



# C2020-012<sup>Q&As</sup>

IBM SPSS Modeler Data Analysis for Business Partners v2

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### QUESTION 1

An online retailer wants to identify groups of customers based on components of their buying behavior, such as types of products purchased, volume of purchases, and frequency of purchases. What type of model would be used?

- A. Association model
- B. Segmentation model
- C. Classification model
- D. Sequence model

Correct Answer: B

### QUESTION 2

Examine the Data Audit output shown below.

Field	Measurement	Outliers	Extremes	Action	Impute M...	Method	% Complete	Valid
ACCOM	Nominal	--	--		Never	Fixed	100	
COUNTRY	Nominal	--	--		Never	Fixed	100	
CUSTID	Nominal	--	--		Never	Fixed	100	
DIST_TO_BE...	Continuous	1	0	None	Never	Fixed	100	
DOB	Nominal	--	--		Never	Fixed	100	
GENDER	Nominal	--	--		Never	Fixed	98.681	
HOLCODE	Nominal	--	--		Never	Fixed	100	
HOLCOST	Continuous	9	1	Discard	Never	Fixed	97.889	
NAME	Nominal	--	--		Never	Fixed	100	
NIGHTS	Continuous	0	0	Nullify	Never	Fixed	100	
NUMPARTY	Continuous	6	0	None	Never	Fixed	100	
POOL	Flag	--	--		Never	Fixed	100	
REGION	Nominal	--	--		Never	Fixed	100	
TRAVDATE	Nominal	--	--		Never	Fixed	100	

What action will occur in a generated Outlier and Extreme Super node for HOLCOST?

- A. Nine records will be set to the system missing (null) value for HOLCOST.
- B. Ten records will be deleted.
- C. Ten records will be set to the system missing (null) value for HOLCOST.
- D. Nine records will be deleted



Correct Answer: B

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### QUESTION 3

To correctly read the Excel file shown below, which dialog box settings are appropriate?



CUSTOMER_ID	GENDER	CREDITLIMIT	ZODIAC	E-MAIL ADDRESS	ZIP
723	F	9026		1 name7502@tnet.fr	1818BO
724	M	5223		3 name25485@vwwmail.org	1132DG
725	F	668		8 name15543@vwwmail.de	1803YT
726	M	8302		6 name28335@zigzag.be	1205WR
727	F	997		8 name5354@tnet.jp	1711ON
728	M	1955		3 name20637@vwwmail.es	1055FG
729	F	6898		5 name20636@vwwmail.es	1254MR
730	F	6488		11 name10414@tnet.inc	1723DG
730	F	6488		11 name10414@tnet.inc	1723DG
730	F	6488		11 name10414@tnet.inc	1723DG

C A. D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

**Data** Filter Types Annotations

File type: Excel 2007 (\*.xlsx)

Import file: D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

Use named range

Choose worksheet:  By index  By name

Range on worksheet:  Range starts on first non-blank row  Explicit range of cells

On blank rows: Stop reading

First row has column names

OK Cancel Apply Reset

C B. D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

**Data** Filter Types Annotations

File type: Excel 2007 (\*.xlsx)

Import file: D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

Use named range

Choose worksheet:  By index  By name

Range on worksheet:  Range starts on first non-blank row  Explicit range of cells A3 F13

On blank rows: Stop reading

First row has column names

OK Cancel Apply Reset

C C. D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

**Data** Filter Types Annotations

File type: Excel 2007 (\*.xlsx)

Import file: D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

Use named range

Choose worksheet:  By index  By name

Range on worksheet:  Range starts on first non-blank row  Explicit range of cells

On blank rows: Stop reading

First row has column names

OK Cancel Apply Reset

C D. D:\ModelerCertProject2\Figures\Example File\_Item015.xlsx

**Data** Filter Types Annotations

File type: Excel 2007 (\*.xlsx)

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Use named range

Choose worksheet:  By index  By name

Range on worksheet:  Range starts on first non-blank row  Explicit range of cells A3 F13

On blank rows: Stop reading

First row has column names

OK Cancel Apply Reset

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- A. Option A
- B. Option B
- C. Option C
- D. Option D

Correct Answer: D

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#### QUESTION 4

Which method would be used on the Merge node in order to combine a file containing 100 products and a file containing 50 suppliers and retain only the matching records?

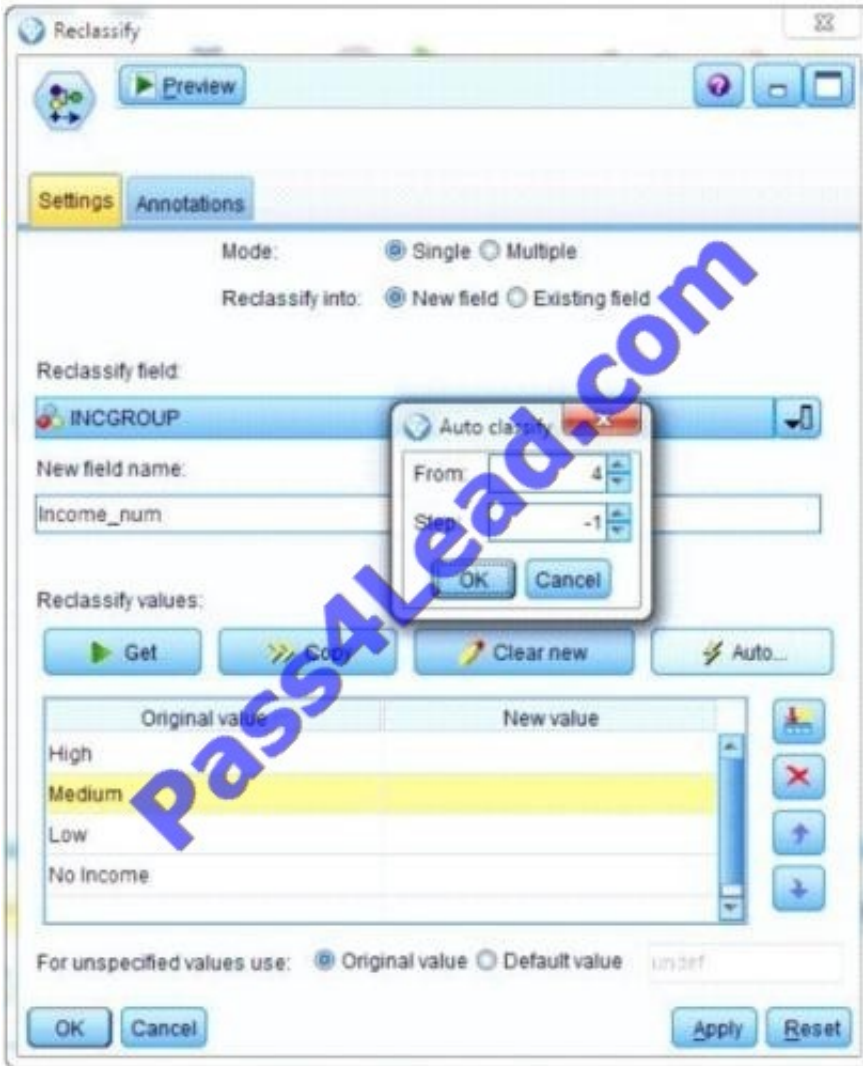
- A. Inner join
- B. Anti-join
- C. Full outer join
- D. Partial outer join

Correct Answer: A

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#### QUESTION 5

What new value will be assigned to the original value Low given the specifications in the Reclassify node below?



- A. -1
- B. 2
- C. 3
- D. 4

Correct Answer: B

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