

# Certified Retail Analyst Practice Test Questions and Answers

## 1. What is the primary purpose of retail analytics?

- A) Reduce employee costs
- B) Analyze customer behavior and sales data to optimize business performance
- C) Manage inventory storage
- D) Design store layouts only

## 2. Which KPI is most important for measuring retail performance?

- A) Store temperature
- B) Sales per square foot and customer conversion rate
- C) Number of employees
- D) Parking spaces available

## 3. What does basket analysis help retailers understand?

- A) Storage capacity
- B) Which products customers buy together to optimize cross-selling
- C) Employee schedules
- D) Store lighting preferences

## 4. Which technology is most commonly used for tracking customer behavior in stores?

- A) Radio broadcasts
- B) Point-of-sale systems and customer analytics platforms
- C) Paper surveys only
- D) Manual counting

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

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