



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which of the following is NOT a value proposition that would be used when competing against SAS for an opportunity?

- A. IBM SPSS Modeler is typically quicker to implement with a large data provider, experiencing a 6 to 1 faster implementation time with SPSS over SAS.
- B. IBM SPSS Modeler empowers business users with a marketing department gaining IT independence by allowing them to do their own market basket analysis and loyalty models.
- C. IBM SPSS Modeler delivers faster time to value, with a North American insurance company reducing model development time from 18 months to 6 weeks when using SPSS vs. SAS.
- D. IBM SPSS Modeler has more algorithms providing for deeper analytical options. This helps retailers secure 10K additional customers when they use a secret algorithm their competitors couldn't duplicate.

Correct Answer: C

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 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 is a differentiating feature for IBM SPSS Modeler?



- A. Uses a proprietary data format for speed and performance.
- B. Creates visually interesting reports and dashboards.
- C. Has in-database mining and SQL pushback for enterprise scale.
- D. Has pre-packaged models for churn, fraud and marketing.

Correct Answer: D

QUESTION 5

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

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