IBM SPSS Modeler Sales Mastery Test v1

IBM M2090-732

Version Demo

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QUESTION NO: 1

Which characteristic of SPSS Modeler appeals more to a system manager or IT?

A. Automated modeling

B. No programming needed

C. Automated data preparation

D. Integrated deployment

ANSWER: C

QUESTION NO: 2

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.

ANSWER: B

QUESTION NO: 3

Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

A. Classification

B. Segmentation

C. Association

D. Anomaly detection

ANSWER: C

QUESTION NO: 4

Which best describes a transformational deployment of IBM SPSS Modeler?

A. A sales department focused on launching targeted advertising campaigns.

B. A marketing director focused on reporting campaign results to the executive committee.

C. A marketing organization focused on integrating predictive models within a business process across multiple departments to optimize decision-making.

D. A human resource consultant focused on predicting which employees may leave a client's business.

ANSWER: C

QUESTION NO: 5

Which description of value would be correct to share when speaking with Sales and Marketing Executives about IBM SPSS Modeler?

A. Improve customer intimacy, Improve cross sell close rate, Improve customer retention

B. Improve customer growth, Improve customer retention, Improve visualization

C. Enhanced process monitoring, Advanced use of business rules, Real time feedback

D. Improve customer intimacy, Improve customer lifetime value, Improve customer retention

ANSWER: A

QUESTION NO: 6

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

A. Social Network Analysis

B. Entity Analytics

C. Text Analytics

D. Automated Modeling

ANSWER: D

QUESTION NO: 7

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

ANSWER: A

Explanation:

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

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QUESTION NO: 8

Which capability is part of IBM SPSS Modeler Premium?

A. Entity Analytics Unleashed

B. Text Analytics

C. Social Media Analytics

D. All of the above

ANSWER: B

Explanation:

Reference: http://www-01.ibm.com/software/analytics/spss/products/modeler/

QUESTION NO: 9

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

ANSWER: B

QUESTION NO: 10

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.

ANSWER: B

Explanation:

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