

Salesforce

Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)



NEW QUESTION 1

What are the key components of the data quality standard?

- A. Naming, formatting, Monitoring
- B. Accuracy, Completeness, Consistency
- C. Reviewing, Updating, Archiving

Answer: B

Explanation:

“Accuracy, Completeness, Consistency are the key components of the data quality standard. Data quality standard is a set of criteria or measures that define and evaluate the quality of data for a specific purpose or task. Data quality standard can vary by industry, domain, or application, but some common components are accuracy, completeness, and consistency. Accuracy means that the data values are correct and valid for the data attribute. Completeness means that the data values are not missing any relevant information for the data attribute. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources.”

NEW QUESTION 2

Which type of bias imposes a system 's values on others?

- A. Societal
- B. Automation
- C. Association

Answer: A

Explanation:

“Societal bias is the type of bias that imposes a system's values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system's values on others, such as using Western standards of beauty or success to judge or rank people from other cultures.”

NEW QUESTION 3

What is the role of Salesforce Trust AI principles in the context of CRM system?

- A. Guiding ethical and responsible use of AI
- B. Providing a framework for AI data model accuracy
- C. Outlining the technical specifications for AI integration

Answer: A

Explanation:

“The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust AI principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society.”

NEW QUESTION 4

Which statement exemplifies Salesforces honesty guideline when training AI models?

- A. Minimize the AI models carbon footprint and environment impact during training.
- B. Ensure appropriate consent and transparency when using AI-generated responses.
- C. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

Answer: B

Explanation:

“Ensuring appropriate consent and transparency when using AI-generated responses is a statement that exemplifies Salesforce's honesty guideline when training AI models. Salesforce's honesty guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for honesty and integrity in how they work and what they produce. Ensuring appropriate consent and transparency means respecting and honoring the choices and preferences of users regarding how their data is used or generated by AI systems. Ensuring appropriate consent and transparency also means providing clear and accurate information and documentation about the AI systems and their outputs.”

NEW QUESTION 5

What is a potential outcome of using poor-quality data in AI application?

- A. AI model training becomes slower and less efficient
- B. AI models may produce biased or erroneous results.
- C. AI models become more interpretable

Answer: B

Explanation:

“A potential outcome of using poor-quality data in AI applications is that AI models may produce biased or erroneous results. Poor-quality data means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor-quality data can affect the performance and reliability of AI models, as they may not have enough or correct information to learn from or make accurate predictions. Poor-quality data can also introduce or exacerbate biases or errors in AI models, such as human bias, societal bias, confirmation bias, or overfitting or underfitting.”

NEW QUESTION 6

Cloud Kicks is testing a new AI model.

Which approach aligns with Salesforce's Trusted AI Principle of Inclusivity?

- A. Test only with data from a specific region or demographic to limit the risk of data leaks.
- B. Rely on a development team with uniform backgrounds to assess the potential societal implications of the model.
- C. Test with diverse and representative datasets appropriate for how the model will be used.

Answer: C

Explanation:

"Testing with diverse and representative datasets appropriate for how the model will be used aligns with Salesforce's Trusted AI Principle of Inclusivity. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing with diverse and representative datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

NEW QUESTION 7

Cloud Kicks wants to ensure that multiple records for the same customer are removed in Salesforce.

Which feature should be used to accomplish this?

- A. Duplicate management
- B. Trigger deletion of old records
- C. Standardized field names

Answer: A

Explanation:

"Duplicate management should be used to remove multiple records for the same customer in Salesforce. Duplicate management is a feature that helps prevent and manage duplicate records in Salesforce. Duplicate management can help define matching rules, duplicate rules, and alert messages to detect and merge duplicate records."

NEW QUESTION 8

Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records. Which type of records negatively impact data quality?

- A. Structured
- B. Complete
- C. Duplicate

Answer: C

Explanation:

Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at Salesforce Duplicate Management.

NEW QUESTION 9

How is natural language processing (NLP) used in the context of AI capabilities?

- A. To cleanse and prepare data for AI implementations
- B. To interpret and understand programming language
- C. To understand and generate human language

Answer: C

Explanation:

"Natural language processing (NLP) is used in the context of AI capabilities to understand and generate human language. NLP can enable AI systems to interact with humans using natural language, such as speech or text. NLP can also enable AI systems to analyze and extract information from natural language data, such as documents, emails, or social media posts."

NEW QUESTION 10

What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

- A. Different types of data models used in Salesforce
- B. Different types of automation tools used in Salesforce
- C. Different types of AI that can be applied in Salesforce

Answer: C

Explanation:

Predictive analytics, machine learning, natural language processing (NLP), and computer vision are all types of artificial intelligence technologies that can be applied in Salesforce to enhance various aspects of business operations and customer interactions. Predictive analytics uses historical data to make predictions about future events. Machine learning involves algorithms that can learn from and make decisions based on data. NLP is concerned with the interactions between computers and humans using natural language, and computer vision interprets and processes visual information from the world to make sense of it in the way humans do. Salesforce harnesses these AI technologies, particularly through its Einstein platform, to provide powerful tools that help businesses automate tasks, make better decisions, and offer more personalized services. For more on how Salesforce utilizes these AI technologies, you can explore the Einstein AI services documentation at Salesforce Einstein.

NEW QUESTION 10

What is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

- A. Testing models with diverse datasets
- B. Striving for model explain ability
- C. Working with human rights experts

Answer: A

Explanation:

"An example of Salesforce's Trusted AI Principle of Inclusivity in practice is testing models with diverse datasets. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing models with diverse datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

NEW QUESTION 12

Cloud kicks wants to develop a solution to predict customers' interest based on historical data. The company found that employee region uses a text field to capture the product category while employee from all other locations use a picklist. Which dimension of data quality is affected in this scenario?

- A. Accuracy
- B. Consistency
- C. Completeness

Answer: B

Explanation:

"Consistency is the dimension of data quality that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

NEW QUESTION 16

A marketing manager wants to use AI to better engage their customers. Which functionality provides the best solution?

- A. Journey Optimization
- B. Bring Your Own Model
- C. Einstein Engagement

Answer: C

Explanation:

"Einstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers. Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages."

NEW QUESTION 18

A system admin recognizes the need to put a data management strategy in place. What is a key component of data management strategy?

- A. Naming Convention
- B. Data Backup
- C. Color Coding

Answer: B

Explanation:

Data Backup is a key component of a data management strategy. A data backup is a process of creating and storing copies of data in a separate location or device to prevent data loss or damage in case of a disaster, accident, or malicious attack. A data backup can help ensure data availability, reliability, and security by allowing data to be restored or recovered in the event of a data breach, corruption, or deletion. A data management strategy should include a data backup plan that defines the frequency, scope, method, and location of data backups, as well as the roles and responsibilities of the data backup team.

NEW QUESTION 20

A business analyst (BA) wants to improve business by enhancing their sales processes and customer.. Which AI application should the BA use to meet their needs?

- A. Sales data cleansing and customer support data governance
- B. Machine learning models and chatbot predictions
- C. Lead scoring, opportunity forecasting, and case classification

Answer: C

Explanation:

"Lead scoring, opportunity forecasting, and case classification are AI applications that can help a business analyst improve their sales processes and customer support. Lead scoring can help prioritize leads based on their likelihood to convert, opportunity forecasting can help predict future sales or revenue based on historical data and trends, and case classification can help categorize and route cases based on their attributes."

NEW QUESTION 25

What are the potential consequences of an organization suffering from poor data quality?

- A. Low employee morale, stock devaluation, and inability to attract top talent
- B. Revenue loss, poor customer service, and reputational damage
- C. Technical debt, monolithic system architecture, and slow ETL throughput

Answer: B

Explanation:

The potential consequences of an organization suffering from poor data quality include revenue loss, poor customer service, and reputational damage. Poor data quality can lead to inaccurate analytics and decision-making, impacting customer interactions, marketing strategies, and financial forecasting. These issues ultimately affect customer satisfaction and could lead to financial losses and a damaged brand reputation. Salesforce highlights the importance of maintaining high data quality for effective CRM and AI applications, offering various tools and best practices to enhance data integrity. For guidance on managing and improving data quality in Salesforce, see the Salesforce documentation on data quality at Salesforce Data Quality.

NEW QUESTION 29

Which data does Salesforce automatically exclude from marketing Cloud Einstein engagement model training to mitigate bias and ethic...

- A. Geographic
- B. Demographic
- C. Cryptographic

Answer: B

Explanation:

“Demographic data is the data that Salesforce automatically excludes from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems. Salesforce excludes demographic data from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns by ensuring that the models are based on behavioral data rather than personal data.”

NEW QUESTION 34

What is a Key consideration regarding data quality in AI implementation?

- A. Techniques from customizing AI features in Salesforce
- B. Data's role in training and fine-tuning Salesforce AI models
- C. Integration process of AI models with Salesforce workflows

Answer: B

Explanation:

“Data's role in training and fine-tuning Salesforce AI models is a key consideration regarding data quality in AI implementation. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Data's role in training and fine-tuning Salesforce AI models means understanding how data is used to build, train, test, and improve AI models in Salesforce, such as Einstein Prediction Builder or Einstein Discovery.”

NEW QUESTION 39

What is a benefit of data quality and transparency as it pertains to bias in generated AI?

- A. Chances of bias are mitigated
- B. Chances of bias are aggravated
- C. Chances of bias are removed

Answer: A

Explanation:

A benefit of data quality and transparency as it pertains to bias in generated AI is that the chances of bias are mitigated. High data quality ensures that AI models are trained on accurate and representative data, reducing the risk of biased outcomes. Transparency in AI processes helps stakeholders understand how decisions are made, allowing for the identification and correction of potential biases. Together, these practices contribute to the development of fairer and more accountable AI systems. Salesforce highlights the importance of these principles in its AI practices, particularly through its ethical AI framework, which advocates for fairness and accountability. More on Salesforce's commitment to promoting unbiased AI can be found in their AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION 44

Cloud Kicks' latest email campaign is struggling to attract new customers. How can AI increase the company's customer email engagement?

- A. Create personalized emails
- B. Resend emails to inactive recipients
- C. Remove invalid email addresses

Answer: A

Explanation:

AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

NEW QUESTION 47

Cloud Kicks wants to optimize its business operations by incorporating AI into its CRM. What should the company do first to prepare its data for use with AI?

- A. Remove biased data.
- B. Determine data availability.
- C. Determine data outcomes.

Answer: B

Explanation:

Before using AI to optimize business operations, the company should first assess the availability and quality of its data. Data is the fuel for AI, and without sufficient and relevant data, AI cannot produce accurate and reliable results. Therefore, the company should identify what data it has, where it is stored, how it is accessed, and how it is maintained. This will help the company understand the feasibility and scope of its AI projects.

NEW QUESTION 51

Salesforce defines bias as using a person's Immutable traits to classify them or market to them. Which potentially sensitive attribute is an example of an immutable trait?

- A. Financial status
- B. Nickname
- C. Email address

Answer: A

Explanation:

"Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one's control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference."

NEW QUESTION 52

Which action should be taken to develop and implement trusted generated AI with Salesforce's safety guideline in mind?

- A. Develop right-sized models to reduce our carbon footprint.
- B. Create guardrails that mitigates toxicity and protect PII
- C. Be transparent when AI has created and automatically delivered content.

Answer: B

Explanation:

"Creating guardrails that mitigate toxicity and protect PII is an action that should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind. Salesforce's safety guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the safety and well-being of humans and the environment. Creating guardrails means implementing measures or mechanisms that can prevent or limit the potential harm or risk caused by AI systems. For example, creating guardrails can help mitigate toxicity by filtering out inappropriate or offensive content generated by AI systems. Creating guardrails can also help protect PII by masking or anonymizing personal or sensitive information generated by AI systems."

NEW QUESTION 55

What is machine learning?

- A. AI that can grow its intelligence
- B. AI that creates new content
- C. A data model used in Salesforce

Answer: C

Explanation:

"A data model is a machine learning feature used in Salesforce. A data model is a representation or abstraction of a real-world phenomenon or process using data structures and algorithms. A data model can be used to describe, analyze, or predict various aspects of the phenomenon or process using machine learning techniques."

NEW QUESTION 58

A sales manager is looking to enhance the quality of lead data in their CRM system. Which process will most likely help the team accomplish this goal?

- A. Redesign the lead conversion process,
- B. Review and update missing lead information.
- C. Prioritize active leads quarterly.

Answer: B

Explanation:

To enhance the quality of lead data in their CRM system, the most effective process is to review and update missing lead information. This process involves identifying incomplete records and filling in missing details, which can significantly improve the accuracy and usefulness of lead data. Accurate and complete lead information is crucial for effective lead scoring, prioritization, and follow-up, enhancing overall sales performance. Salesforce CRM offers data quality tools and features that assist in regularly reviewing and maintaining the accuracy of lead data. Information on managing lead data quality in Salesforce can be found at Salesforce Lead Management.

NEW QUESTION 63

Cloud Kicks wants to create a custom service analytics application to analyze cases in Salesforce. The application should rely on accurate data to ensure efficient

case resolution.
Which data quality dimension is essential for this custom application?

- A. Consistency
- B. Duplication
- C. Age

Answer: A

Explanation:

“Consistency is the data quality dimension that is essential for creating a custom service analytics application to analyze cases in Salesforce. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Consistent data can ensure that the custom application can accurately and efficiently analyze cases and provide meaningful insights.”

NEW QUESTION 68

Cloud Kicks discovered multiple variations of state and country values in contact records. Which data quality dimension is affected by this issue?

- A. Usage
- B. Accuracy
- C. Consistency

Answer: C

Explanation:

“Consistency is the data quality dimension that is affected by multiple variations of state and country values in contact records. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing.”

NEW QUESTION 73

How does a data quality assessment impact business outcome for companies using AI?

- A. Improves the speed of AI recommendations
- B. Accelerates the delivery of new AI solutions
- C. Provides a benchmark for AI predictions

Answer: C

Explanation:

“A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain.”

NEW QUESTION 76

A financial institution plans a campaign for preapproved credit cards?
How should they implement Salesforce’s Trusted AI Principle of Transparency?

- A. Communicate how risk factors such as credit score can impact customer eligibility.
- B. Flag sensitive variables and their proxies to prevent discriminatory lending practices.
- C. Incorporate customer feedback into the model’s continuous training.

Answer: B

Explanation:

“Flagging sensitive variables and their proxies to prevent discriminatory lending practices is how they should implement Salesforce’s Trusted AI Principle of Transparency. Transparency is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with. Flagging sensitive variables and their proxies means identifying and marking variables that can potentially cause discrimination or unfair treatment based on a person’s identity or characteristics, such as age, gender, race, income, or credit score. Flagging sensitive variables and their proxies can help implement Transparency by allowing users to understand and evaluate the data used or generated by AI systems.”

NEW QUESTION 78

A business analyst (BA) is preparing a new use case for AI. They run a report to check for null values in the attributes they plan to use.
Which data quality component is the BA verifying by checking for null values?

- A. Duplication
- B. Usage
- C. Completeness

Answer: C

Explanation:

By checking for null values, a business analyst (BA) is verifying the data quality component of completeness. Completeness refers to the absence of missing values or gaps in the data, which is essential for the accuracy and reliability of reports and analytics used in AI models. Null values can indicate incomplete data, which may adversely affect the performance of AI applications by leading to incorrect predictions or insights. Salesforce emphasizes the importance of data completeness for effective data analysis and provides tools for data quality assessment and improvement. Details on handling data completeness in Salesforce

can be explored at Salesforce Help Data Management.

NEW QUESTION 82

What is one technique to mitigate bias and ensure fairness in AI applications?

- A. Ongoing auditing and monitoring of data that is used in AI applications
- B. Excluding data features from the AI application to benefit a population
- C. Using data that contains more examples of minority groups than majority groups

Answer: A

Explanation:

A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION 85

How does data quality impact the trustworthiness of AI-driven decisions?

- A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
- B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
- C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

Answer: B

Explanation:

"High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems."

NEW QUESTION 89

What are the three commonly used examples of AI in CRM?

- A. Predictive scoring, reporting, Image classification
- B. Predictive scoring, forecasting, recommendations
- C. Einstein Bots, face recognition, recommendations

Answer: B

Explanation:

"Predictive scoring, forecasting, and recommendations are three commonly used examples of AI in CRM. Predictive scoring can help prioritize leads, opportunities, and customers based on their likelihood to convert, churn, or buy. Forecasting can help predict future sales, revenue, or demand based on historical data and trends. Recommendations can help suggest the best products, services, or actions for each customer based on their preferences, behavior, and needs."

NEW QUESTION 94

Cloud Kicks uses Einstein to generate predictions out is not seeing accurate results? What to a potential mason for this?

- A. Poor data quality
- B. The wrong product
- C. Too much data

Answer: A

Explanation:

"Poor data quality is a potential reason for not seeing accurate results from an AI model. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI models, as they may not have enough or correct information to learn from or make accurate predictions."

NEW QUESTION 98

What is a societal implication of excluding ethics in AI development?

- A. Faster and cheaper development
- B. More innovation and creativity
- C. Harm to marginalized communities

Answer: C

Explanation:

Excluding ethics in AI development can lead to societal implications such as harm to marginalized communities. When ethical considerations are not integrated into AI development, the resulting technologies may perpetuate or amplify biases, leading to unfair treatment or discrimination against certain groups. This can reinforce existing social inequalities and prevent these communities from benefiting equally from the advancements in AI technology. Salesforce is committed to responsible AI development and emphasizes the importance of ethical considerations in their development practices to prevent such outcomes. Details on Salesforce's approach to ethical AI and its importance can be found at Salesforce Ethical AI.

NEW QUESTION 100

The Cloud technical team is assessing the effectiveness of their AI development processes?

Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution?

- A. Ethical AI Prediction Maturity Model
- B. Ethical AI Process Maturity Model
- C. Ethical AI practice Maturity Model

Answer: B

Explanation:

“The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity.”

NEW QUESTION 103

Cloud Kicks implements a new product recommendation feature for its shoppers that recommends shoes of a given color to display to customers based on the color of the products from their purchase history.

Which type of bias is most likely to be encountered in this scenario?

- A. Confirmation
- B. Survivorship
- C. Societal

Answer: A

Explanation:

“Confirmation bias is most likely to be encountered in this scenario. Confirmation bias is a type of bias that occurs when data or information confirms or supports one’s existing beliefs or expectations. For example, confirmation bias can occur when a product recommendation feature only recommends shoes of a given color based on the customer’s purchase history, without considering other factors or preferences that may influence their choice.”

NEW QUESTION 106

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