M2090-732$^{Q\&As}$

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which statement characterizes the value of IBM SPSS Modeler for predictive customer analytics?

A. IBM SPSS Modeler helps an organization track a customer interaction throughout the system.

B. IBM SPSS Modeler helps an organization capture data through surveys and social media.

C. IBM SPSS Modeler helps an organization understand customer data and take the right action when acquiring, retaining and/or growing customer value.

D. IBM SPSS Modeler helps an organization build and monitor self-service portals.

Correct Answer: B

QUESTION 2

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 3

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 4

When an organization is using or interested in R, which of the following statements is true?

A. R can do everything that IBM SPSS Modeler can do.

B. IBM SPSS Modeler can use and augment R.

C. IBM SPSS Modeler and R are incompatible.

D. R has powerful deployment capabilities.

Correct Answer: B

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