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QUESTION 1

A data analyst for a media company needs to determine the most popular movie genre. Given the table below:

MovieID	Name	Genre	Actors	Rating
01	Ghost Writer	Comedy, Actions	Joshua Wellington, Susana Summons	6.5
02	Life of Suffering	Drama, Foreign, Historical	Shelly May, Rita Moralle, Ethan Warner, Sean Houser	7.2

Which of the following must be done to the Genre column before this task can be completed?

- A. Append
- B. Merge
- C. Concatenate
- D. Delimit

Correct Answer: D

Explanation: Delimiting is the process of splitting a column of data into multiple columns based on a separator or delimiter character. Delimiting can help separate data that is combined or concatenated in one column into distinct values or categories. For example, if a column contains text values that are separated by commas, such as "Comedy, Suspense", delimiting can split this column into two columns, one for "Comedy" and one for "Suspense". Delimiting is different from other options, such as appending, merging, or concatenating, which are methods of combining or joining data from multiple columns or sources. In this case, the data analyst needs to determine the most popular movie genre based on the Genre column in the table. However, this column contains multiple genres for each movie, separated by commas. Therefore, the data analyst must delimit this column before this task can be completed. Therefore, the correct answer is D. References: Split text into different columns with functions - Office Support, How to Split Text in Excel (Using Formulas and Split Function)

QUESTION 2

What would be an example of an acceptable form of primary identification for the Data+ exam?

- A. Passport.
- B. School ID card.
- C. Employee ID card.

D. Credit card with photo and signature.

Correct Answer: A

QUESTION 3

A data analyst needs to present the results of an online marketing campaign to the marketing manager. The manager wants to see the most important KPIs and measure the return on marketing investment. Which of the following should the data analyst use to BEST communicate this information to the manager?

- A. A real-time monitor that allows the manager to view performance the day the campaign was launched
- B. A self-service dashboard that allows the manager to look at the company's annual budget performance
- C. A spreadsheet of the raw data from all marketing campaigns and channels
- D. A summary with statistics, conclusions, and recommendations from the data analyst

Correct Answer: D

Explanation: The option that the data analyst should use to best communicate the information to the manager is a summary with statistics, conclusions, and recommendations from the data analyst. A summary is a concise and clear way of presenting the main findings and insights from the data analysis report. A summary should include relevant statistics that support the conclusions and recommendations from the data analyst. A summary should also highlight the most important KPIs and measure the return on marketing investment in relation to the objectives of the online marketing campaign. The other options are not as effective as using a summary to communicate the information to the manager, as they either provide too much or too little information or do not address the manager's needs or expectations. A real-time monitor may provide too much information that can be overwhelming or distracting for the manager who wants to see only the most important KPIs and measure the return on marketing investment. A self-service dashboard may provide too little information that can be insufficient or unclear for the manager who wants to see some guidance and interpretation from the data analyst. A spreadsheet of raw data may provide irrelevant or inaccurate information that can be confusing or misleading for the manager who wants to see some analysis and insights from the data analyst. Reference: [How to Write an Executive Summary for Your Data Analysis Report - Towards Data Science]

QUESTION 4

A company's marketing department wants to do a promotional campaign next month. A data analyst on the team has been asked to perform customer segmentation, looking at how recently a customer bought the product, at what frequency, and at what value. Which of the following types of analysis would this practice be considered?

- A. Prescriptive
- B. Trend
- C. Gap
- D. Cluster

Correct Answer: D

Customer segmentation is a type of cluster analysis, which is a method of grouping data points based on their similarities or differences. Cluster analysis can help identify patterns and trends in the data, as well as target specific groups of customers for marketing purposes. One common technique for customer segmentation is RFM analysis,

which stands for recency, frequency, and monetary value. This technique assigns a score to each customer based on how recently they bought the product, how often they buy the product, and how much they spend on the product. These scores can then be used to create clusters of customers with different characteristics and preferences. Therefore, the correct answer is D. References: Cluster Analysis - Statistics Solutions, RFM Analysis: The Ultimate Guide for Customer Segmentation

QUESTION 5

A military commander would like to see the health scorecards of the troops daily and filter them based on gender and rank. Considering this data is PHI, which of the following would be the best way for the commander to view the information?

- A. An emailed report
- B. A password-protected dashboard
- C. A daily printout of a report
- D. A cloud-hosted spreadsheet

Correct Answer: B

A password-protected dashboard is a type of web-based application that can display the health scorecards of the troops in a secure and interactive way. A password-protected dashboard can provide the following benefits for the commander: It can protect the PHI data from unauthorized access or disclosure by requiring a valid username and password to log in. This can ensure that only the commander and other authorized personnel can view the information¹² It can allow the commander to filter the data based on gender and rank by using drop-down menus, sliders, checkboxes, or other controls. This can enable the commander to customize the view and focus on the relevant data¹³ It can update the data daily by connecting to a data source that refreshes automatically or on demand. This can ensure that the commander always sees the latest and most accurate information¹⁴ It can present the data in a visual and intuitive way by using charts, graphs, tables, or other elements. This can help the commander to understand and analyze the data more easily and effectively¹

QUESTION 6

What role in a data governance is typically responsible for day-to-day oversight of data use?

- A. Data processors.
- B. Data custodians
- C. Data owners.
- D. Data stewards.

Correct Answer: D

QUESTION 7

Which one of the following is a common data warehouse schema?

- A. Snowflake.
- B. Square.
- C. Spiral.
- D. Sphere.

Correct Answer: A

Snowflake enables data storage, processing, and analytic solutions that are faster, easier to use, and far more flexible than traditional offerings. The Snowflake data platform is not built on any existing database technology or "big data" software platforms such as Hadoop.

QUESTION 8

A data analyst needs to present the results of an online marketing campaign to the marketing manager. The manager wants to see the most important KPIs and measure the return on marketing investment. Which of the following should the data analyst use to BEST communicate this information to the manager?

- A. A real-time monitor that allows the manager to view performance the day the campaign was launched
- B. A self-service dashboard that allows the manager to look at the company's annual budget performance
- C. A spreadsheet of the raw data from all marketing campaigns and channels
- D. A summary with statistics, conclusions, and recommendations from the data analyst

Correct Answer: D

Explanation: A summary with statistics, conclusions, and recommendations from the data analyst is the best way to communicate the results of an online marketing campaign to the marketing manager. A summary can provide a concise and clear overview of the most important KPIs and measure the return on marketing investment, as well as highlight the main findings and insights from the data analysis. A summary can also include actionable suggestions and best practices for improving the campaign performance and achieving the marketing objectives. A summary is different from other options, such as a real-time monitor, a self-service dashboard, or a spreadsheet of raw data, which may not provide enough context, interpretation, or guidance for the manager. Therefore, the correct answer is D. References: How to Write a Data Analysis Report: 6 Essential Tips, How to Write a Marketing Report (with Pictures) - wikiHow

QUESTION 9

Which of the following describes the method of sampling in which elements of data are selected randomly from each of the small subgroups within a population?

- A. Simple random
- B. Cluster
- C. Systematic
- D. Stratified

Correct Answer: D

Explanation: This is because stratified is a type of sampling in which elements of data are selected randomly from each of the small subgroups within a population, such as age groups, gender groups, or income groups. Stratified sampling can be used to ensure that the sample is representative and proportional of the population, as well as reduce the sampling error or bias. For example, stratified sampling can be used to select a sample of voters from different political parties based on their proportion in the population. The other types of sampling are not the types of sampling in which elements of data are selected randomly from each of the small subgroups within a population. Here is why:

Simple random is a type of sampling in which elements of data are selected randomly from the entire population, without dividing it into any subgroups. Simple random sampling can be used to ensure that every element in the population has an equal chance of being selected, as well as avoid any systematic error or bias. For example, simple random sampling can be used to select a sample of students from a school by using a lottery or a computer-generated number. Cluster is a type of sampling in which elements of data are selected randomly from a few large subgroups within a population, such as regions, districts, or schools. Cluster sampling can be used to reduce the cost and complexity of sampling, as well as increase the feasibility and convenience of sampling. For example, cluster sampling can be used to select a sample of households from a few neighborhoods by using a map or a list. Systematic is a type of sampling in which elements of data are selected at regular intervals from an ordered list or sequence within a population, such as every n th element or every k th element. Systematic sampling can be used to simplify and speed up the sampling process, as well as ensure that the sample covers the entire range or scope of the population. For example, systematic sampling can be used to select a sample of books from a library by using an alphabetical order or a numerical order.

QUESTION 10

A data analyst is working with a team to create a dashboard for a client who requires on-demand access. Which of the following is the best delivery method to support the client's requirement?

- A. Email
- B. Scheduled
- C. Subscription
- D. Static

Correct Answer: C

The best delivery method to support the client's requirement is C. Subscription. Short explanation: A subscription is a delivery method that allows the client to access the dashboard on-demand, whenever they need it. A subscription can be set up by the data analyst or the client themselves, and it can be configured to send an email notification when the dashboard is updated or refreshed. A subscription also allows the client to view the dashboard online or download it as a file format of their choice² A. Email is not the best delivery method because it does not allow the client to access the dashboard on-demand. Email deliveries are sent at a fixed time or frequency, and they may not reflect the latest data or changes in the dashboard. Email deliveries also have limitations on the file size and format of the dashboard attachments¹ B. Scheduled is not the best delivery method because it does not allow the client to access the dashboard on-demand. Scheduled deliveries are similar to email deliveries, except that they are triggered by a specific event or condition, such as a data update or a threshold value. Scheduled deliveries also have the same limitations as email deliveries on the file size and format of the dashboard attachments¹

D. Static is not the best delivery method because it does not allow the client to access the dashboard on-demand. Static deliveries are one-time deliveries that are manually generated by the data analyst or the client. Static deliveries do not update or refresh automatically, and they may become outdated or irrelevant over time. Static deliveries also have limitations on the file size and format of the dashboard files³

QUESTION 11

An analyst is creating a resource to improve users' experience when they select specific records based on particular dates. Which of the following should the analyst use to create a resource that best meets user needs?

- A. Drop-down menu
- B. Date range
- C. Text field
- D. Frequency

Correct Answer: A

A drop-down menu is a graphical user interface element that allows users to select one option from a list of options that are hidden until the user clicks on the menu. A drop-down menu can be used to create a resource that best meets user needs when they select specific records based on particular dates, because: A drop-down menu can provide a predefined list of dates or date ranges that are relevant and valid for the records, such as today, yesterday, last week, last month, custom range, etc. This can help users to avoid typing errors or invalid dates in a text field, and to save time and effort in entering the dates. A drop-down menu can also provide a calendar or a date picker that allows users to select a specific date or a range of dates from a graphical representation of a calendar. This can help users to visualize and compare the dates, and to easily adjust or modify their selection. A drop-down menu can improve the user experience by making the interface more compact and organized, as it only shows one option at a time and hides the rest of the options until the user clicks on the menu. This can help users to focus on their selection and to avoid clutter and distraction.

QUESTION 12

The ACME Corporation hired an analyst to detect data quality issues in their Excel documents. Which of the following are the most common issues? (Select TWO)

- A. Apostrophe.
- B. Commas.
- C. Symbols.
- D. Duplicates.
- E. Misspellings.

Correct Answer: DE

1.

Duplicates

2.

Misspellings

The most common data quality issues are difficult to resolve in Excel because of their rigidity. It forces analysts to do a ton of manual work, which results in a high probability of an error being introduced to the data set. Those common issues

include:

- Blanks
- Nulls
- Outliers
- Duplicates
- Extra spaces
- Misspellings
- Abbreviations and domain-specific variations
- Formula error codes

When introduced, these errors can skew or even invalidate the resulting analysis. A smart tool would minimize the possibility of error by automating the manual work. In Excel, you might look for data quality issues in one of two ways. First,

you might use auto filters on specific columns to scan for anomalies and blanks or you might use a pivot table to find gaps and discrepancies.

In either case, you're scanning for the anomalies yourself. Suffice it to say that's not a very efficient process. It also means accuracy is only as good as the analyst's eye, so the probability of error varies throughout the day.

QUESTION 13

Which of the following query optimization techniques involves examining only the data that is needed for a particular task?

- A. Making a temporary table
- B. Creating a flat file
- C. Indexing documents
- D. Creating an execution plan

Correct Answer: C

Explanation: The correct answer is C. Indexing documents. Indexing documents is a query optimization technique that involves creating a data structure that allows faster access to the data in the documents. Indexing documents can reduce the amount of data that needs to be scanned for a particular query, thus improving the performance and efficiency of the query. Indexing documents can also help with searching, sorting, filtering, and aggregating the data in the documents¹²

QUESTION 14

Which of the following is an example of a flat file?

- A. CSV file

- B. PDF file
- C. JSON file
- D. JPEG file

Correct Answer: A

A CSV file is a type of flat file that stores data as plain text in a table-like structure with rows and columns. Each row represents a single record, while columns represent fields or attributes of the data. A CSV file uses commas or other delimiters to separate the values in each row. A CSV file can be easily imported or exported by various applications and programs¹²

QUESTION 15

Given the following report:

Quarterly Customer Service Report

Table 1. Frequency of Ticket Statuses

Status	Count
Reported	11
In-Progress	323
Closed	554

Table 2. Occurrence of Target Phrases

Target Phrases	Count
Have a great day!	1200
It is my pleasure to assist you.	70
Can you please hold?	7352

Most tickets are being addressed soon after being reported. Asking customers to hold is the most commonly used target phrase.

Which of the following components need to be added to ensure the report is point-in-time and static? (Choose two.)

- A. A control group for the phrases
- B. A summary of the KPIs
- C. Filter buttons for the status
- D. The date when the report was last accessed
- E. The time period the report covers
- F. The date on which the report was run

Correct Answer: E

The date on which the report was run. This is because the time period the report covers and the date on which the report was run are two components that need to be added to ensure the report is point-in-time and static, which means that the report shows the data as it was at a specific moment or interval in time, and does not change or update with new data. By adding the time period the report covers and the date on which the report was run, the analyst can indicate when and for how long the data was collected and analyzed, as well as avoid any confusion or ambiguity about the currency or validity of the data. The other components do not need to be added to ensure the report is point-in-time and static. Here is why:

A control group for the phrases is a type of group that serves as a baseline or a reference for comparison with another group that is exposed to some treatment or intervention, such as a target phrase in this case. A control group for the phrases does not need to be added to ensure the report is point-in-time and static, because it does not affect the time frame or the stability of the data. However, a control group for the phrases could be useful for evaluating the effectiveness or impact of the target phrases on customer satisfaction or retention. A summary of the KPIs is a type of document that provides an overview or a highlight of the key performance indicators (KPIs), which are measurable values that indicate how well an organization or a process is achieving its goals or objectives. A summary of the KPIs does not need to be added to ensure the report is point-in-time and static, because it does not affect the time frame or the stability of the data. However, a summary of the KPIs could be useful for communicating or presenting the main findings or insights from the report. Filter buttons for the status are a type of feature or function that allows users to select or deselect certain values or categories in a column or a table, such as ticket statuses in this case. Filter buttons for the status do not need to be added to ensure the report is point-in-time and static, because they do not affect the time frame or the stability of the data. However, filter buttons for the status could be useful for exploring or analyzing different aspects or segments of the data.

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