IBM

M2020-732

IBM SPSS Modeler Sales Mastery Test v1

QUESTION: 37
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

Answer: C

QUESTION: 38
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. CA 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.

Answer: A

QUESTION: 39
You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

A. Enter this as an opportunity into Global Partner Portal.
B. Enter this as an opportunity into a spreadsheet.
C. Enter this as an opportunity via an e-mail message.
D. Enter this as an opportunity into dashboard report.

Answer: D

QUESTION: 40
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.

Answer: D

QUESTION: 41
Which is a differentiating feature for IBM SPSS Modeler?

A. Uses a proprietary data format for speed and performance.
B. Creates visually interesting reports and dashboards.
C. Has in-database mining and SQL pushback for enterprise scale.
D. Has pre-packaged models for churn, fraud and marketing.

Answer: D

QUESTION: 42
Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

A. Classification
B. Segmentation
C. Association
D. Anomaly detection

Answer: C

QUESTION: 43
Which is NOT a competitor for IBM SPSS Modeler?

A. RapidMiner
B. R
C. SAS
D. Tableau

Answer: D

QUESTION: 44
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 predictivecharacteristicsof employee success to better inform hiring and recruiting strategies.

Answer: B

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