 0.25

B. Weighted Count = 69 * 0.40

C. Weighted Count = (69 * 0.40) / 0.25

D. Weighted Count = 69 * (0.40 / 0.25)

Correct Answer: D

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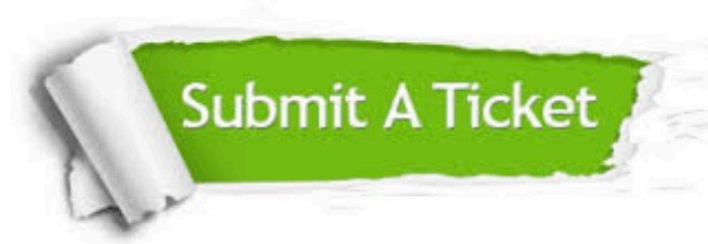
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