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Exam : **1D0-622**

Title : CIW Data Analyst

Vendor : CIW

Version : DEMO

NO.1 Which of the following is NOT a step in the data analysis routine for content planning?

- A. Collecting data
- B. Visualizing data
- C. Hypothesizing the problem
- D. Generating reports

Answer: D

NO.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

NO.3 How can data be obtained from CRM and business-to-business frameworks?

- 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

NO.4 Which of the following best describes the importance of obtaining quality source data for content planning?

- A. It helps in capturing and analyzing institutional knowledge.
- B. It increases the visibility of content on social media platforms.
- C. It reduces the cost of content creation.
- D. It ensures faster indexing of content by search engines.

Answer: A

NO.5 Among the following data structures, which one is most suitable for organizing data in a tabular format?

- A. Files
- B. Arrays
- C. Trees
- D. Tables

Answer: D

NO.6 Which type of data is sourced from social media, sales, accounting, and marketing for content planning?

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

Answer: C