M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

A Credit Analyst has been tasked with finding a solution to determine an applicant\'s risk to default on new loan applications. She will be presenting her findings to an executive committee who will determine which solution to implement. What role best describes the Credit Analyst?

A. Buyer

B. Decision Maker

C. Implementer

D. Influencer

Correct Answer: D

QUESTION 2

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

Correct Answer: A

QUESTION 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

Correct Answer: C

QUESTION 4

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 5

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.

Correct Answer: D

QUESTION 6

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

Correct Answer: A

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

QUESTION 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.

Correct Answer: C

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

QUESTION 8

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

QUESTION 9

When meeting with a prospect you would like to distinguish between usage and deployment. Which activity could you cite as characterizing the deployment of analytics into an operational environment?

A. Scoring a model in database using generated SQL code.

B. Scheduling a job to automatically refresh a model every hour.

C. Storing models in a centralized repository so they can be used by other analysts.

D. Forwarding recommended outcomes from a model or predictive application to a call center or dashboard.

Correct Answer: B

QUESTION 10

Which pain point of business executives is best addressed by IBM SPSS Modeler?

A. The need to make smarter decisions at all levels of the organization.

B. Rapidly increasing marketing costs.

C. Inability to automate routine analytics tasks.

D. Regulatory compliance.

Correct Answer: C

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