

# CIW

## 1D0-622

### CIW Data Analyst

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# Latest Version: 6.0

## 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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