CIW

1D0-622

CIW Data Analyst

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Question: 1

What is the purpose of Customer Relationship Management (CRM)?
Response:

A. To manage financial transactions
B. To track inventory levels
C. To optimize supply chain operations
D. To enhance customer satisfaction and retention

Answer: D

Question: 2

Which of the following best describes unstructured data in the context of content planning?
Response:

A. Data stored in databases
B. Audio and video files
C. Mobile platform data
D. Sales and marketing data

Answer: B

Question: 3

Why is it important for content planners to consider ethical principles in their decision-making processes?
Response:

A. Ethics have no relevance in content planning
B. Ethical principles hinder creativity in content planning
C. It helps in building trust with the audience and maintaining a positive brand image
D. Content planners are not responsible for ethical considerations

Answer: C

Question: 4

How does statistical programming contribute to data preparation for analysis?
Response:

A. It helps in data visualization and reporting
B. It automates the data cleansing process
C. It generates random data samples for analysis
D. It applies statistical techniques to transform and manipulate data

Answer: D

Question: 5

Why is compliance with data protection and privacy laws necessary in content planning?
Response:

A. To maintain trust and customer confidence
B. To ensure data accuracy
C. To increase data storage capacity
D. To improve data analysis speed

Answer: A

Question: 6

How can data be accessed and obtained from knowledge bases, including Facebook, Twitter, LinkedIn, enterprise resource management systems, and accounting sources?
Response:

A. By conducting keyword searches on social media platforms
B. By leveraging API integrations with the knowledge bases
C. By outsourcing data collection tasks to a data analytics firm
D. By analyzing customer feedback and reviews on online platforms

Answer: B

Question: 7

How can data be obtained from CRM and business-to-business frameworks?

Response:

A. By integrating data from CRM and B2B systems
B. By conducting market research surveys
C. By analyzing financial reports and statements
D. By monitoring competitor activities and industry trends

Answer: A

Question: 8

Which type of data is sourced from social media, sales, accounting, and marketing for content planning?
Response:

A. Open data
B. Public data
C. Business data
D. Administrative data

Answer: C

Question: 9

Which of the following tools is best suited for analyzing and visualizing data from different sources in a collaborative environment?
Response:

A. Google Fusion Tables
B. OpenRefine
C. Tableau Public
D. Rapid Miner

Answer: C

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