

# Sample Questions

*The following sample questions are not inclusive and do not necessarily represent all of the types of questions that comprise the exams. The questions are not designed to assess an individual's readiness to take a certification exam.*

## SAS Interactive Model Building and Exploration Using SAS Visual Statistics 7.4

### Question 1

You have a regression model effect that represents the total amount of sales. In addition to that, you would like to create a model effect that represents the average amount of sales. Which option should you use?

- A. Create an aggregated measure using the Avg aggregation on total amount of sales.
- B. Create a calculated item that divides total amount of sales by the total amount of items sold.
- C. Create a calculated item by duplicating the original model effect and changing its default aggregation to Average.
- D. Create an aggregated measure using the Sum aggregation of total amount of sales divided by the Sum aggregation of total amount of items sold.

**correct\_answer = "C"**

### Question 2

Your company has a dataset loaded into LASR that represents global sales. You are a part of a team of analysts that each have responsibility for a certain region of the world. You decide to create a data source filter to suppress every region but yours. What effect will this have on any new explorations that your teammates create?

- A. It will delete all observations that do not match your region.
- B. It will have no effect on any observations in the dataset.
- C. It will suppress all observations that do not match your region.
- D. It will suppress all observations that do not match their corresponding region.

**correct\_answer = "B"**

### Question 3

You would like to build a cluster analysis using several variables related to demographics. You noticed that the variable **Inferred HH Education** is a nominal variable with values of "High School Grad", "College Grad", etc.

Which action allows you to incorporate this variable in the cluster analysis without returning a warning?

A.

New Custom Category

Name:

Based on:  Inferred HH Education (DIGITAL\_CLICKSTREAM\_DATA)

Values

**New label**

- 5 Graduate Plus
- 4 College Grad
- 3 Some College
- 2 High School Grad
- 1 Some High School

Options for remaining values

Group remaining values as

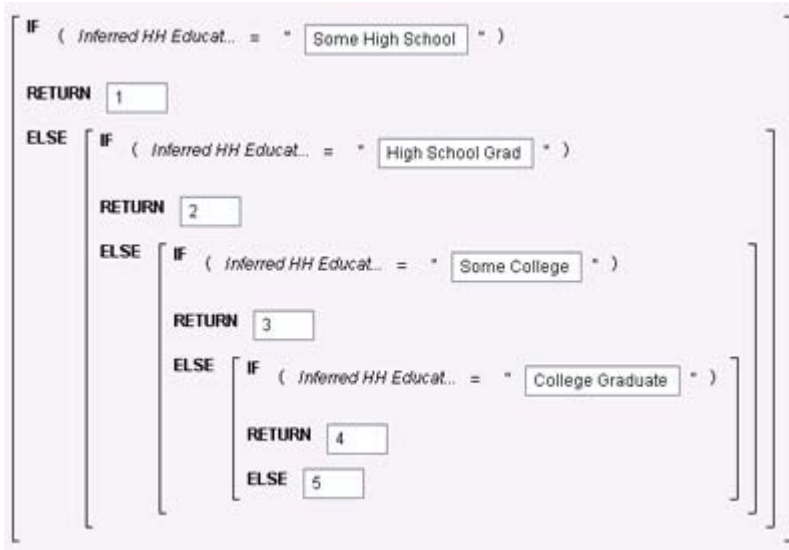
Show as missing

Show as is

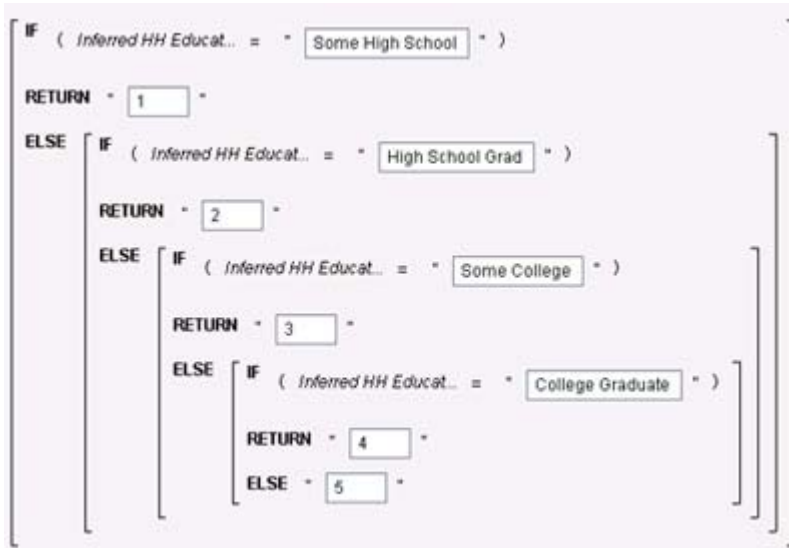
B.

```
IF Inferred HH Educat... Contains " High School "
RETURN 1
ELSE IF Inferred HH Educat... Contains " College "
RETURN 2
ELSE IF Inferred HH Educat... Contains " Grad "
RETURN 3
ELSE 4
```

C.



D.



correct\_answer = "C"

### Question 4

Refer to the exhibit:

Data		Visualiz
DIGITAL_CLICKSTREAM_DATA		Sale Amount
Search data		\$5,714.44
Organic Search Visit Flag		\$1,913.91
Paid Search Visit Flag		\$1,531.00
<b>Sale Amount</b>		\$1,289.24
Session ID (count)		\$1,079.89
Social Visit Flag		\$1,077.83
State Region Latitude		\$1,001.45
State Region Longitude		\$829.60
.....		\$758.34
		\$754.93
		\$727.65
		\$716.06
		\$681.28
		\$652.29

Property	Value
Name	
Classification	
Model type	
Format	
Aggregation	

Prior to performing a decision tree analysis, you need to assess the default Values of Classification and Model Type Properties for **Sale Amount**. The variable represents product purchase amounts from an organization's e-commerce website.

How do you want the decision tree algorithm to treat this variable?

- A. Classification = **Measure** & Model Type = **Continuous**
- B. Classification = **Category** & Model Type = **Discrete**
- C. Classification = **Measure** & Model Type = **Discrete**
- D. Classification = **Category** & Model Type = **Continuous**

correct\_answer = "A"

### Question 5

Which equation does NOT represent a linear model?

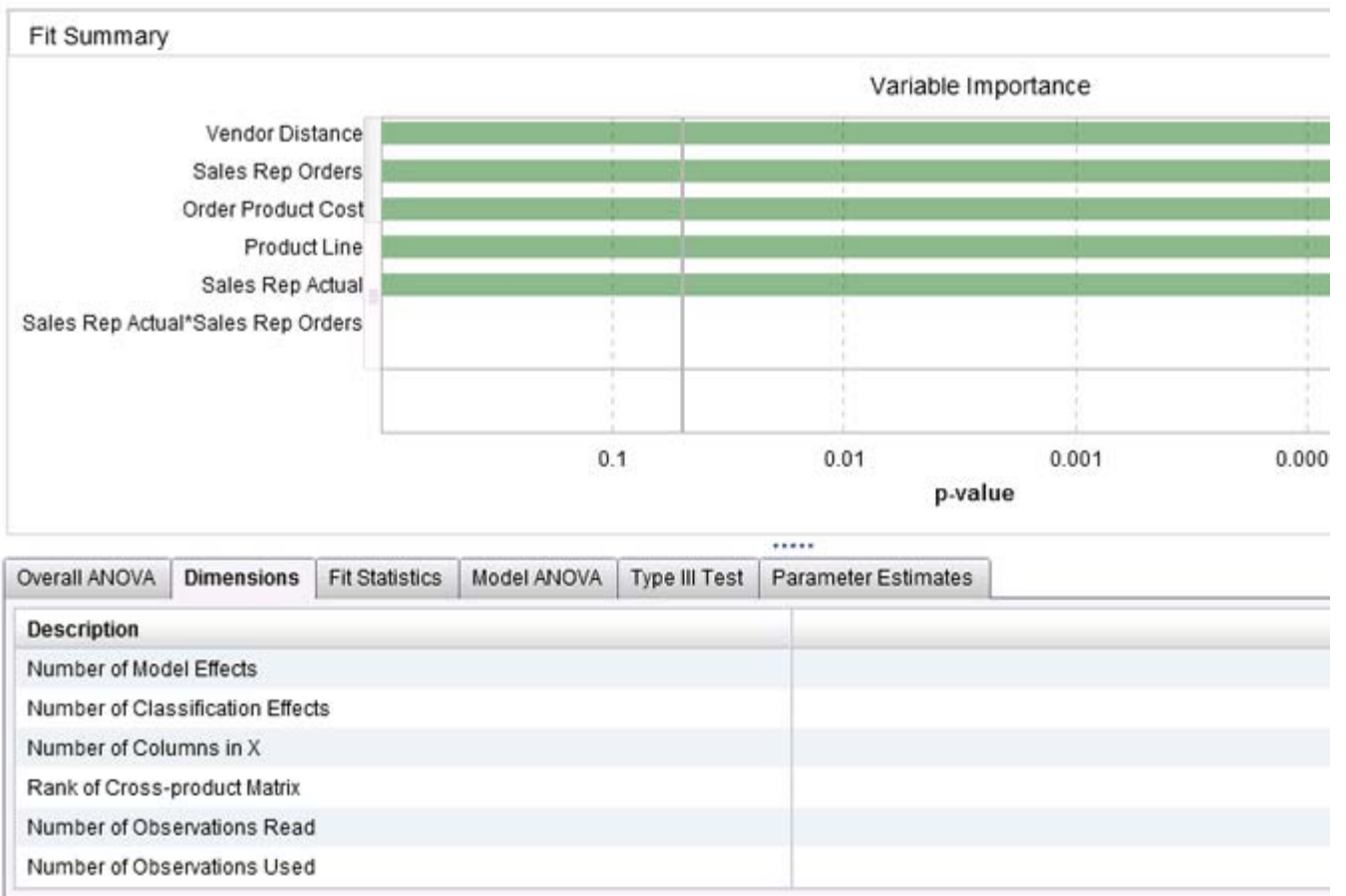
Note:  $b_i$  are parameters and  $X_i$  are variables.

- A.  $y = b_0 + b_1X_1 + b_2X_2$
- B.  $y = b_0 + b_1X_1 + b_2X_2 + b_3(X_1X_2)$
- C.  $y = b_0 + b_1X_1 + (b_2/b_1)X_2$
- D.  $y = b_0 + b_1X_1 + b_2X_1^3$

correct\_answer = "C"

### Question 6

Refer to the exhibit:



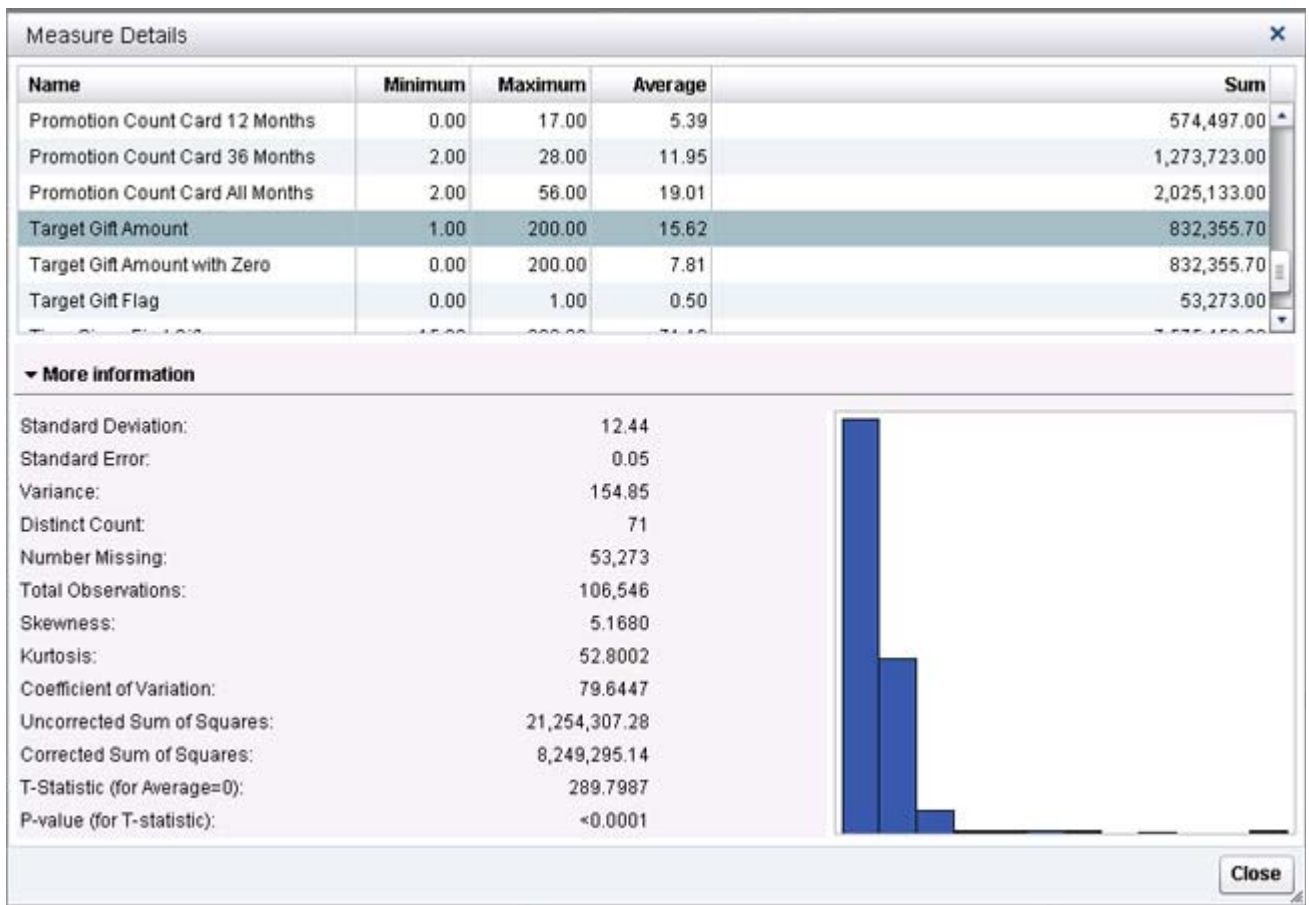
Which option was **not** specified in creating the linear regression model using SAS Visual Statistics?

- A. interaction term
- B. group-by variable
- C. variable selection
- D. continuous effects

**correct\_answer = "B"**

**Question 7**

Refer to the exhibit:



Which is the modeling approach that should be used when fitting the **Target Gift Amount** variable?

- A. Linear regression model with Interaction effects.
- B. Generalized linear model with a Poisson distribution and Identity link.
- C. Generalized linear model with a Normal distribution and Log Link.
- D. Logistic regression model.

**correct\_answer = "C"**

### Question 8

You perform a logistic regression on a multinomial response variable in SAS Visual Statistics that has 3 levels: Small, Medium, Large. "Large" is specified as the event. Which statement is true?

- A. The other levels are grouped into one non-event.
- B. An ordinal logistic regression is performed.
- C. A multinomial logistic regression is performed.
- D. The other levels are offset to account for exposure.

**correct\_answer = "A"**

### Question 9

Refer to the exhibit from a linear regression model in SAS Visual Statistics:

Parameter	Estimate	Standard Error	t Value	Pr >  t
Intercept	5491.976	227.4511	24.14575	<0.0001
Customer Tenu..	-278.886	36.67572	-7.6041	<0.0001
Age	-1.53994	1.104268	-1.39454	0.1632
Average Sales	4475.443	38.92047	114.9894	<0.0001
Total Promos	-1371.5	62.29561	-22.016	<0.0001

Based on the table above and assuming a significance level of 0.05, what can be concluded about the linear regression model?

- A. The Intercept is an important predictor of the response.
- B. Age is a significant predictor of the response.
- C. For one one-unit increase in Average Sales, there is an expected increase in the response of 4475.443.
- D. For a 1371.5 unit decrease in Total Promos, there is an expected one-unit increase in the response.

**correct\_answer = "C"**

### Question 10

You would like to compare multiple models that you've built in SAS Visual Statistics. Which parameters must be the same for all models being compared? (*choose 3*)

- A. Data Source
- B. Assessment Bins
- C. Model Type
- D. Event Level
- E. Response Variable
- F. Link Function

**correct\_answer = "A,D,E"**

### Question 11

Which model does **not** produce score code?

- A. Decision Tree using interactive mode
- B. Regression using interaction effects
- C. Regression using the group by option
- D. Decision Tree using the rapid growth option

**correct\_answer = "A"**