



# M2020-732<sup>Q&As</sup>

IBM SPSS Modeler Sales Mastery Test v1

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#### QUESTION 1

Which statement is false?

- A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.
- B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to IBM SPSS Modeler Gold.
- C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.
- D. IBM SPSS Statistics is an add-on to Modeler Gold.

Correct Answer: D

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#### QUESTION 2

Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

- A. ROI assessment
- B. Executive-level agreement
- C. Enablement assessment
- D. Proof of Concept

Correct Answer: A

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#### QUESTION 3

When an organization is using or interested in R, which of the following statements is true?

- A. R can do everything that IBM SPSS Modeler can do.
- B. IBM SPSS Modeler can use and augment R.
- C. IBM SPSS Modeler and R are incompatible.
- D. R has powerful deployment capabilities.

Correct Answer: B

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#### QUESTION 4

Which business case scenario does NOT fit IBM SPSS Modeler capabilities?

- A. An insurance firm uses SPSS Modeler to help plan and optimize its outbound marketing campaigns across product



groups and channels.

B. A college relies on SPSS Modeler to predict which students are less likely to return to school.

C. A bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.

D. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Correct Answer: A

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#### QUESTION 5

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

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