



C2020-013^{Q&As}

IBM SPSS Modeler Data Mining for Business Partners v2

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QUESTION 1

An online retailer wants to identify groups of customers based on components of their buying behavior, such as types of products purchased, volume of purchases, and frequency of purchases. What type of model would be used?

- A. Association model
- B. Segmentation model
- C. Classification model
- D. Sequence model

Correct Answer: B

QUESTION 2

True or false: association models require all fields used to be defined with the role of both.

- A. True
- B. False

Correct Answer: B

QUESTION 3

A prison system has historical data on prison inmates and wants to find what factors are related to recidivism (return to prison). What type of model would be used?

- A. Segmentation model
- B. Classification model
- C. Association model
- D. Anomaly model

Correct Answer: B

QUESTION 4

Examine the Data Audit output shown below.



Field	Measurement	Outliers	Extremes	Action	Impute Mi...	Method	% Complete	Valid
ACCOM	Nominal	--	--		Never	Fixed	100	
COUNTRY	Nominal	--	--		Never	Fixed	100	
CUSTID	Nominal	--	--		Never	Fixed	100	
DIST_TO_BE...	Continuous	1	0	None	Never	Fixed	100	
DOB	Nominal	--	--		Never	Fixed	100	
GENDER	Nominal	--	--		Never	Fixed	98.681	
HOLCODE	Nominal	--	--		Never	Fixed	100	
HOLCOST	Continuous	9	1	Discard	Never	Fixed	97.889	
NAME	Nominal	--	--		Never	Fixed	100	
NIGHTS	Continuous	0	0	Nullify	Never	Fixed	100	
NUMPARTY	Continuous	6	0	None	Never	Fixed	100	
POOL	Flag	--	--		Never	Fixed	100	
REGION	Nominal	--	--		Never	Fixed	100	
TRAVDATE	Nominal	--	--		Never	Fixed	100	

What action will occur in a generated Outlier and Extreme Supernode for HOLCOST?

- A. Nine records will be set to the system missing (null) value for HOLCOST.
- B. Ten records will be deleted.
- C. Ten records will be set to the system missing (null) value for HOLCOST.
- D. Nine records will be deleted.

Correct Answer: B

QUESTION 5

True or false: the Auto Classifier node estimates and compares predictive models for continuous target fields.

- A. True
- B. False

Correct Answer: B

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