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Qlik Sense Business Analyst Certification Exam 2024

Qlik QSBA2024

Version Demo

Total Demo Questions: 5

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Topic Break Down

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QUESTION NO: 1

In the 'Sales By Product' bar chart, a customer wants to highlight a specific product bar that includes a dynamic label. The label will only be visible when conditions are met. Which feature should the business analyst add to the bar chart?

- A. A Color By Expression property under Appearance
- B. A Dimension reference line add-on
- C. An Alternative dimension with a calculation
- D. A reference line add-on under Properties

ANSWER: B

Explanation:

A Dimension reference line add-on is the appropriate feature because it is designed to call out a particular dimension value in a bar chart, such as one product, rather than merely changing the presentation color of measure values. The analyst can define the product dimension value to highlight and use expressions for the reference-line label. This makes the label responsive to the app's current selections and data state. The add-on also supports a visibility condition, so the callout and its label can be displayed only when the defined business condition evaluates as true. This is useful when the highlighted product is meaningful only for certain selections, periods, targets, or calculated results. Dimension reference lines therefore combine the required focus on an individual product bar with a conditional, dynamic textual annotation in the chart itself. Qlik documents reference lines as chart add-ons and describes the bar-chart properties available for configuring visualization behavior, including presentation and add-on settings. See the [Qlik Sense bar chart properties documentation](#) and the [Qlik Sense bar chart documentation](#).

QUESTION NO: 2

Refer to the exhibit.



```
TransactionName
1_ABCDEFGH_23454
2_XLLKJSDF_84578
3_EIOURZRF_94310
```

The users of a Qlik Sense app report slow performance. The app contains approximately 10 million rows of data. The business analyst notices the following KPI master measure definition:

`Left( Trim( TransactionName), 1 ) * Right ( TransactionName, 5)` Which steps should the business analyst complete to improve app performance?

- A. Ask the developer of the underlying database to change the structure of the field TransactionName.
- B. • In the Data manager, use the Split function to split the field values with the underscore character as the separator. • In the Data manager, use the Add calculated field function to multiply the 1st and the 3rd column of the split field. • Reload the data.
- C. Change the master measure definition as follows: `subfield( TransactionName, ",!")* subfield( TransactionName, ', ', 3)`
- D. In the Data manager, use the Replace function to remove the middle part of the field TransactionName

ANSWER: B

Explanation:

In the Data manager, use the Split function to split the field values with the underscore character as the separator; then use the Add calculated field function to multiply the 1st and the 3rd column of the split field; and reload the data. This moves repeated string parsing and calculation from the KPI's chart-expression evaluation to the data preparation and reload process. With approximately 10 million rows, functions such as `Trim()`, `Left()`, and `Right()` in a master measure can

require substantial repeated work whenever the KPI is recalculated as selections change. Splitting `TransactionName` once during data preparation produces separate, reusable field values. Creating the multiplication result as a calculated field also stores a ready-to-aggregate value in the app's data model, allowing the KPI measure to use a simple aggregation rather than manipulate text for every relevant record at run time.

Qlik Sense Data manager is intended to support data transformations, including splitting field values and adding calculated fields, before the app data is used in visualizations. Reloading applies those transformations and makes the derived field available to the app. This approach is particularly appropriate when the source string follows a consistent underscore-delimited format and the KPI repeatedly needs the same derived result. See Qlik's documentation for [Data manager](#) and [adding calculated fields in Data manager](#).

QUESTION NO: 3

A company director who spends very little time in applications needs to be informed when a threshold is breached. Which feature should the business analyst use?

- A. Weekly PDF report
- B. Storytelling
- C. Alerting
- D. Bookmark

ANSWER: C

Explanation:

Alerting is the appropriate feature because Qlik Sense data alerts proactively notify users when data meets a defined condition or threshold. A business analyst can create an alert from a visualization, specify the measure and evaluation rule, and identify the recipients who should be notified. This directly supports a director who does not regularly open or explore applications: instead of requiring the director to monitor a dashboard, Qlik Sense sends a notification when the relevant value breaches the configured threshold. Alerts can be evaluated when the app reloads, ensuring notifications are based on refreshed data, and recipients can access the associated app context to investigate when needed. This makes alerting a practical exception-management capability, focusing the director's attention only on significant changes that require awareness or action. Qlik documents the creation and management of these threshold-based notifications in its Help content: [Creating alerts in Qlik Sense](#). For the overall alert workflow, notification behavior, and administration considerations, see [Data alerts in Qlik Sense](#).

QUESTION NO: 4

A business analyst created a visualization that has a color indicator when an order is below a certain fixed profit threshold. This visualization now needs to change so that the threshold can be defined by the user. The user base is approximately 1000 heavy Excel users. These thresholds will be defined by each user somewhat frequently, although the data changes only once per day.

Which action should the business analyst take to update this visualization?

- A. Add a threshold field and provide a filter pane for that field for users to select
- B. Allow users to define their threshold in a shared spreadsheet and increase the app reload frequency to every hour
- C. Introduce a variable for the threshold that is controlled by a variable slider
- D. Create threshold values in the data manager using the Bucket function

ANSWER: C

Explanation:

Introduce a variable for the threshold that is controlled by a variable slider. A Qlik Sense variable stores a value independently of the app's loaded data, and expressions can reference that value using dollar-sign expansion. The visualization's color expression can therefore compare each order's profit with the current variable value, making the indicator respond immediately when a user changes the threshold. This is particularly appropriate because the threshold is a user-specific, frequently adjusted what-if value rather than a business attribute that must be loaded and maintained in the data model.

A variable input control configured as a slider provides a direct, accessible interaction for setting a numeric value within an appropriate range and increment. Each user can explore different profit cutoffs during analysis without triggering an app reload, changing source data, or affecting the underlying daily data-refresh schedule. This supports a large audience efficiently: users interact with the published app and its visualizations while the governed data model remains stable. Qlik documents variable input controls, including slider-based input, for assigning values to variables, and documents the use of variables in expressions through dollar-sign expansion. See [Qlik Help: Variable input](#) and [Qlik Help: Dollar-sign expansion using variables](#).

QUESTION NO: 5

The human resources department needs to see a distribution of salaries broken down by department with standard deviation indicators.

Which visualization should the developer use?

- A. Distribution plot
- B. Box plot
- C. Histogram
- D. Scatter plot

ANSWER: A

Explanation:

Distribution plot is the appropriate visualization because it is designed to compare the range and distribution of a numerical measure across categories. In this case, salary is the numerical measure and department is the categorical grouping, so the chart can present each department's salary distribution in a single, comparable view. Qlik Sense distribution plots support statistical reference indicators, including the mean and standard deviation, allowing HR users to quickly see both the typical salary level and how widely salaries vary within each department. This directly addresses the requirement for standard deviation indicators rather than merely showing individual salary values or aggregate totals.

The visualization is particularly useful when analysts need to identify departments with greater salary variation, assess whether salary values are concentrated around the average, and spot values that lie unusually far from the departmental norm. Qlik documents the distribution plot as a visualization for displaying the distribution and range of numerical data grouped by a dimension, with configurable distribution and reference features. See [Qlik Sense distribution plot documentation](#) and [distribution plot properties](#).