



M2020-732^{Q&As}

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

QUESTION 2

Which words complete the value proposition for IBM SPSS Modeler Premium?

The differentiating features of IBM SPSS Modeler Premium that can address a wider multitude of business cases and create more accurate models on structured and unstructured data are _____, _____ and _____.

- A. Space Time Boxes, Logistic Regression, Automatic Data Preparation
- B. Text Analytics, Entity Analytics, Social Network Analysis
- C. Database access, SQL pushback, Integration with IBM SPSS Statistics
- D. Classification models, Association models, Clustering models

Correct Answer: B

QUESTION 3

Which statement best describes the integration between IBM Cognos and IBM SPSS Modeler?

- A. Data used in IBM Cognos BI and IBM TM1 is directly available to IBM SPSS Modeler, and results calculated are available for reporting.
- B. Data used in IBM Cognos BI and IBM TM1 is directly available to IBM SPSS Modeler, and results can be written to the database for IT to make available for reporting.
- C. Data used in IBM Cognos BI and IBM TM1 is exported into a file and then read into IBM SPSS Modeler for further analysis.
- D. IBM SPSS Modeler creates an IBM Cognos report that can be added to an IBM Cognos BI dashboard.

Correct Answer: A



QUESTION 4

Which of the following is NOT a value proposition that would be used when competing against SAS for an opportunity?

- A. IBM SPSS Modeler is typically quicker to implement with a large data provider, experiencing a 6 to 1 faster implementation time with SPSS over SAS.
- B. IBM SPSS Modeler empowers business users with a marketing department gaining IT independence by allowing them to do their own market basket analysis and loyalty models.
- C. IBM SPSS Modeler delivers faster time to value, with a North American insurance company reducing model development time from 18 months to 6 weeks when using SPSS vs. SAS.
- D. IBM SPSS Modeler has more algorithms providing for deeper analytical options. This helps retailers secure 10K additional customers when they use a secret algorithm their competitors couldn't duplicate.

Correct Answer: C

QUESTION 5

Which role is NOT a user of IBM SPSS Modeler?

- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Correct Answer: C

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