

**100%** Money Back  
**Guarantee**

**Vendor:** IBM

**Exam Code:** C2080-474

**Exam Name:** IBM Tealeaf Customer Experience  
Management V8.7 Business Analysis

**Version:** Demo

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**Topic 1**

**QUESTION NO: 1**

What is the default strike character used to mask data in a privacy rule?

- A. \*
- B. #
- C. X
- D. o

**Answer: C**

**QUESTION NO: 2**

Which two sections in the request are fully indexed by default?

- A. [env]
- B. [urlfield]
- C. [cookies]
- D. [appdata]
- E. [timestamp]
- F. [TimeBlock]

**Answer: B,D**

**QUESTION NO: 3**

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**

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**QUESTION NO: 4**

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: 5**

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: 6**

How many Session Attributes can users define?

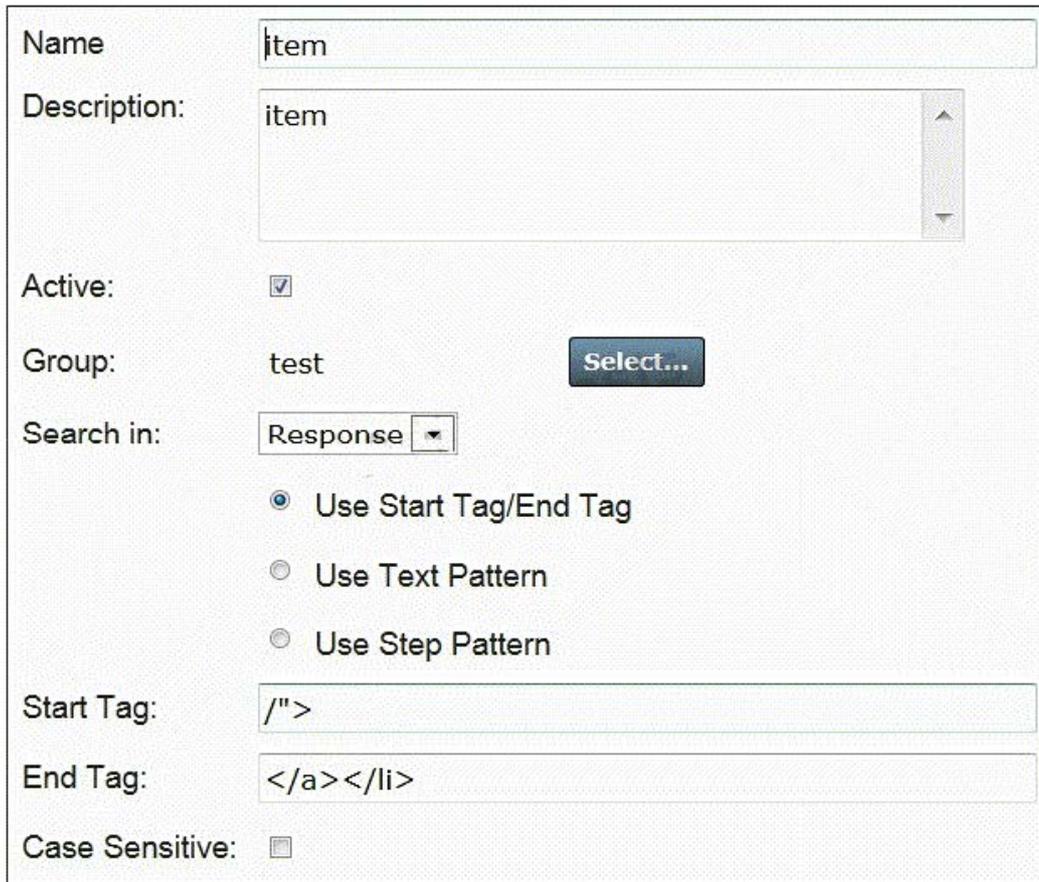
- A. 24
- B. 30
- C. 64

D. Unlimited

Answer: C

**QUESTION NO: 7**

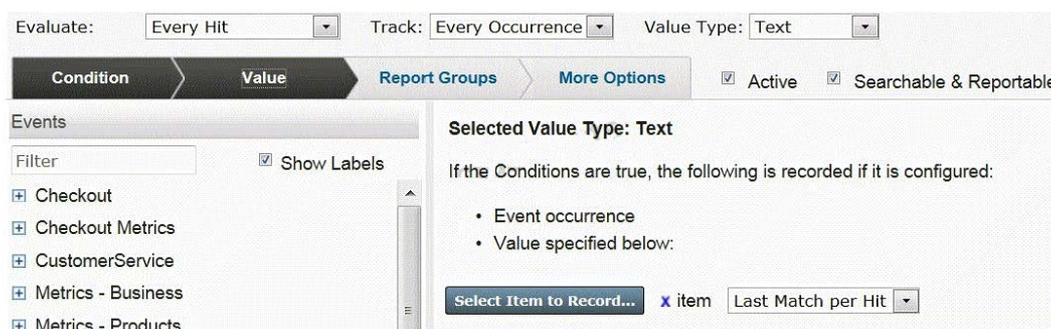
Refer to the following hit attribute configuration:



The screenshot shows a configuration form for a hit attribute. The fields are as follows:

- Name: item
- Description: item
- Active:
- Group: test (with a Select... button)
- Search in: Response (dropdown)
- Use Start Tag/End Tag:
- Use Text Pattern:
- Use Step Pattern:
- Start Tag: /">
- End Tag: </a></li>
- Case Sensitive:

The hit attribute above is used as the value in the event configured here:



The screenshot shows an event configuration form with the following settings:

- Evaluate: Every Hit
- Track: Every Occurrence
- Value Type: Text
- Condition: Value
- Report Groups: (empty)
- More Options: (empty)
- Active:
- Searchable & Reportable:
- Selected Value Type: Text
- Events list: Checkout, Checkout Metrics, CustomerService, Metrics - Business, Metrics - Products
- Show Labels:
- Selected Item to Record: X item
- Last Match per Hit: (dropdown)

The following is a sample of RSP data from the site:

```
<div class="head">
  <h4><span>Recently Viewed Products</span></h4>
</div>
<div class="content">
  <ol id="recently-viewed-items">
    <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/18/category/12/"
>cat</a></li>
    <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/48/category/12/"
>monkey</a></li>
    <li><a
href="http://demo1.tealeaf.com/store/index.php/catalog/product/view/id/132/category/12/"
">snake</a></li>
  </ol>
</div>
<script type="text/javascript">
  decorateList("recently-viewed-items")
</script>
</div>
```

Given this RSP data, what will be the event output?

- A. cat
- B. snake
- C. cat, monkey, snake
- D. <ol id="recently-viewed-items">

**Answer: B**

### QUESTION NO: 8

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**

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**QUESTION NO: 9**

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: 10**

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: 11**

The marketing department asks the business analyst to track the number of customers who continue through the checkout flow three pages sequentially. The analyst already has an event configured to fire for each of three respective pages. Which of the following would the analyst use?

- A. A sequence event with the condition set as events A and C firing in order.

- 
- B.** A sequence event with the condition set as events A, B and C firing in order.
  - C.** A distance event with evaluator set as "Distance between events is between the following number of seconds".
  - D.** A sequence event with the evaluator set as "Distance between events is between the following number of seconds".

**Answer: B**

#### **QUESTION NO: 12**

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: 13**

An event modeler is tasked with creating a new hit attribute to capture the text displayed to customers on the home page. The modeler is also asked to provide a report of the values generated. The text value is displayed in a DIV tag on the home page called yCompanyDiv8?to provide a report of the values generated. The text value is displayed in a DIV tag on the home page called ?yCompanyDiv8? Which should the modeler use to configure the hit attribute?

- A.** Text Pattern
- B.** Step Pattern
- C.** Custom Tags
- D.** Start Tag/End Tag

**Answer: D**

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**QUESTION NO: 14**

An event modeler is tasked with creating an event that records the Referrer of each session to identify where visitors to the site are coming from. When should this event be evaluated?

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

**Answer: D**

**QUESTION NO: 15**

A business analyst is working with a coupon code entry field, and wants to make an event that fires when the value entered is not a valid coupon code. There are 3000 valid coupon codes.

How can this be accomplished?

- A.** 1. Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty.  
2. Create a dimension text group list for Coupon Code Entry Value on the coupon code hit attribute.  
3. Create a new event that fires when the Coupon Code Entry event does not fire on the relevant hit, and apply the Coupon Code Entry Value dimension.
- B.** 1. Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty  
2. Create a dimension for Coupon Code Entry Value.  
3. Create an event that fires when the Coupon Code Entry exists on the hit with a value of "invalid".  
4. Add the Dimension Coupon Code Entry Value to the new event.
- C.** 1. Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty.  
2. Create a dimension text group list for Coupon Code Entry Value.  
3. Create a group with the valid entries listed named "valid".  
4. Create an event that fires when the Coupon Code Entry event fires, but the Coupon Code Entry Value dimension value is not "valid".
- D.** 1. Create an event called "Coupon Code Entry" that fires when the coupon code hit attribute is not empty.  
2. Create a dimension text group list for Coupon Code Entry Value.  
3. Create a group with the valid entries listed named "valid".  
4. Apply that dimension to the Coupon Code event.  
5. Create a new event that fires when the Coupon Code event exists on hit, but the Coupon Code

Entry Value dimension value is "valid".

**Answer: C**

**QUESTION NO: 16**

An event modeler is tasked with validating an existing hit attribute to find the exact promotion code text ?2zZz99eE? The business team has reported that the report they had configured is not showing the usage of this promotion code but they can see from other systems that users are entering the promotion code onto the website and completing purchases.

The hit attribute is configured as follows:

The screenshot shows a configuration window titled "Edit Hit Attribute: Promocode\_HA\_22zZz99eE". The fields are as follows:

- Name: Promocode\_HA\_22zZz99eE
- Description: This is a hit attribute to track the usage of 22zZz99eE
- Active:
- Group: Promo\_group (with a "Select..." button)
- Search in: Response (dropdown menu)
- Use Start Tag/End Tag:
- Use Text Pattern:
- Use Step Pattern:
- Text Pattern: 22zZz99eE
- Case Sensitive:
- All Matches:
- Encoding: UTF-8 (dropdown menu)
- Post-Match Operations: (collapsed section)
- Buttons: Save Draft, Cancel

Which setting should be changed?

- A. Active
- B. Encoding
- C. Search In
- D. Text Pattern

**Answer: C**

**QUESTION NO: 17**

The following KPI on a KPI Scorecard contains a group of 4 related events. The configuration for Summary Calculation is set to Average (Excluding 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: A**

**QUESTION NO: 18**

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: 19**

An analyst for a credit card company has created a business process scorecard for their card application. After allowing the scorecard to collect information, the results are as follows:

Process Step	Event Count	Conv.
1 Enter Information	<u>4,648</u>	
2 Verify Information	<u>5,448</u>	117.21%
3 Approval Status	<u>2,968</u>	54.47%
4 Add Card Options	<u>1,183</u>	39.86%
5 Final Summary	<u>484</u>	40.91%
6 Confirmation	<u>359</u>	74.17%

How should the analyst modify the scorecard?

- A. Change step 2 to include step 1 as a value
- B. Change step 6 to include step 5 as a value
- C. Change step 6 to include step 5 as a condition
- D. Change step 2 to include step 1 as a condition

**Answer: D**

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**QUESTION NO: 20**

Which two report components are part of the Technical Site Metrics dashboard?

- A. Session Count
- B. Conversion Rate
- C. Page Generation
- D. Customer Experience KPI
- E. Checkout Process Scorecard

**Answer: A,C**

**QUESTION NO: 21**

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: 22**

An analyst for an insurance company wants to monitor usability KPIs for new customers. Which configuration on the KPI scorecard limits KPI results to new customers?

- A. Select the dimension on the KPIs tab of the KPI Scorecard.
- B. Select the dimension on the General tab of the KPI Scorecard configuration.
- C. Select the report group and dimension on the KPIs tab of the KPI Scorecard configuration.
- D. Select the report group and dimension on the General tab of the KPI Scorecard configuration.

**Answer: D**

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**QUESTION NO: 23**

A KPI is composed of the four (4) events in this image. The image also shows the event count. In the configuration for this KPI, the Summary Calculation is set to Average (Excluding 0 Values) and the Base Activity parameter is set to Event.

Indicator	Event Count
1 - Promo Code Issue & Abandon	<u>69</u>
2 - Payment Issue	<u>57</u>
3 - Billing Information Issue	<u>48</u>
4 - Shipping Information Issue	0

What is the formula to compute the KPI's Grade Rating using a weighted KPI calculation if the Value for a Summary Calculation set to Total is 200, and the Base Activity count is 800?

- A. Grade Rating =  $(200 / 4) / 800$
- B. Grade Rating =  $(200 / 3) / 800$
- C. Grade Rating =  $(800 / 4) / 200$
- D. Grade Rating =  $(800 / 3) / 200$

**Answer: B**

**QUESTION NO: 24**

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:

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**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: 25**

Which icon is used to initiate session replay directly through the portal?

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A.



B.



C.



D.



E.



F.



- A.** Option A  
**B.** Option B

- 
- C. Option C
  - D. Option D
  - E. Option E
  - F. Option E

**Answer: B**

**QUESTION NO: 26**

Where are active sessions stored?

- A. Archive
- B. Session Index
- C. Long Term Canister
- D. Short Term Canister

**Answer: D**

**QUESTION NO: 27**

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: 28**

What is a hit?

- A. A response
- B. A user impact

- 
- C. A request and response
  - D. An attribute and dimension

**Answer: C**

**QUESTION NO: 29**

Which column in a session list template may require additional configuration?

- A. Hits
- B. Login ID
- C. Duration
- D. Session Time

**Answer: B**

**QUESTION NO: 30**

Why would a sub-search be used in Browser-Based Replay (BBR)?

- A. To highlight form fields
- B. To trend sessions over time
- C. To find text within a session
- D. To compare sessions across canisters

**Answer: C**

**QUESTION NO: 31**

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.

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**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: 32**

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: 33**

Refer to the following alert configuration:

**Edit Alert: Purchase Confirmed - Unusual Variation**

Name:

Group:

Active

**Configuration**   **Notification**   **Blackout**

Alert Type:  ▾

Event:  Purchase Confirmed

Threshold:  % of Mean

Direction:  ▾

Interval:  minutes

Reset:  minutes

Enable Warnings

Threshold:  % of Mean

Reset:  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: 34**

An alert has been configured to send notification emails if the number of purchases drops below a particular threshold. It is working as designed, but users are complaining that they are receiving notification emails in the middle of the night, when it is normal for traffic levels to be very low. How might this be addressed?

- 
- A. Disable the Tealeaf Status Report.
  - B. Modify the "Reset" value for the alert.
  - C. Configure a blackout period for the alert.
  - D. Edit the event on which the alert is based to only fire during business hours.

**Answer: C**

**QUESTION NO: 35**

A developer is tasked with creating canister alerts that warn of unindexed session counts growing to over 500. Which alert function should be selected in the alert creation dialog?

- A. System
- B. Positive
- C. Negative
- D. Canister Default

**Answer: B**

**QUESTION NO: 36**

If a dimension is applied to a ratio report, what is that dimension applied to?

- A. Numerator
- B. Denominator
- C. Report Group
- D. Numerator and Denominator

**Answer: D**

**QUESTION NO: 37**

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.

Answer: D

**QUESTION NO: 38**

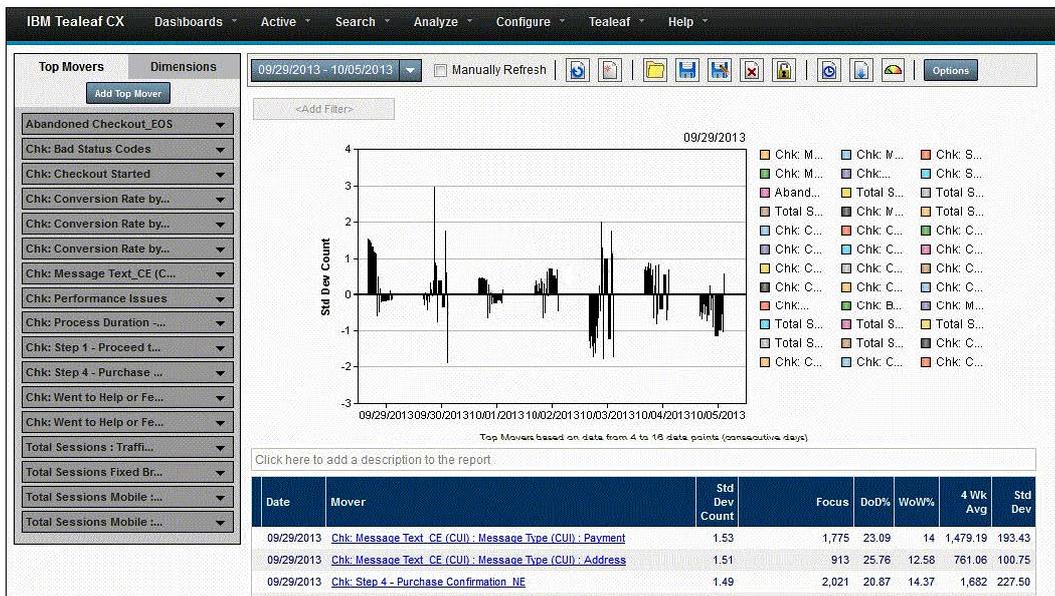
A Ratio Report shows the fraction of all session which are mobile sessions. An event called "Session Count" counts the total number of sessions. Another event called "Mobile Session" counts mobile session. How should the ratio be configured in the Report Builder?

- A. "Mobile Session" as the numerator, tick the "All Sessions" checkbox
- B. "Mobile Session" as the denominator, tick the "All Sessions" checkbox
- C. "Mobile Session" as the numerator, "Session Count" as the denominator
- D. "Mobile Session" as the denominator, "Session Count" as the numerator

Answer: C

**QUESTION NO: 39**

An online retailer is using Top Movers Reports to understand significant changes on their site. However, users are complaining that the resulting report is unusable.



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Without limiting user ability to monitor significant changes, what are two ways to make the report legible?

- A. Use Top N filtering
- B. Narrow the date range
- C. Remove dimensional Movers
- D. Modify the Standard Deviation calculation
- E. Add only up to 5 Movers to a single report

**Answer: A,B**

**QUESTION NO: 40**

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

**Answer: C**

**QUESTION NO: 41**

An analyst CANNOT compare date ranges in which type of report?

- A. Pie Chart
- B. Line Chart
- C. Area Chart
- D. Vertical Bar Chart

**Answer: A**

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**QUESTION NO: 42**

A bank is interested in using Top Movers Reports to monitor errors and business processes on a site. The traffic on the site varies greatly throughout the day. Which type of Top Movers would capture this information?

- A. Daily Top Movers
- B. Hourly Top Movers
- C. Minute Top Movers
- D. Weekly Top Movers

**Answer: B**

**QUESTION NO: 43**

In Report Builder, which format options are available when using the Export Report function?

- A. HTML and XML
- B. Word and PowerPoint
- C. Excel, PDF, and Email
- D. SharePoint, Facebook, and Twitter

**Answer: C**

**QUESTION NO: 44**

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,

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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: 45**

A wireless company is considering adding the zPhone to its lineup of supported phones. They have events reporting on number of sessions, cart start and cart abandonment. Which two dimensions could be added to these events to understand user demand for the zPhone?

- A.** Browser
- B.** Traffic type
- C.** Search term
- D.** Browser version
- E.** Mobile device brand

**Answer: C,E**

#### **QUESTION NO: 46**

When editing an event, the panel for a particular report group is highlighted in gray indicating it has been disabled. Why can a report group be disabled?

- A.** A dimension in the report group is populated by the event being edited.
- B.** A dimension in the report group has not been committed to the server.
- C.** The report group has been disabled because it generated too many facts.
- D.** The report group has been disabled because it will not be available at the time the event fires.

**Answer: C**

#### **QUESTION NO: 47**

A travel site wants to know the absolute potential and absolute revenue of email campaigns. Each of the dozen campaigns sent weekly is designated by a unique campaign code. Potential

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and actual revenue may be recorded from the site's cart. Which two should be configured as dimensions for this Report?

- A. Cart views
- B. Actual revenue
- C. Campaign code
- D. Potential revenue
- E. Purchase success

**Answer: C,E**

### **QUESTION NO: 48**

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

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**Answer: B**

**QUESTION NO: 49**

A dimension may be populated by a hit attribute for its value under which circumstances?

- A. The hit attribute value is available when the event it is applied to fires.
- B. The hit attribute value is available any time before the event it is applied to fires.
- C. The dimension is being applied to an event set to evaluate first hit of session.
- D. The dimension is being applied to an event set to evaluate at the end of session.

**Answer: A**

**QUESTION NO: 50**

Which privacy location stops sensitive data from entering the IBM Tealeaf system?

- A. PCA
- B. UI Capture
- C. On Demand
- D. Windows Pipeline

**Answer: B**

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