

M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

Which is a differentiating feature for IBM SPSS Modeler?

- A. Uses a proprietary data format for speed and performance.
- B. Creates visually interesting reports and dashboards.
- C. Has in-database mining and SQL pushback for enterprise scale.
- D. Has pre-packaged models for churn, fraud and marketing.

Correct Answer: D

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 business case scenario does NOT fit IBM SPSS Modeler capabilities?

- A. An insurance firm uses SPSS Modeler to help plan and optimize its outbound marketing campaigns across product groups and channels.
- B. A college relies on SPSS Modeler to predict which students are less likely to return to school.
- C. A bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.
- D. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Correct Answer: A

QUESTION 5

Which is NOT a core differentiator for IBM SPSS Modeler?

- A. Open source.
- B. Easy to learn, visual interface.
- C. Open and scalable architecture.
- D. Power and automation.

Correct Answer: A

QUESTION 6

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 7

What components are included in the IBM SPSS Modeler Gold bundle?

- A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
- B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C

QUESTION 8

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

- A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
- B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
- C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application, Confirmation of Budget
- D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Correct Answer: B

QUESTION 9

Which is NOT a competitor for IBM SPSS Modeler?

- A. RapidMiner
- B. R
- C. SAS
- D. Tableau

Correct Answer: D

QUESTION 10

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

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