C2090-012^{Q&As}

IBM SPSS Modeler Data Analysis for Business Partners v2

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QUESTION 1

The CRISP-DM Process Methodology is a linear process.

A. True

B. False

Correct Answer: B

QUESTION 2

Given the information below, which node would be used to produce the correlation statistic between the fields off peak_calls and weekend_calls?

Field	Measurement	Values
handset	Nominal	ASAD170,...
churn	Flag	Churned/...
peak_calls	Continuous	[0.0,1725.0]
peak_mins	Continuous	[0.0,2901
offpeak_calls	Continuous	[0.0,647.0]
offpeak_mins	Continuous	[0.0,1146.0]
weekend_calls	Continuous	[0.0,124.0]
weekend_mins	Continuous	[0.0,205.0]
international_mins	Continuous	[0.0,1014

A. Matrix node

B. Statistics node

C. Histogram node

D. Means node

Correct Answer: B

QUESTION 3

An online retailer wants to identi1e 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
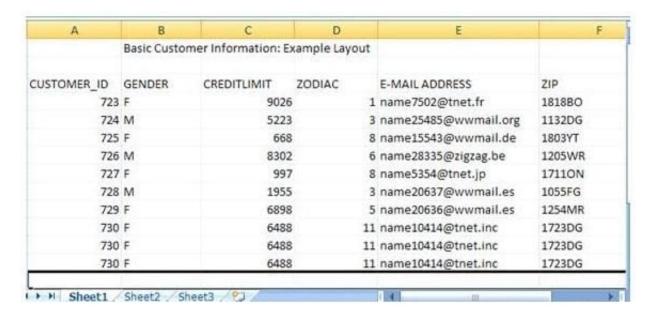
D. Sequence model

Correct Answer: B

QUESTION 4

Which node can be used to easily generate a field that divides the data into subsamples for the Training and Testing stages of modeling?

A. Sample

B. Filler

C. Balance

D. Partition

Correct Answer: D

QUESTION 5

To correctly read the Excel file shown below, which dialog box settings are appropriate?

	A	B	C	D	E	F
		Basic Customer Information: Example Layout				
	CUSTOMER_ID	GENDER	CREDITLIMIT	ZODIAC	E-MAIL ADDRESS	ZIP
	723	F	9026	1	name7502@tnet.fr	1818BO
	724	M	5223	3	name25485@wwmail.org	1132DG
	725	F	668	8	name15543@wwmail.de	1803YT
	726	M	8302	6	name28335@zigzag.be	1205WR
	727	F	997	8	name5354@tnet.jp	1711ON
	728	M	1955	3	name20637@wwmail.es	1055FG
	729	F	6898	5	name20636@wwmail.es	1254MR
	730	F	6488	11	name10414@tnet.inc	1723DG
	730	F	6488	11	name10414@tnet.inc	1723DG
	730	F	6488	11	name10414@tnet.inc	1723DG

Sheet1 / Sheet2 / Sheet3

A.

B.

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: D