

IBM

Exam C8010-474

**IBM Tealeaf Customer Experience Management V8.7, Business
Analysis**

Version: 6.0

[Total Questions: 100]

Topic break down

Topic	No. of Questions
Topic 1: Volume A	50
Topic 2: Volume B	50

Topic 1, Volume A**Question No : 1 - (Topic 1)**

An online banking customer is capturing mobile session traffic in IBM Tealeaf. An analyst for the online bank is interested in which operating systems and mobile devices (brand and model) visitors use the most when they attempt to schedule a bill payment.

The analyst also wants to know whether the customer is successful in scheduling the bill payment on the device and operating system. The analyst creates a report group named Bill Pay Properties. How should the analyst create the report group?

A. Add the following events to the same report group:

- Device Brand
- Device Model
- Operating System
- Bill Pay Success Flag

B. Add the following dimensions to the same report group:

- Device Brand
- Device Model
- Operating System
- Bill Pay Success Flag

C. Add the following events to the same report group:

- Device Brand
- Device Model
- Operating System
- Bill Pay Success Flag
- Traffic Type

D. Add the following dimensions to the same report group:

- Device Brand
- Device Model
- Operating System
- Bill Pay Success Flag
- Traffic Type

Answer: B

Question No : 2 - (Topic 1)

A business analyst needs to create an event that fires only when a user types in "tea" into a form when on page Z. There are two events already configured which will be used for this new event. Event A tracks page Z and Event B tracks the input of ea?configured which will

be used for this new event. Event A tracks page Z and Event B tracks the input of ?ea? In the Event Creation Wizard, what must be set as the evaluator for the new event condition to fire correctly?

- A. Any
- B. All
- C. Last Hit
- D. Distance Between

Answer: B

Question No : 3 - (Topic 1)

An analyst for an online bank is interested in identifying when customer failure rates for scheduling a bill payment may be due to a problem specific to a browser version. The analyst wants to be able to trend bill payment failure rates by browser version over time. Browser versions are constantly changing, so the analyst wants to use a dimension to track the browser version automatically for every session where the customer was not able to successfully complete a bill payment schedule. Which dimension configuration should the analyst use to track the browser version for this scenario?

- A. Set the Values to Record field to "Whitelist Only".
- B. Set the Values to Record field to "Whitelist + Observed Values".
- C. Set the Values to Record field to "Whitelist Only", then click the Edit Whitelist button and add values.
- D. Set the Values to Record field to "Whitelist Only", click the Edit Whitelist button and add values, then click the Edit Blacklist button and add values.
- E. Set the Values to Record field to "Whitelist + Observed Values", click the Edit Blacklist button and add values.

Answer: B

Question No : 4 - (Topic 1)

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:

Process Scorecard: Checkout Process

General Events Grades Permissions

Active

Title: Rewards Redemption

Report Group: [Geography](#)

Dimension: [Registration: Country-USA](#)

Automatically Calculate Abandonment

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.

Answer: D

Question No : 5 - (Topic 1)

Following customer reports of an error on the web site, a hit attribute is created to look for the error text "Error 500 - try again later" in the response on every page. Management has requested a report on the number of sessions affected by the error. This requires creating an event with the above hit attribute as the condition and a value type of "Count Only". Which tracking option should be selected for this event?

- A. Final Value
- B. Cumulative Value
- C. First Per Session
- D. Every Occurrence

Answer: C

Question No : 6 - (Topic 1)

Top Mover Report Alerts can be created to monitor deviations for which two of the following?

- A. Ratios
- B. Events
- C. Searches
- D. Response times
- E. Dashboard components

Answer: A,B

Question No : 7 - (Topic 1)

Which statement about dashboards is true?

- A. Dashboards do not refresh automatically.
- B. Components cannot be shared across dashboards.
- C. Inactive dashboards appear in the dashboard menu.
- D. The underlying reports are viewable from an icon at the top of the dashboard component.

Answer: D

Question No : 8 - (Topic 1)

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.

Answer: D

Question No : 9 - (Topic 1)

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

Answer: A

Question No : 10 - (Topic 1)

Refer to the following alert configuration:

Edit Alert: Purchase Confirmed - Unusual Variation

Name: Purchase Confirmed - Unusual Variation

Group:

Active

Configuration **Notification** **Blackout**

Alert Type: Mean

Event: Purchase Confirmed

Threshold: 25 % of Mean

Direction: Negative

Interval: 10 minutes

Reset: 10 minutes

Enable Warnings

Threshold: 25 % of Mean

Reset: 10 minutes

Which statement describes the behavior of this alert?

- A. It fires when the event count for the last 10 minutes is 25% greater than for the 10 minutes prior to that.
- B. It fires when the event count for the last 10 minutes is 25% lower than the mean value for the previous day.
- C. It fires when the event count for the current minute is 25% greater than the mean value for the previous day.
- D. It fires when the event count for the current minute is 25% lower than the mean value for the previous 10 minutes.

Answer: D

Question No : 11 - (Topic 1)

An event is needed to identify tablet users based on the user agent value in the request. Which Value to Track should this event use?

- A. Last Per Session

- B. First Per Session
- C. Every Occurrence
- D. All Values On Page

Answer: B

Question No : 12 - (Topic 1)

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

Answer: D

Question No : 13 - (Topic 1)

A business analyst has been assigned to evaluate the behavior of customers making multiple attempts in a new registration process. Which event should be created?

- A. An event that tracks abandonment from the first step.
- B. An event that tracks failure at the registration submission.
- C. An event that captures the distance between the start and completion in hits.
- D. An event that fires when the required steps are present but not in the correct sequence.

Answer: C

Question No : 14 - (Topic 1)

Daily Top Movers are calculated at 4:30 am. A blackout period for a daily top mover alert is configured from 10:00 pm until 6:00 am every day. Which statement is true?

- A. There is no blackout period for Daily Top Mover alerts, as these cover the whole day.
- B. The blackout period is only effective from 10:00 pm until 4:30 am, because that is when Daily Top Mover calculation takes place.

- C. Blackout periods for Daily Top Mover Alerts apply to the day on which the calculation is run, rather than the day the data was acquired.
- D. The calculation made at 4:30 am applies to the previous day, and the blackout period configured for the alert also applies to the previous day.

Answer: D

Question No : 15 - (Topic 1)



An event modeler is tasked with creating a report that shows the percent of sessions with failed searches. The event modeler creates a new event to record failed searches. What should be chosen to track this event?

- A. Every Hit
- B. First per Session
- C. Every Occurrence
- D. First Hit of Session

Answer: B

Question No : 16 - (Topic 1)

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

Answer: C

Question No : 17 - (Topic 1)