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QUESTION 1

An analyst is designing a dashboard to determine which site has the highest percentage of new customers. The analyst must choose an appropriate chart to include in the dashboard. The following data is available:

Site	Customers	New customers	Percentage of new customers
A1	2236	277	12%
A2	885	300	34%
A3	333	200	60%
B1	483	167	35%
B2	2969	235	8%
B3	2357	153	6%
C1	1524	180	12%
C2	878	150	17%
C3	1925	142	7%

Which of the following types of charts should be considered to BEST display the data?

- A. Include a bar chart using the site and the percentage of new customers data.
- B. Include a line chart using the site and the percentage of new customers data.
- C. Include a pie chart using the site and percentage of new customers data.
- D. Include a scatter chart using the site and the percent of new customers data.

Correct Answer: A

Explanation: This is because a bar chart is a type of chart that shows the value or the amount of a single variable for different categories or groups, such as the percentage of new customers for different sites in this case. A bar chart can be used to display and analyze the comparison, ranking, or proportion among the categories or groups, as well as identify any differences, similarities, or outliers in the data. For example, a bar chart can show which site has the highest or lowest percentage of new customers, as well as show how much each site contributes to the total percentage of new customers. The other types of charts are not the best charts to display the data. Here is why:

A line chart is a type of chart that shows the change or the trend of a single variable over time, such as the percentage of new customers over months or years in this case. A line chart can be used to display and analyze the movement, cycle, or pattern of the variable, as well as identify any peaks, valleys, or fluctuations in the data. For example, a line chart can show how the percentage of new customers increases or decreases over time, as well as show if there are any seasonal or periodic variations in the data. A pie chart is a type of chart that shows the proportion or the percentage of a single variable for different categories or groups, such as the percentage of new customers for different sites in this case. A pie chart can be used to display and analyze the composition, distribution, or share of the variable, as well as identify any segments, slices, or fractions in the data. For example, a pie chart can show how much each site represents of the total percentage of new customers, as well as show if there are any dominant or minor sites in the data. A scatter

chart is a type of chart that shows the relationship between two variables for each observation or unit in a data set, such as the percentage of new customers and another variable for each site in this case. A scatter chart can be used to display and analyze the correlation, trend, or pattern among the variables, as well as identify any outliers or clusters in the data. For example, a scatter chart can show if there is a positive, negative, or no correlation between the percentage of new customers and another variable, such as sales revenue or customer satisfaction.

QUESTION 2

An analyst is building a new dashboard for a user. After an initial conversation with the user, the analyst created a mock-up of the dashboard. Which of the following best explains why the analyst created the mock-up?

- A. To identify the dimensions and measures
- B. To send to the client after deploying the dashboard to production
- C. To confirm important details before dashboard development begins
- D. To receive client approval for the final dashboard design

Correct Answer: C

Explanation: Answer: C. To confirm important details before dashboard development begins.

A dashboard mockup is a prototype of a finished dashboard directly in the product. It is a way to visualize the layout, design, and functionality of the dashboard before it is built with real data and code. A dashboard mockup can help the

analyst to confirm important details with the user, such as the business objectives, the key performance indicators, the data sources, the filters, the charts, and the interactivity. By creating a dashboard mockup, the analyst can get immediate

feedback and validation from the user, and avoid wasting time and resources on developing a dashboard that does not meet the user's expectations or needs.

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 data analyst needs to create a dashboard using the company's yearly revenue data sets. Which of the following would be the best way to plot the information to show the top-performing region?

- A. A line chart
- B. A waterfall chart
- C. A heat map
- D. A stacked bar chart

Correct Answer: D

QUESTION 5

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.

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