



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

IBM SPSS Modeler Sales Mastery Test v1

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### QUESTION 1

Which statement best describes the integration between IBM Cognos and IBM SPSS Modeler?

- A. Data used in IBM Cognos BI and IBM TM1 is directly available to IBM SPSS Modeler, and results calculated are available for reporting.
- B. Data used in IBM Cognos BI and IBM TM1 is directly available to IBM SPSS Modeler, and results can be written to the database for IT to make available for reporting.
- C. Data used in IBM Cognos BI and IBM TM1 is exported into a file and then read into IBM SPSS Modeler for further analysis.
- D. IBM SPSS Modeler creates an IBM Cognos report that can be added to an IBM Cognos BI dashboard.

Correct Answer: A

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### QUESTION 2

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 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

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#### 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

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#### QUESTION 5

Which statement captures the value proposition for IBM SPSS Modeler?

- A. IBM SPSS Modeler is a workbench of algorithms for data scientists and advanced statisticians.
- B. IBM SPSS Modeler is a cloud-based portal for advanced analytics.
- C. IBM SPSS Modeler is a comprehensive predictive analytics platform, designed to bring predictive intelligence to decisions made by individuals, groups, and systems.
- D. IBM SPSS Modeler is a predictive analytics platform used to create reports and dashboards.

Correct Answer: C

Reference: <http://www-03.ibm.com/software/products/en/spss-modeler>

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