



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

IBM SPSS Modeler Sales Mastery Test v1

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### QUESTION 1

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

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### QUESTION 2

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

- A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.
- B. Your time is better served finding a new customer opportunity.
- C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.
- D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

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### QUESTION 3

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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#### QUESTION 4

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

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#### QUESTION 5

Which is NOT a core differentiator for IBM SPSS Modeler?

- A. Open source.
- B. Easy to learn, visual interface.
- C. Open and scalable architecture.
- D. Power and automation.

Correct Answer: A

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