



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

- A. Classification
- B. Segmentation
- C. Association
- D. Anomaly detection

Correct Answer: C

QUESTION 2

What is the main purpose of segmentation algorithms in IBM SPSS Modeler?

- A. To prepare a data set for optimal modeling.
- B. To reduce data to a simpler form.
- C. To divide the market or customer base into groups.
- D. To discover linked purchases and other occurrences.

Correct Answer: C

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 role is NOT a user of IBM SPSS Modeler?



- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Correct Answer: C

QUESTION 5

Which does NOT indicate an opportunity to up-sell from IBM SPSS Modeler Premium to IBM SPSS Modeler Gold?

- A. Customer desires greater insight into the algorithms and approaches used to build their models.
- B. Customer desires the ability to combine business logic with predictive models.
- C. Customer desires integrating predictive analytics with prescriptive analytics (optimization) to manage tradeoffs and make best use of scarce resources.
- D. Customer desires to use advanced analytics to drive daily business processes.

Correct Answer: D

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