



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which business case scenario does NOT fit IBM SPSS Modeler capabilities?

- A. An insurance firm uses SPSS Modeler to help plan and optimize its outbound marketing campaigns across product groups and channels.
- B. A college relies on SPSS Modeler to predict which students are less likely to return to school.
- C. A bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.
- D. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Correct Answer: A

QUESTION 2

Which of these features require that customers have entitlement to IBM SPSS Modeler Server?

- A. SQL Pushback, In Database Scoring Adapters and In Database Mining
- B. Monte Carlo Simulation and Social Network Analytics
- C. Python Scripting and R integration
- D. Space Time Boxes

Correct Answer: A

Reference: ftp://public.dhe.ibm.com/software/analytics/spss/documentation/modeler/16.0/en/modeler_server_admin_guide_book.pdf

QUESTION 3

Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

- A. ROI assessment
- B. Executive-level agreement
- C. Enablement assessment
- D. Proof of Concept

Correct Answer: A



QUESTION 4

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 5

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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