



# M2020-732<sup>Q&As</sup>

IBM SPSS Modeler Sales Mastery Test v1

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#### QUESTION 1

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Correct Answer: B

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#### QUESTION 2

What is the main purpose of segmentation algorithms in IBM 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.

Correct Answer: C

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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

What is NOT a key competitive differentiator of IBM 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

Correct Answer: C

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#### QUESTION 5

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

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#### QUESTION 6

When meeting with a prospect you would like to distinguish between usage and deployment. Which activity could you cite as characterizing the deployment of analytics into an operational environment?

- A. Scoring a model in database using generated SQL code.
- B. Scheduling a job to automatically refresh a model every hour.
- C. Storing models in a centralized repository so they can be used by other analysts.
- D. Forwarding recommended outcomes from a model or predictive application to a call center or dashboard.

Correct Answer: B

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#### QUESTION 7

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

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#### QUESTION 8

Which capability is part of IBM SPSS Modeler Premium?

- A. Entity Analytics Unleashed
- B. Text Analytics
- C. Social Media Analytics
- D. All of the above

Correct Answer: B

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#### QUESTION 9

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 10

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

- A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
- B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
- C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application.



Confirmation of Budget

D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Correct Answer: B

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#### QUESTION 11

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 12

Which is an example of an IBM SPSS Modeler Opportunity?

- A. An on-line retailer is looking to deploy Customer Satisfaction Surveys.
- B. An on-line retailer is looking to predict stock levels for its warehouses.
- C. An on-line retailer is looking to measure activity on Social Media.
- D. An on-line retailer is looking to report on transactions within a region.

Correct Answer: A

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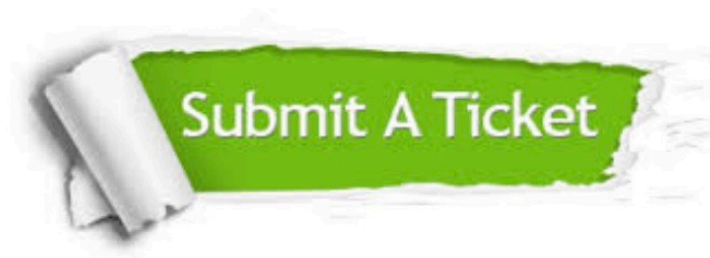
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