



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which user is most likely to use the automated modeling feature of IBM SPSS Modeler?

- A. Professional statistician
- B. Business analyst
- C. Business executive
- D. IT manager

Correct Answer: B

QUESTION 2

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

- A. Social Network Analysis
- B. Entity Analytics
- C. Text Analytics
- D. Automated Modeling

Correct Answer: D

QUESTION 3

Which role is typically the buyer of IBM SPSS Modeler?

- A. Business Manager
- B. Business Analyst
- C. System Manager
- D. Analytic Professional

Correct Answer: B

QUESTION 4

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

Reference: <http://www-01.ibm.com/software/analytics/spss/products/modeler/>

QUESTION 5

Which of these features require that customers have entitlement to IBM SPSS Modeler Server?

- A. SQL Pushback, In Database Scoring Adapters and In Database Mining
- B. Monte Carlo Simulation and Social Network Analytics
- C. Python Scripting and R integration
- D. Space Time Boxes

Correct Answer: A

Reference: ftp://public.dhe.ibm.com/software/analytics/spss/documentation/modeler/16.0/en/modeler_server_admin_guide_book.pdf

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