M2090-732^{Q&As}

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

QUESTION 2

What is NOT a key competitive differentiator of IBM SPSS Modeler based on product feature/functionality?

A. Automated modeling and data preparation

B. Intuitive visual interface

C. Scorecards and dashboards

D. Open and scalable architecture

Correct Answer: C

QUESTION 3

Which statement captures the value proposition for IBM SPSS Modeler?

A. IBM SPSS Modeler is a workbench of algorithms for data scientists and advanced statisticians.

B. IBM SPSS Modeler is a cloud-based portal for advanced analytics.

C. IBM SPSS Modeler is a comprehensive predictive analytics platform, designed to bring predictive intelligence to decisions made by individuals, groups, and systems.

D. IBM SPSS Modeler is a predictive analytics platform used to create reports and dashboards.

Correct Answer: C

Reference: http://www-03.ibm.com/software/products/en/spss-modeler

QUESTION 4

Which value proposition would be of most interest to a CMO/Marketing Executive?

A. IBM SPSS Modeler can proactively identify machine parts that are likely to fail and the underlying reason for their failure.

B. IBM SPSS Modeler can identify fraudulent transactions using historical data and apply models to proactively manage fraud.

C. IBM SPSS Modeler can help you suppress those customers least likely to respond to a campaign, reducing costs and improving profits.

D. IBM SPSS Modeler can help identify the predictive characteristics of employee success to better inform hiring and recruiting strategies.

Correct Answer: B

QUESTION 5

Which statement characterizes the value of IBM SPSS Modeler for predictive customer analytics?

A. IBM SPSS Modeler helps an organization track a customer interaction throughout the system.

B. IBM SPSS Modeler helps an organization capture data through surveys and social media.

C. IBM SPSS Modeler helps an organization understand customer data and take the right action when acquiring, retaining and/or growing customer value.

D. IBM SPSS Modeler helps an organization build and monitor self-service portals.

Correct Answer: B

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