



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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

QUESTION 2

What percentage of out-performers have predictive analytics capabilities?

- A. 20%
- B. 40%
- C. 60%
- D. 80%

Correct Answer: C

QUESTION 3

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 4

Which does NOT indicate an opportunity to up-sell from IBM SPSS Modeler Premium to IBM SPSS Modeler Gold?

- A. Customer desires greater insight into the algorithms and approaches used to build their models.
- B. Customer desires the ability to combine business logic with predictive models.
- C. Customer desires integrating predictive analytics with prescriptive analytics (optimization) to manage tradeoffs and make best use of scarce resources.
- D. Customer desires to use advanced analytics to drive daily business processes.

Correct Answer: D

QUESTION 5

As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a Return on Investment reference for IBM SPSS Modeler. Which would NOT apply?

- A. A building manufacturer realized a 113% return on investment in 12 months.
- B. A division within IBM predicts to have 150% return on investment in one year.
- C. A telemarketer using ANOVA realized \$2M in cost savings the first year of use.
- D. A telecommunications company who realized \$3.8M in cost savings per year.

Correct Answer: B

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