Vendor: IBM

Exam Code: 000-M229

Exam Name: IBM SPSS Predictive Analytics Sales Mastery v1

Version: Demo

QUESTION NO: 1

What is the main purpose of segmentation algorithms in 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.

Answer: C
Explanation:

QUESTION NO: 2

SPSS Decision Management is most concerned with optimizing which type of decisions?

A. Strategic
B. Tactical
C. Operational
D. Personnel

Answer: C
Explanation:

QUESTION NO: 3

According to an independent study, what percentage of SPSS Modeler customers achieved a positive return on investment?

A. 12%
B. 24%
C. 47%
D. 94%

Answer: D
Explanation:

QUESTION NO: 4

Which user is most likely to use the automated modeling feature of SPSS Modeler?

A. Professional statistician
B. Business analyst
C. Business executive
D. IT manager

Answer: B
Explanation:

QUESTION NO: 5

What is NOT a key competitive differentiator of SPSS Modeler based on product

feature/functionality?

A. Automated modeling and data preparation.
B. Intuitive visual interface.
C. Scorecards and dashboards.
D. Open and scalable architecture.

Answer: C
Explanation:

QUESTION NO: 6

Which statement is true about SPSS Modeler Premium?

A. It requires no programming experience to use.
B. It leverages structured data only.
C. It leverages unstructured data only.
D. It addresses all but one of the phases in the CRISP-DM methodology.

Answer: A
Explanation:

QUESTION NO: 7

A customer wants to optimize their data for simpler, more accurate, and faster models. Which

family of algorithms/techniques best meets their needs?

A. Classification
B. Segmentation
C. Association
D. Reduction

Answer: A
Explanation:

QUESTION NO: 8

The user interface and capabilities of SPSS Decision Management are best suited for which type

of user?

A. Analyst
B. Line of business manager
C. Executive
D. Researcher

Answer: B
Explanation:

QUESTION NO: 9

Which statement is true about SPSS Text Analytics?

A. It requires new users to build categories and dictionaries from scratch before it can be used.
B. It allows users to import custom rules and categories.
C. It confirms model accuracy.
D. It supports over 100 languages.

Answer: A
Explanation:

QUESTION NO: 10

What is NOT a key competitive differentiator of SPSS Collaboration and Deployment Services

based on product feature/functionality?

A. Integrated management and deployment environment.
B. Automation and integration of analytical processes.
C. Document content management.
D. Support for the entire model lifecycle.

Answer: C
Explanation:

QUESTION NO: 11

Which characteristic of SPSS Modeler appeals more to power data mining experts?

A. Automated modeling
B. No programming needed
C. Automated data preparation
D. SPSS Statistics integration

Answer: A
Explanation:

QUESTION NO: 12

Which SPSS product family is more focused on the Act phase of the predictive analytics process?

A. Data Collection
B. Deployment
C. Modeling
D. Statistics

Answer: C
Explanation:

QUESTION NO: 13

Which type of organization represents the best opportunity for SPSS Collaboration and

Deployment Services?

A. An organization with strict regulatory requirements.
B. A small organization that requires only the Software as a Service (SaaS) model.
C. An organization with a small, select number of consumers.
D. An organization with a small number of analytic objects.

Answer: A
Explanation:

QUESTION NO: 14

Which SPSS Modeler feature is only available in the Premium edition?

A. Automatic data preparation
B. Output and visualization
C. Automatic model generation
D. Text mining workbench

Answer: D
Explanation:

QUESTION NO: 15

Which input is NOT used to define decisions within SPSS Decision Management?

A. Human defined rules
B. System created predictive models
C. Intuition
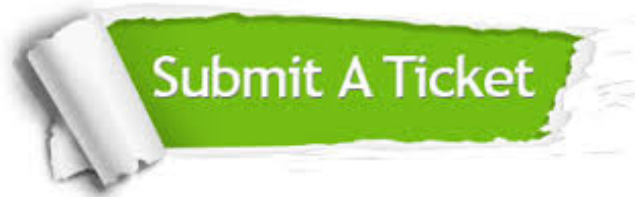**D.** Business objectives

Answer: C
Explanation:

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