M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

Which is the primary value of IBM SPSS Modeler?

A. To uncover hidden patterns and relationships in data.

B. To test specific hypotheses.

C. To craft effective and eye-catching surveys.

D. To improve the management of analytical assets.

Correct Answer: A

Reference: http://public.dhe.ibm.com/common/ssi/ecm/en/imw14282usen/IMW14282USEN.PDF

QUESTION 3

As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a Return on Investment reference for IBM SPSS Modeler. Which would NOT apply?

A. A building manufacturer realized a 113% return on investment in 12 months.

B. A division within IBM predicts to have 150% return on investment in one year.

C. A telemarketer using ANOVA realized $2M in cost savings the first year of use.

D. A telecommunications company who realized $3.8M in cost savings per year.

Correct Answer: B

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 statement characterizes the value of IBM SPSS Modeler for predictive threat and fraud analytics?

A. IBM SPSS Modeler helps an organization run an audit for security breaches.

B. IBM SPSS Modeler helps an organization identify patterns for fraud and reduces false positives.

C. IBM SPSS Modeler creates a portal for defending online applications and access against targeted web attacks.

D. IBM SPSS Modeler helps an organization centralize password management and single sign-on to help protect enterprise resources.

Correct Answer: B

Reference: ftp://ftp.software.ibm.com/software/au/analytics/spss/paresources/Threat_and_Fraud_Analytics_FINAL_WEB.pdf (slide 13)

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