



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which IBM SPSS Modeler edition best matches the below value proposition?

Provides a range of advanced algorithms, data manipulation and automated modeling and preparation techniques to build predictive models and uncover hidden patterns in structured data.

- A. IBM SPSS Modeler Gold
- B. IBM SPSS Modeler Premium
- C. IBM SPSS Modeler Professional
- D. All IBM SPSS Modeler editions share this value proposition

Correct Answer: C

QUESTION 2

What components are included in the IBM SPSS Modeler Gold bundle?

- A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
- B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C

QUESTION 3

Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

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

Correct Answer: C



QUESTION 4

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 5

You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

- A. Enter this as an opportunity into Global Partner Portal.
- B. Enter this as an opportunity into a spreadsheet.
- C. Enter this as an opportunity via an e-mail message.
- D. Enter this as an opportunity into dashboard report.

Correct Answer: D

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