



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which IBM SPSS Modeler edition is the best match for the below value proposition?

Combines predictive analytics on all data - structured and unstructured - with decision management capabilities to make better decisions at the point of impact.

- A. IBM SPSS Modeler Gold
- B. IBM SPSS Modeler Premium
- C. IBM SPSS Modeler Professional
- D. All IBM SPSS Modeler editions share this value proposition

Correct Answer: D

QUESTION 2

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

- A. Social Network Analysis
- B. Entity Analytics
- C. Text Analytics
- D. Automated Modeling

Correct Answer: D

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

Which value proposition would be of most interest to a CMO/Marketing Executive?

- A. IBM SPSS Modeler can proactively identify machine parts that are likely to fail and the underlying reason for their failure.
- B. IBM SPSS Modeler can identify fraudulent transactions using historical data and apply models to proactively manage fraud.
- C. IBM SPSS Modeler can help you suppress those customers least likely to respond to a campaign, reducing costs and improving profits.
- D. IBM SPSS Modeler can help identify the predictive characteristics of employee success to better inform hiring and recruiting strategies.

Correct Answer: B

QUESTION 5

Which answer correctly completes this statement?

Gartner predicts that predictive and prescriptive analytics will deliver _____ of business value for all business analytics projects through 2015.

- A. 25%
- B. 50%
- C. 75%
- D. 100%

Correct Answer: B



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