



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

IBM SPSS Modeler Sales Mastery Test v1

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**QUESTION 1**

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

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

Correct Answer: B

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**QUESTION 2**

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.

Correct Answer: D

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**QUESTION 3**

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

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

Correct Answer: C

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**QUESTION 4**

When an organization is using or interested in R, which of the following statements is true?



- A. R can do everything that IBM SPSS Modeler can do.
- B. IBM SPSS Modeler can use and augment R.
- C. IBM SPSS Modeler and R are incompatible.
- D. R has powerful deployment capabilities.

Correct Answer: B

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#### QUESTION 5

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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