M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

Pass IBM M2090-732 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.passapply.com/m2090-732.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

QUESTION 1

Which IBM SPSS Modeler edition best matches the below value proposition?

Provides a range of advanced algorithms, data manipulation and automated modeling and preparation techniques to build predictive models and uncover hidden patterns in structured data.

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: C

Reference: http://www-01.ibm.com/software/analytics/spss/products/modeler/

QUESTION 2

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 3

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

A. Social Network Analysis

B. Entity Analytics

C. Text Analytics D. Automated Modeling

Correct Answer: D

QUESTION 4

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

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

QUESTION 6

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

QUESTION 7

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 8

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.

B. Your time is better served finding a new customer opportunity.

C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.

D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

QUESTION 9

Which statement is false?

A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.

B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to IBM SPSS Modeler Gold.

C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.

D. IBM SPSS Statistics is an add-on to Modeler Gold.

Correct Answer: D

A Composite Solution With Just One Click - Certification Guaranteed 17

QUESTION 10

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

M2090-732 PDF Dumps   M2090-732 Exam Questions   M2090-732 Braindumps