

DA Practice Test Questions and Answers

1. What is churn rate?

- A) The rate at which new customers are acquired
- B) The percentage of customers who stop using a product or service in a period
- C) The revenue generated per customer
- D) The number of support tickets opened monthly

2. What does KPI stand for?

- A) Key Performance Indicator
- B) Key Process Integration
- C) Knowledge and Performance Index
- D) Key Productivity Insight

3. What does ARPU stand for?

- A) Annual Revenue Per User
- B) Average Revenue Per Unit
- C) Average Revenue Per User
- D) Adjusted Return on Purchase Units

4. What is a subquery in SQL?

- A) A query stored as a view
- B) A query nested inside another query
- C) A query that joins multiple tables
- D) A query that modifies table structure

Answers: 1-B 2-A 3-C 4-B

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