



**IBM**

**M2020-732**

*IBM SPSS Modeler Sales Mastery Test v1*

**QUESTION: 37**

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: 38**

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. CA 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.

**Answer: A**

**QUESTION: 39**

You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

- A. Enter this as an opportunity into Global Partner Portal.
- B. Enter this as an opportunity into a spreadsheet.
- C. Enter this as an opportunity via an e-mail message.
- D. Enter this as an opportunity into dashboard report.

**Answer:** D

**QUESTION:** 40

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:** D

**QUESTION:** 41

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.

**Answer:** D

**QUESTION:** 42

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: 43**

Which is NOT a competitor for IBM SPSS Modeler?

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

**Answer: D**

**QUESTION: 44**

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.

**Answer: B**

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