



# M2090-732<sup>Q&As</sup>

IBM SPSS Modeler Sales Mastery Test v1

**Pass IBM M2090-732 Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/m2090-732.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





### QUESTION 1

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

Reference: <http://frankdiana.wordpress.com/2013/11/20/ibm-report-on-analytics/>

---

### QUESTION 2

Which characteristic of SPSS Modeler appeals more to a system manager or IT?

- A. Automated modeling
- B. No programming needed
- C. Automated data preparation
- D. Integrated deployment

Correct Answer: C

---

### QUESTION 3

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

- A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
- B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
- C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application, Confirmation of Budget
- D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition



Correct Answer: B

---

#### QUESTION 4

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 5

Which words complete the value proposition for IBM SPSS Modeler Premium?

The differentiating features of IBM SPSS Modeler Premium that can address a wider multitude of business cases and create more accurate models on structured and unstructured data are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

- A. Space Time Boxes, Logistic Regression, Automatic Data Preparation
- B. Text Analytics, Entity Analytics, Social Network Analysis
- C. Database access, SQL pushback, Integration with IBM SPSS Statistics
- D. Classification models, Association models, Clustering models

Correct Answer: B

[M2090-732 Practice Test](#)

[M2090-732 Study Guide](#)

[M2090-732 Braindumps](#)