## VCE & PDF
GeekCert.com

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

IBM SPSS Modeler Sales Mastery Test v1

## Pass IBM M2090-732 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

**https://www.geekcert.com/m2090-732.html**

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by IBM Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

**QUESTION 1**

Which is an example of an IBM SPSS Modeler Opportunity?

A. An on-line retailer is looking to deploy Customer Satisfaction Surveys.

B. An on-line retailer is looking to predict stock levels for its warehouses.

C. An on-line retailer is looking to measure activity on Social Media.

D. An on-line retailer is looking to report on transactions within a region.

Correct Answer: A

**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

**QUESTION 3**

Which statement characterizes the value of IBM SPSS Modeler for predictive customer analytics?

A. IBM SPSS Modeler helps an organization track a customer interaction throughout the system.

B. IBM SPSS Modeler helps an organization capture data through surveys and social media.

C. IBM SPSS Modeler helps an organization understand customer data and take the right action when acquiring, retaining and/or growing customer value.

D. IBM SPSS Modeler helps an organization build and monitor self-service portals.

Correct Answer: B

**QUESTION 4**

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 5

During a meeting a prospective customer states. "R is available at no charge, we can use it in place of commercial statistics and modeling software at great savings to our organization". How would you respond?

A. Using R to integrate predictive outputs into an operational environment can be difficult.

B. R does not have a modern graphical user interface, which makes it difficult for non- programmers to use.

C. Using R to integrate predictive outputs into an operational environment can be difficult.

D. R can very quickly consume all available memory.

E. All of the above

Correct Answer: B

M2090-732 Study Guide          M2090-732 Exam Questions          M2090-732 Braindumps