M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is NOT a core differentiator for IBM SPSS Modeler?

A. Open source.

B. Easy to learn, visual interface.

C. Open and scalable architecture.

D. Power and automation.

Correct Answer: A

QUESTION 2

An insurance executive is looking for a solution to predict fraudulent claims before they are processed, customer churn and field agent allocation. What other use-case might she be interested in for IBM SPSS Modeler?

A. Real time scoring

B. Enforcing fine-grained security entitlements

C. Streamlining the edit-build-debug cycle

D. Customer Intimacy

Correct Answer: A

QUESTION 3

Which of the following is NOT a value proposition that would be used when competing against SAS for an opportunity?

A. IBM SPSS Modeler is typically quicker to implement with a large data provider, experiencing a 6 to 1 faster implementation time with SPSS over SAS.

B. IBM SPSS Modeler empowers business users with a marketing department gaining IT independence by allowing them to do their own market basket analysis and loyalty models.

C. IBM SPSS Modeler delivers faster time to value, with a North American insurance company reducing model development time from 18 months to 6 weeks when using SPSS vs. SAS.

D. IBM SPSS Modeler has more algorithms providing for deeper analytical options. This helps retailers secure 10K additional customers when they use a secret algorithm their competitors couldn\\'t duplicate.

Correct Answer: C

QUESTION 4

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 5

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

Correct Answer: C

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