



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which pain point of business executives is best addressed by IBM SPSS Modeler?

- A. The need to make smarter decisions at all levels of the organization.
- B. Rapidly increasing marketing costs.
- C. Inability to automate routine analytics tasks.
- D. Regulatory compliance.

Correct Answer: C

QUESTION 2

During a meeting a prospective customer states. "R is available at no charge, we can use it in place of commercial statistics and modeling software at great savings to our organization". How would you respond?

- A. Using R to integrate predictive outputs into an operational environment can be difficult.
- B. R does not have a modern graphical user interface, which makes it difficult for non- programmers to use.
- C. Using R to integrate predictive outputs into an operational environment can be difficult.
- D. R can very quickly consume all available memory.
- E. All of the above

Correct Answer: B

QUESTION 3

Which best describes a transformational deployment of IBM SPSS Modeler?

- A. A sales department focused on launching targeted advertising campaigns.
- B. A marketing director focused on reporting campaign results to the executive committee.
- C. A marketing organization focused on integrating predictive models within a business process across multiple departments to optimize decision-making.
- D. A human resource consultant focused on predicting which employees may leave a client's business.

Correct Answer: C



QUESTION 4

What is NOT a key competitive differentiator of IBM SPSS Modeler based on product feature/functionality?

- A. Automated modeling and data preparation
- B. Intuitive visual interface
- C. Scorecards and dashboards
- D. Open and scalable architecture

Correct Answer: C

QUESTION 5

When meeting with a prospect you would like to distinguish between usage and deployment. Which activity could you cite as characterizing the deployment of analytics into an operational environment?

- A. Scoring a model in database using generated SQL code.
- B. Scheduling a job to automatically refresh a model every hour.
- C. Storing models in a centralized repository so they can be used by other analysts.
- D. Forwarding recommended outcomes from a model or predictive application to a call center or dashboard.

Correct Answer: B

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