



IBM

C2080-474

IBM Tealeaf Customer Experience Management V8.7- Business Analysis

D. No evaluation required.

Answer: B

QUESTION: 93

A developer has a business process that has been defined in a scorecard. The scorecard functions as expected and shows grades for each subsequent step as well as the overall completion of the process, abandonment and failure of key steps. During the weekend the e-commerce team has applied a release that made a few modifications to the checkout process. The changes included:

- ☞ New Tags for the Tag management system.
- ☞ A new set of images for the site.
- ☞ A change in the CSS file that controls the formatting of the checkout form.
- ☞ A change in the cart checkout function timeout.

Although other site functionalities have not changed, and there have been no increases in user complaints, the abandonment rate as reported by the scorecard has tripled. What could be the cause of this change in the scorecard abandonment rate?

- A. The new tags are interfering with checkout completion.
- B. The end process event has been invalidated by the page image changes.
- C. The new application timeout does not equal the canister session idle timeout.
- D. The CSS file changes are interfering with the processing of the checkout page.

Answer: C

QUESTION: 94

The following KPI on a KPI Scorecard contains a group of 4 related events. The configuration for Summary Calculation is set to Average (Including 0 Values) and the Base Activity parameter is set to Event.

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 - Billing Information Issue	48	
4 - Shipping Information Issue	0	

Which formula is used to compute the % Activity for 2 - Payment Issue?

- A. % Activity = 57 / 3
- B. % Activity = 57 / 4
- C. % Activity = 57 / 174
- D. % Activity = 57 / 369

Answer: B

QUESTION: 95

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: Purchase Confirmed

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

Answer: C

QUESTION: 96

A user wants to create a ratio alert that fires when more than 5% of sessions contain a "Failed Transaction" error. The first hit of session "session count at session start" will be used as the denominator. The user has created the following event to use as the numerator in the ratio alert.

Edit Event: "Failed Transaction" found in session Created: 23/09/2013 18:37:11 Upd

Name: "Failed Transaction" found in session

Description:

Icon Labels x Default

Evaluate: Every Hit Track: First per Session Value Type: Count Only

Condition Value Report Groups More Options Active Searchable & Reportable

Events	All of the following conditions must be met
Hit Attributes	Hit Attribute
Session Attributes	"Failed Transaction" found on page Hit Attribute Found Is true

Add Condition

Which event setting must be changed for this alert to function correctly?

- A. "Value Type" should be set to "Numeric"
- B. "Track" should be set to "Last per Session"
- C. "Evaluate" should be set to "End of Session"
- D. "Hit Attribute found" should be set to "Is false"

Answer: B

QUESTION: 97

A developer needs to create an alert based on dimensional data. The alert should only monitor statistically significant changes appearing in that data set. Which type of alert should be used?

- A. Event Alert
- B. Canister Alert
- C. Portal Status Alert
- D. Top Mover Report Alert

Answer: D

QUESTION: 98

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

Answer: C

QUESTION: 99

A business analyst wants to generate an alert for instances when the Canister stops receiving data from the upstream pipeline. Which Canister status value should be used?

- A. NALT Record Count
- B. Active Sessions (STC)
- C. STC Compressed Size
- D. Server Client Connection Count

Answer: B

QUESTION: 100

A business analyst creates an event with multiple conditions that uses one or more step- based events. The event must be set to be evaluated at which interval?

- A. Every Hit
- B. Every Step
- C. After Every Hit
- D. First Hit of Session

Answer: B

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