



# M2090-732<sup>Q&As</sup>

IBM SPSS Modeler Sales Mastery Test v1

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#### QUESTION 1

Which is NOT a competitor for IBM SPSS Modeler?

- A. RapidMiner
- B. R
- C. SAS
- D. Tableau

Correct Answer: D

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#### QUESTION 2

A Credit Analyst has been tasked with finding a solution to determine an applicant's risk to default on new loan applications. She will be presenting her findings to an executive committee who will determine which solution to implement. What role best describes the Credit Analyst?

- A. Buyer
- B. Decision Maker
- C. Implementer
- D. Influencer

Correct Answer: D

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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 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

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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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