IBM

00M-229

IBM SPSS Predictive Analytics Sales Mastery v1

QUESTION: 41
What is the main purpose of association algorithms in 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.

Answer: D

QUESTION: 42
Which message is the most important for a sales representative to deliver when selling SPSS Collaboration and Deployment Services (C&DS) to a line of business user?

A. IT can monitor and control C&DS processes without having to know analytic details.
B. Automation and collaboration lead to enhanced productivity from analysts.
C. C&DS increases the reliability of analytical results.
D. C&DS integrates with the existing enterprise environment.

Answer: D

QUESTION: 43
Which characteristic of SPSS Collaboration and Deployment Services appeals most to expert analysts?

A. Enterprise readiness
B. Ability to automate processes
C. Collaboration with business users
D. Integration with existing environment

Answer: C

QUESTION: 44
Which organization is the best prospect for SPSS Statistics?

A. An insurance company looking for new ways to retain profitable customers.
B. A government institution looking to validate policy assumptions.
C. A retail chain looking to build predictive models.
D. A research group looking to craft multi-channel surveys.

Answer: B

QUESTION: 45
A research group is looking to branch out from their traditional paper surveys into other technologies. What is NOT one of the many survey types supported in SPSS Data Collection?

A. In person
B. Text message
C. Interactive voice response
D. Smartphone application

Answer: D

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