



000-474^{Q&As}

IBM Tealeaf Customer Experience Management V8.7, Business Analysis

Pass IBM 000-474 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4lead.com/000-474.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

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

Correct Answer: B

QUESTION 2

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.

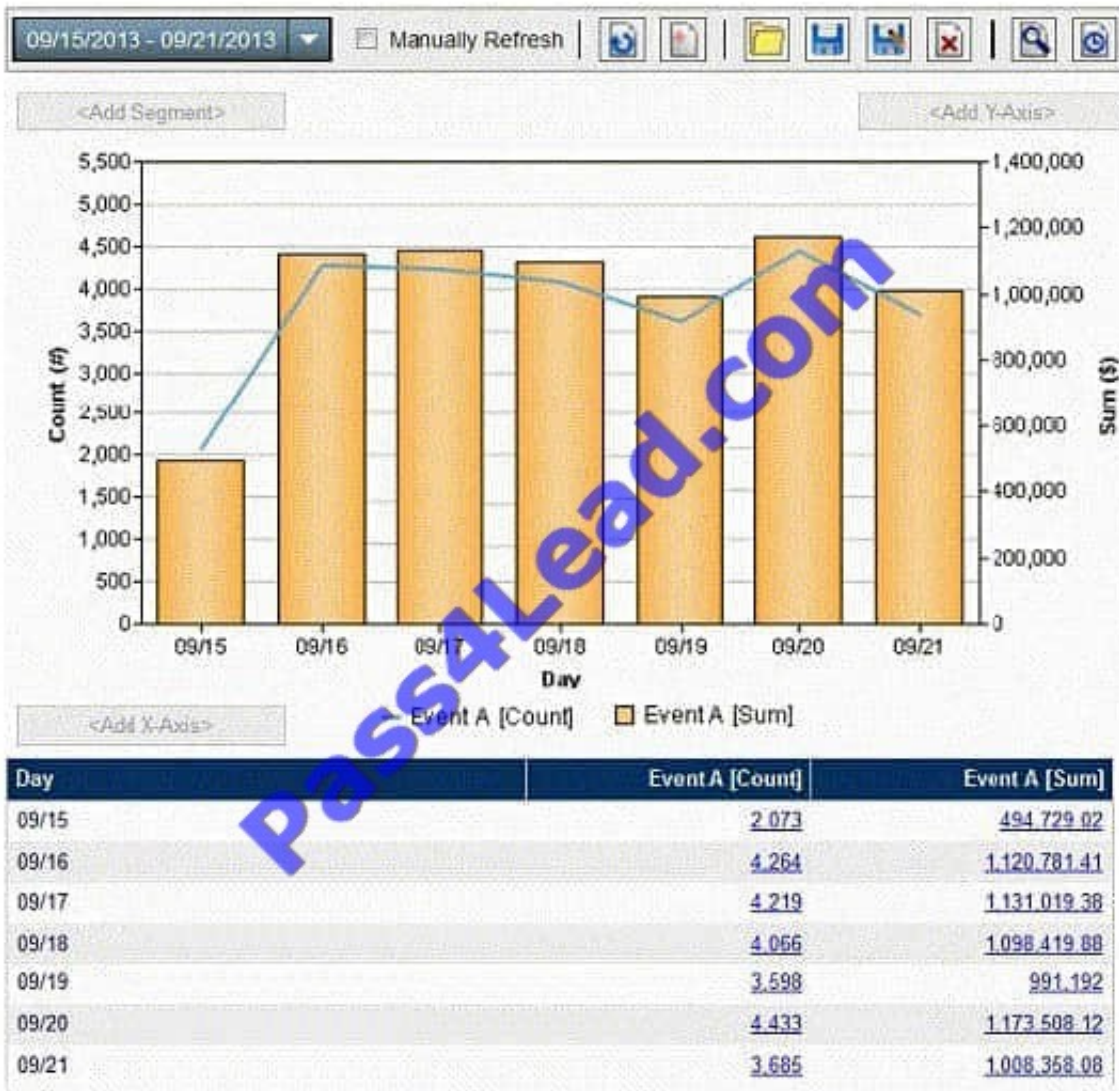
5.

Create a new event that fires when the Coupon Code event exists on hit, but the Coupon Code Entry Value dimension value is "valid\."

Correct Answer: C

QUESTION 3

A marketing team would like to understand the effectiveness of their campaigns. A business analyst creates a report table to distribute to the marketing team. The analyst configures the report using Event A as follows, where Event A tracks purchase attempts when a campaign code is submitted.



The marketing team wants to know the following information, by campaign code:

1. how often visitors make a purchase, as well as the purchase amount
2. how often visitors are abandoning their cart after a campaign code fails, including the abandoned cart amount. This is so that they can determine the business impact for remarketing.

They want the information on valid campaign codes, and should not have to filter the report results.

The analyst proceeds to add the dimensions for this report. The dimensions that are available for the report are:

- Dimension 1 captures the value "Yes" if the purchase was successful and captures the value "No" if the purchase was not successful

-

Dimension 2 captures "Whitelist Only" values for the coupon code

-



Dimension 3 captures "Whitelist + Observed Values" for the coupon code?

What should the analyst do to apply dimensions to this report?

- A. Add Dimension 1 to ; add Dimension 2 to
- B. Add Dimension 1 to ; add Dimension 3 to
- C. Add Dimension 1 to ; add Dimension 2 to
- D. Add Dimension 1 to ; add Dimension 3 to

Correct Answer: C

QUESTION 4

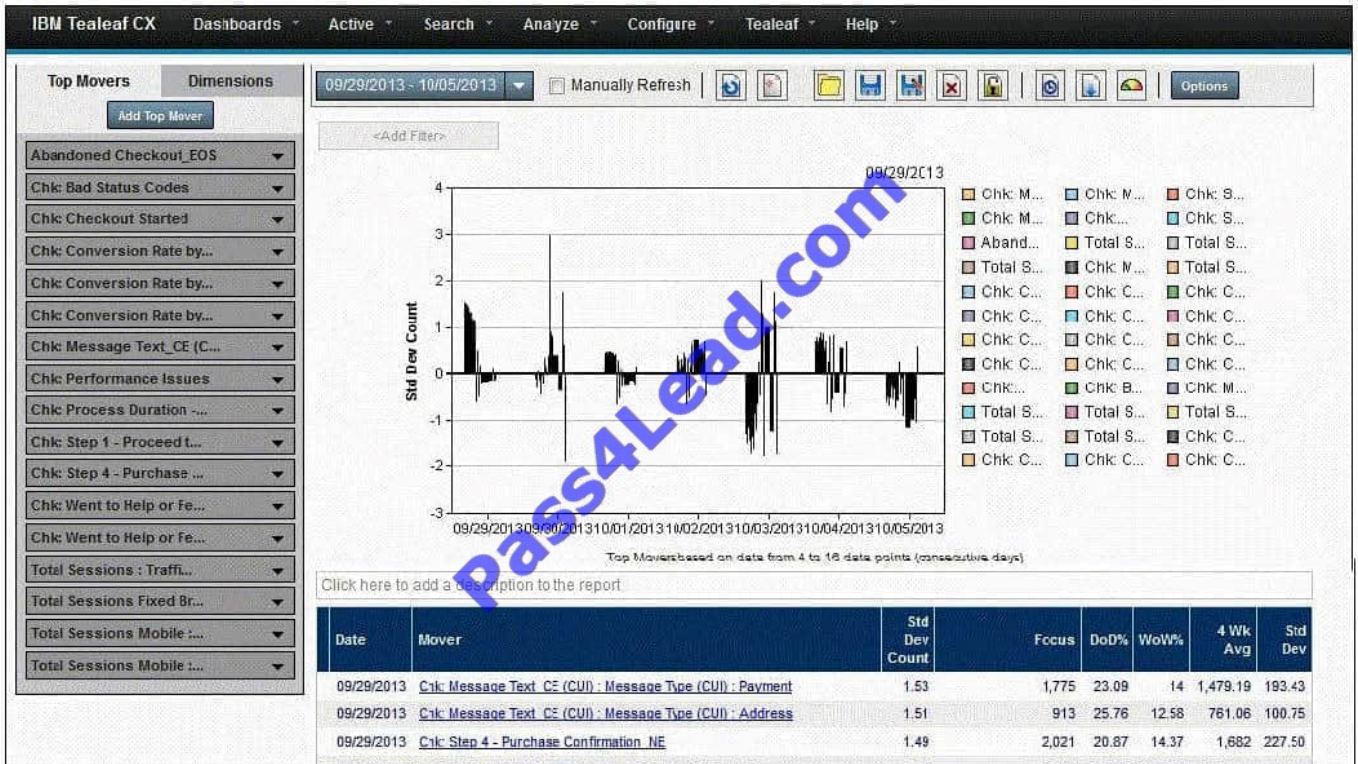
An alert has been configured to send notification emails if the number of purchases drops below a particular threshold. It is working as designed, but users are complaining that they are receiving notification emails in the middle of the night, when it is normal for traffic levels to be very low. How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

Correct Answer: C

QUESTION 5

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.



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

Correct Answer: AB

[000-474 PDF Dumps](#)

[000-474 VCE Dumps](#)

[000-474 Brindumps](#)



To Read the [Whole Q&As](#), please purchase the [Complete Version](#) from [Our website](#).

Try our product !

100% Guaranteed Success

100% Money Back Guarantee

365 Days Free Update

Instant Download After Purchase

24x7 Customer Support

Average 99.9% Success Rate

More than 800,000 Satisfied Customers Worldwide

Multi-Platform capabilities - [Windows](#), [Mac](#), [Android](#), [iPhone](#), [iPod](#), [iPad](#), [Kindle](#)

We provide exam PDF and VCE of Cisco, Microsoft, IBM, CompTIA, Oracle and other IT Certifications. You can view Vendor list of All Certification Exams offered:

<https://www.pass4lead.com/allproducts>

Need Help

Please provide as much detail as possible so we can best assist you.

To update a previously submitted ticket:



 <p>One Year Free Update Free update is available within One Year after your purchase. After One Year, you will get 50% discounts for updating. And we are proud to boast a 24/7 efficient Customer Support system via Email.</p>	 <p>Money Back Guarantee To ensure that you are spending on quality products, we provide 100% money back guarantee for 30 days from the date of purchase.</p>	 <p>Security & Privacy We respect customer privacy. We use McAfee's security service to provide you with utmost security for your personal information & peace of mind.</p>
---	---	--

Any charges made through this site will appear as Global Simulators Limited.

All trademarks are the property of their respective owners.

Copyright © pass4lead, All Rights Reserved.