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Exam : 1D0-622

Title : CIW Data Analyst

Version : DEMO

1.How can customer feedback be utilized in making business decisions?

- A. By disregarding customer opinions and focusing on financial data
- B. By conducting surveys to validate business assumptions
- C. By relying solely on management's intuition and judgment
- D. By implementing changes based on individual customer complaints

Answer: B

2.What is the significance of proper testing in unified data sets for content planning?

- A. It is unnecessary and time-consuming
- B. It ensures correctness, completeness, and timeliness of data
- C. It increases data integration complexity
- D. It hampers content creativity

Answer: B

3.Why is data analysis important in content planning?

- A. It increases marketing expenses
- B. It provides creative ideas for content
- C. It helps in determining the effectiveness of content strategy
- D. It is unrelated to content planning

Answer: C

4.How does Google Fusion Tables contribute to data analysis?

- A. By providing advanced data mining algorithms
- B. By offering cloud-based data storage and analysis
- C. By automating the data capture process
- D. By enabling real-time collaboration on data analysis projects

Answer: B

5.How can business decisions be made using multiple data sources?

- A. By relying on intuition and personal experience
- B. By analyzing data trends and patterns
- C. By conducting focus group discussions
- D. By implementing marketing campaigns based on gut feelings

Answer: B