

IIBA CBDA

**IIBA DELIVER BUSINESS VALUE THROUGH DATA ANALYTICS
CERTIFICATION QUESTIONS & ANSWERS**

Exam Summary – Syllabus – Questions

CBDA

[IIBA Deliver Business Value Through Data Analytics \(CBDA\)](#)

75 Questions Exam – 80% Cut Score – Duration of 120 minutes

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Know Your CBDA Certification Well:

The CBDA is best suitable for candidates who want to gain knowledge in the IIBA Business Data Analytics. Before you start your CBDA preparation you may struggle to get all the crucial Deliver Business Value Through Data Analytics materials like CBDA syllabus, sample questions, study guide.

But don't worry the CBDA PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the CBDA syllabus?
- How many questions are there in the CBDA exam?
- Which Practice test would help me to pass the CBDA exam at the first attempt?

Passing the CBDA exam makes you IIBA Deliver Business Value Through Data Analytics (CBDA). Having the Deliver Business Value Through Data Analytics certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

IIBA CBDA Deliver Business Value Through Data Analytics Certification Details:

Exam Name	IIBA Deliver Business Value Through Data Analytics
Exam Code	CBDA
Exam Fee	Member - \$250, Non-Member - \$400
Retake Fee	Member - \$195, Non-Member - \$350
Recertification Fee	Member - \$30, Non-Member - \$50
Exam Duration	120 Minutes
Number of Questions	75
Passing Score	80%
Format	Multiple Choice Questions
Schedule Exam	PROMETRIC
Sample Questions	IIBA Deliver Business Value Through Data Analytics Exam Sample Questions and Answers
Practice Exam	IIBA Deliver Business Value Through Data Analytics (CBDA) Practice Test

CBDA Syllabus:

Topic	Details
Identify the Research Questions - 20%	
Identify and frame the business situation	<ul style="list-style-type: none"> - General Awareness: Understands the problems or opportunities the business wants to address - Practical Knowledge: Follows Rules to define the business need - Practical Knowledge: Follows Rules to analyze the current state to understand the existing environment - General Awareness: Understands the future state including the outcomes being sought from the analytics research - General Awareness: Understands determining gaps between current and future state - General Awareness: Understands the KPIs and/or metrics to gauge success - General Awareness: Understands determining the scope of the analytics effort - General Awareness: Understands determining analytics assumptions, constraints, dependencies - General Awareness: Basic Knowledge of the organization's current state of analytics, including current culture, practices, skills, systems, and data
Plan analytics approach	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge of defining how analytics work will be performed - General Awareness: Understands formulating the research questions that analytics will be used to answer - General Awareness: Basic Knowledge of determining the activities, deliverables, models - General Awareness: Basic Knowledge of picking tools & techniques based on the category of analytics - General Awareness: Basic Knowledge of the sequence of work activities - General Awareness: Understands obtaining approval on approach including research question
Source Data - 15%	
Plan data sourcing activities	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge of what data is needed to answer the research question - General Awareness: Understands to contribute expertise about data required/available
Identify data sources	<ul style="list-style-type: none"> - General Awareness: Understands determining what data is already collected and what new data is needed - General Awareness: Basic Knowledge of the data sources that make up the data set (data lakes, marts, vaults, warehouse)

Topic	Details
Determine how and when to obtain data	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge of identifying data frequency and flow - General Awareness: Understands assessing the quality of data
Perform data setup and preparation	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge of determining sample size - General Awareness: Basic Knowledge of supporting data scientists with data sampling - General Awareness: Understands establishing/identifying relationships in data - General Awareness: Basic Knowledge of dependencies between data e.g., clustering/sensitivity analysis - General Awareness: Basic Knowledge of data linkages between data sources - General Awareness: Basic Knowledge of acquiring data - General Awareness: Basic Knowledge of pre-process/cleaning data - General Awareness: Understands assessing data integrity/quality - General Awareness: Understands detecting outliers/noise/features from a data set - General Awareness: Basic Knowledge of adjusting the data acquisition approach as needed
Analyze Data - 16%	
Analyze Data	<ul style="list-style-type: none"> - General Awareness: Understands producing scope, data, and decision models - General Awareness: Basic Knowledge of creating architectural diagrams - General Awareness: Basic Knowledge of developing mathematical models - General Awareness: Basic Knowledge of suggesting and implementing predictive models such as regression, logistics regression, decision trees/random forest, neural nets, etc. - General Awareness: Basic Knowledge of preparing data - General Awareness: Basic Knowledge of performing data analysis - General Awareness: Understands whether the analytics results are helping to answer the business question - General Awareness: Basic Knowledge of adjusting to the analytics approach as needed, based on results obtained - General Awareness: Basic Knowledge of interpreting regression output and adjust models as needed
Interpret and Report Results - 20%	
Interpret and Report Results	<ul style="list-style-type: none"> - General Awareness: Understands interpreting results - General Awareness: Understands deriving insights from the results of analysis

Topic	Details
	<ul style="list-style-type: none"> - General Awareness: Understands refining problem/opportunity statements based on findings - General Awareness: Understands putting forth recommendations from insights derived - Practical Knowledge: Follows Rules to develop the business narrative to explain results to the business - Practical Knowledge: Follows Rules in developing visualizations to help with communications - Practical Knowledge: Follows Rules in preparing the analytics package to communicate - Practical Knowledge: Follows Rules in determining how best to package and communicate - Practical Knowledge: Follows Rules in determining stakeholder communication needs
<p>Use Results to Influence Business Decision Making - 20%</p>	
<p>Use Results to Influence Business Decision Making</p>	<ul style="list-style-type: none"> - General Awareness: Understands determining if analytics results answer the research question - General Awareness: Understands assessing how well the analytics results are meeting the business need - Practical Knowledge: Follows Rules in assessing proposed solution and recommending action - General Awareness: Understands developing an implementation plan - Practical Knowledge: Follows Rules in assessing organizational readiness and managing change
<p>Guide Organization-level Strategy for Business Analytics - 9%</p>	
<p>Recommend Action</p>	<ul style="list-style-type: none"> - General Awareness: Understands the process of transforming analysis results back into policies and procedures within an organization
<p>Evaluation</p>	<ul style="list-style-type: none"> - General Awareness: Understands assessing the proposed analytics solution - General Awareness: Basic Knowledge of measuring the behavior or outcome of data-driven decisions that are made - General Awareness: Basic Knowledge of assessing the analytics and system approach - General Awareness: Understands assessing organizational readiness including identified gaps, resources, data, automation readiness and asking the right questions: <ul style="list-style-type: none"> • Is the organization ready for automation of analytics? • Does the organization have the right data?
<p>Master Data Management</p>	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge to ensure that data is represented consistently

Topic	Details
	<ul style="list-style-type: none"> - Practical Knowledge: Follows Rules in contributing to the maintenance of a glossary - General Awareness: Basic Knowledge of data security - General Awareness: Basic Knowledge of performing data validation for metrics / KPIs
Perform Data Curation	<ul style="list-style-type: none"> - General Awareness: Understands building internal reporting/analytics dashboards - General Awareness: Understands scanning and cataloging the data assets in a company
Metadata Management	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge of the differences between master data and operational and transactional data - General Awareness: Basic Knowledge of identifying and applying data privacy rules
Performance Improvement	<ul style="list-style-type: none"> - General Awareness: Basic Knowledge of ensuring that a standard set of tools/techniques are identified, and best practices adhered to - General Awareness: Basic Knowledge on providing information about best practices and adherence to standards - General Awareness: Basic Knowledge of ensuring that sampling methods are shared across teams (where meaningful) and understood by all - General Awareness: Basic Knowledge of maintaining analytics requirements for re-use

IIBA CBDA Sample Questions:

Question: 1

A business analyst is running a focus group to review the findings from a recent analytics project. The analyst would like to use the focus group to uncover opinions and attitudes about the results.

Which of the following provides an example of a well-run focus group?

- a) The stakeholders were delighted with the findings and no discussion is recorded as everyone is satisfied
- b) The business analyst conducted a freeform discussion to gather a general sense of stakeholders' opinions
- c) The group selected a representative who spoke on behalf of the team
- d) The subsequent report included areas of agreement and disagreement

Answer: d

Question: 2

A restaurant chain is interested in deploying more efficient methods for servicing its customers. The sales manager has asked the analytics team to help answer the question 'Will customers purchase less food if asked to use self-service features'?

A predictive model is built to perform the research but the team is unsure of its mathematical accuracy in determining customer behavior.

Which technique could the team use to validate the model for accuracy?

- a) Forecasting
- b) Simulation
- c) Process modeling
- d) Regression analysis

Answer: b

Question: 3

An analyst is building a dashboard for the Senior Executive team. Which of the following, if added, would add context and commentary?

- a) Design, which focuses on the use of color and placement of visuals
- b) Tools, which help creating the visuals through the data
- c) Narrative, which includes the context and commentary
- d) Channel, which is the medium used to communicate

Answer: c

Question: 4

A model is developed to communicate the correlation between two variables. Which diagram is produced?

- a) Bar Chart
- b) Box Plot
- c) Scatter Plot
- d) Pie Chart

Answer: c

Question: 5

Within a public health dataset, 96% of the observations describe 35-year-old men. Which inference is a valid statement?

- a) Age and gender features can be eliminated
- b) Age and gender features can be included
- c) Gender feature can be removed
- d) Age feature can be removed

Answer: a

Question: 6

During a session on the importance of data storytelling, an analytics manager tells the team that memorability is one of its key benefits. How does a story make data reporting easier to remember?

- a) The results are more quickly understood by the brain
- b) The visuals are more appealing and highlights are easily observed
- c) It can be made to support the claim behind the analytics project
- d) It stimulates more areas of the brain making it engaging

Answer: d**Question: 7**

The research question prompting the use of analytics is well-defined. If the source data the team expected to use ends up being unreliable, what is the next step the team can take without changing the original objective?

- a) Identify research question
- b) Data sourcing
- c) Data collection
- d) Data analysis

Answer: b**Question: 8**

What is the difference between supervised and unsupervised machine learning?

- a) Supervised learning requires labeled data while unsupervised learning does not.
- b) Unsupervised learning is used for classification tasks while supervised learning is used for clustering tasks.
- c) Supervised learning is used for clustering tasks while unsupervised learning is used for regression tasks.
- d) Unsupervised learning requires labeled data while supervised learning does not.
- e) There is no difference between supervised and unsupervised learning.

Answer: a**Question: 9**

When comparing two data sources for the same set of employees, an analyst found that one of the data sources had the format for the start date as dd/mm/yyyy, while the other data source had the format as dd-mm-yyyy.

Which data quality dimension is being evaluated here?

- a) Validity
- b) Accuracy
- c) Consistency
- d) Uniqueness

Answer: c

Question: 10

A financial software company has growth and expansion as one of its top strategic priorities for the year. The senior executive team wants to assess their sales performance over the last 3 years to help set the sales objectives.

From the questions below, which would evaluate the team effectiveness at making a sale?

- a) What is the annual revenue growth?
- b) What is the average time for conversion?
- c) What is the number of customers retained over the past 3 years?
- d) When is the correct time to market the software?

Answer: b

Study Guide to Crack IIBA Deliver Business Value Through Data Analytics CBDA Exam:

- Getting details of the CBDA syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the CBDA exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the IIBA provided training for CBDA exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the CBDA sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on CBDA practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for CBDA Certification

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