

M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

What is the main purpose of segmentation algorithms in IBM SPSS Modeler?

- A. To prepare a data set for optimal modeling.
- B. To reduce data to a simpler form.
- C. To divide the market or customer base into groups.
- D. To discover linked purchases and other occurrences.

Correct Answer: C

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 of these features require that customers have entitlement to IBM SPSS Modeler Server?

- A. SQL Pushback, In Database Scoring Adapters and In Database Mining
- B. Monte Carlo Simulation and Social Network Analytics
- C. Python Scripting and R integration
- D. Space Time Boxes

Correct Answer: A

Reference: ftp://public.dhe.ibm.com/software/analytics/spss/documentation/modeler/16.0/en/modeler_server_admin_guide_book.pdf

QUESTION 4

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 5

A Credit Analyst has been tasked with finding a solution to determine an applicant's risk to default on new loan applications. She will be presenting her findings to an executive committee who will determine which solution to implement. What role best describes the Credit Analyst?

- A. Buyer
- B. Decision Maker
- C. Implementer
- D. Influencer

Correct Answer: D

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