



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

- A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.
- B. Your time is better served finding a new customer opportunity.
- C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.
- D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

QUESTION 2

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

Correct Answer: D

QUESTION 3

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.

Correct Answer: C



QUESTION 4

Which is the primary value of IBM SPSS Modeler?

- A. To uncover hidden patterns and relationships in data.
- B. To test specific hypotheses.
- C. To craft effective and eye-catching surveys.
- D. To improve the management of analytical assets.

Correct Answer: A

QUESTION 5

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

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