



IBM SPSS Modeler Sales Mastery Test v1

[IBM M2020-732](#)

Version Demo

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QUESTION NO: 1

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: C

QUESTION NO: 2

Which role is NOT a user of IBM SPSS Modeler?

- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Answer: A

QUESTION NO: 3

Which is an example of an IBM SPSS Modeler Opportunity?

- A. An on-line retailer is looking to deploy Customer Satisfaction Surveys.
- B. An on-line retailer is looking to predict stock levels for its warehouses.
- C. An on-line retailer is looking to measure activity on Social Media.
- D. An on-line retailer is looking to report on transactions within a region.

Answer: B

QUESTION NO: 4

Which statement is false?

- A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.
- B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to IBM SPSS Modeler Gold.
- C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.
- D. IBM SPSS Statistics is an add-on to Modeler Gold.

Answer: C

QUESTION NO: 5

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.

Answer: A

QUESTION NO: 6

Which does NOT indicate an opportunity to up-sell from IBM SPSS Modeler Premium to IBM SPSS Modeler Gold?

- A. Customer desires greater insight into the algorithms and approaches used to build their models.
- B. Customer desires the ability to combine business logic with predictive models.
- C. Customer desires integrating predictive analytics with prescriptive analytics (optimization) to manage tradeoffs and make best use of scarce resources.
- D. Customer desires to use advanced analytics to drive daily business processes.

Answer: A

QUESTION NO: 7

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.

Answer: C

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

QUESTION NO: 8

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Answer: A

QUESTION NO: 9

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: D

QUESTION NO: 10

An insurance executive is looking for a solution to predict fraudulent claims before they are processed, customer churn and field agent allocation. What other use-case might she be interested in for IBM SPSS Modeler?

- A. Real time scoring
- B. Enforcing fine-grained security entitlements
- C. Streamlining the edit-build-debug cycle
- D. Customer Intimacy

Answer: A

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