DA0-001^Q&As

CompTIA Data+

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QUESTION 1

An e-commerce company recently tested a new website layout. The website was tested by a test group of customers, and an old website was presented to a control group. The table below shows the percentage of users in each group who made purchases on the websites: Which of the following conclusions is accurate at a 95% confidence interval?

Conversion	Control group	Test group	p-value
United States	7.8%	8.9%	0.003
Germany	6.3%	7.0%	0.13
United Kingdom	5.3%	9.6%	0.08
France	6.5%	6.7%	0.045
Canada	4.4%	5.1%	0.002

A. In Germany, the increase in conversion from the new layout was not significant.

B. In France, the increase in conversion from the new layout was not significant.

C. In general, users who visit the new website are more likely to make a purchase.

D. The new layout has the lowest conversion rates in the United Kingdom.

Correct Answer: A

Explanation: The p-value is a measure of how likely it is to observe a difference in conversion rates as large or larger than the one observed, assuming that there is no difference between the groups. A common threshold for statistical significance is 0.05, meaning that there is a 5% or less chance of observing such a difference by chance alone. The table shows the p-values for each country, and we can see that only Germany has a p- value above 0.05 (0.13). This means that we cannot reject the null hypothesis that there is no difference in conversion rates between the test and control groups in Germany. Therefore, the increase in conversion from the new layout was not significant in Germany. For the other countries, the p-values are below 0.05, indicating that the increase in conversion from the new layout was statistically significant. Option A is correct. Option B is incorrect because the increase in conversion from the new layout was significant in France (p-value = 0.002). Option C is incorrect because it does not account for the variation across countries. While the overall conversion rate for the test group (8.4%) is higher than the control group (6.8%), this difference may not be statistically significant when we consider the country-specific effects. Option D is incorrect because the new layout has the highest conversion rate in the United Kingdom (9.6%), not the lowest. References: P-value Calculator and Statistical Significance Calculator p-value Calculator | Formula | Interpretation How to obtain the P value from a confidence interval | The BMJ Confidence Intervals and P-values for Percent Change / Relative Difference

QUESTION 2

Which one of the following values will appear first if they are sorted in descending order?

A. Aaron.

B. Molly.

C. Xavier.

D. Adam.

Correct Answer: C

Explanation: The value that will appear first if they are sorted in descending order is Xavier. Descending order means arranging values from the largest to the smallest, or from the last to the first in alphabetical order. In this case, Xavier is the last name in alphabetical order, so it will appear first when sorted in descending order. The other names will appear in the following order: Molly, Adam, Aaron. Reference: Sorting Data - W3Schools

QUESTION 3

You are working with a professional statistician to perform an analysis and would like to use a statistics package.

Which one of the following would be the most appropriate?

A. Rapid Miner.

B. QLIK.

C. Power BI.

D. Minitab.

Correct Answer: D

Minitab is statistical analysis software. It can be used for learning about statistics as well as statistical research. Statistical analysis computer applications have the advantage of being accurate, reliable, and generally faster than computing statistics and drawing graphs by hand.

QUESTION 4

Given the following report:

![Pass2Lead](https://Pass2Lead.com)
Quarterly Customer Service Report

Table 1. Frequency of Ticket Statuses

Status	Count
Reported	11
In-Progress	323
Closed	554

Table 2. Occurrence of Target Phrases

Target Phrases	Count
Have a great day!	1200
It is my pleasure to assist you.	70
Can you please hold?	7352

Most tickets are being addressed soon after being reported. Asking customers to hold is the most commonly used target phrase.

Which of the following components need to be added to ensure the report is point-in-time and static? (Choose two.)

A. A control group for the phrases

B. A summary of the KPIs

C. Filter buttons for the status

D. The date when the report was last accessed

E. The time period the report covers

F. The date on which the report was run

Correct Answer: E

The date on which the report was run. This is because the time period the report covers and the date on which the report was run are two components that need to be added to ensure the report is point-in-time and static, which means

![Pass2Lead](https://Pass2Lead.com)
that the report shows the data as it was at a specific moment or interval in time, and does not change or update with new data. By adding the time period the report covers and the date on which the report was run, the analyst can indicate when and for how long the data was collected and analyzed, as well as avoid any confusion or ambiguity about the currency or validity of the data. The other components do not need to be added to ensure the report is point-in-time and static. Here is why:

A control group for the phrases is a type of group that serves as a baseline or a reference for comparison with another group that is exposed to some treatment or intervention, such as a target phrase in this case. A control group for the phrases does not need to be added to ensure the report is point-in-time and static, because it does not affect the time frame or the stability of the data. However, a control group for the phrases could be useful for evaluating the effectiveness or impact of the target phrases on customer satisfaction or retention. A summary of the KPIs is a type of document that provides an overview or a highlight of the key performance indicators (KPIs), which are measurable values that indicate how well an organization or a process is achieving its goals or objectives. A summary of the KPIs does not need to be added to ensure the report is point-in-time and static, because it does not affect the time frame or the stability of the data. However, a summary of the KPIs could be useful for communicating or presenting the main findings or insights from the report. Filter buttons for the status are a type of feature or function that allows users to select or deselect certain values or categories in a column or a table, such as ticket statuses in this case. Filter buttons for the status do not need to be added to ensure the report is point-in- time and static, because they do not affect the time frame or the stability of the data. However, filter buttons for the status could be useful for exploring or analyzing different aspects or segments of the data.

QUESTION 5

Which of the following data types would a telephone number formatted as XXX-XXX-XXXX be considered?

A. Numeric

B. Date

C. Float

D. Text

Correct Answer: D

A telephone number formatted as XXX-XXX-XXXX would be considered a text data type, as it is composed of alphanumeric characters and symbols. A numeric data type is composed of only numbers, such as integers or decimals. A date data type is composed of values that represent dates or times, such as YYYY-MM-DD or HH:MM:SS. A float data type is composed of numbers with fractional parts, such as 3.14 or 0.5. Reference: Guide to CompTIA Data+ and Practice Questions - Pass Your Cert

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