



# 000-474<sup>Q&As</sup>

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

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### QUESTION 1

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

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### QUESTION 2

Which statement about Ratio Reports is true?

- A. Ratio Reports cannot use dimensions.
- B. Ratio Reports are restricted to time-based dimensions.
- C. Dimensions are restricted to the denominator of a Ratio Report.
- D. Dimensions must be shared by the numerator and the denominator.

Correct Answer: D

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### QUESTION 3

Which session list command is used to review the event and dimensional data for every event that was triggered in an individual session?



A.



B.



C.



D.



A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

#### QUESTION 4

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:

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

Correct Answer: C

### QUESTION 5

A user has been assigned to track the conversion versus abandonment rates per hour. However, the conversion rate is erratic and it's difficult to detect whether the variation is meaningful. The retail organization would like to understand whether those swings are significant as opposed to the norm.. What should be set up to address this requirement?

- A. Ratio Report
- B. KPI Scorecard
- C. Top Mover Report



D. Business Process Scorecard

Correct Answer: C

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