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IBM SPSS Modeler Sales Mastery Test v1

IBM M2090-732

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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 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: 3

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: 4

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

QUESTION NO: 5

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: 6

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: 7

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)

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 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: 10

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