



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

IBM SPSS Modeler Sales Mastery Test v1

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### QUESTION 1

Which statement characterizes the value of IBM SPSS Modeler for predictive threat and fraud analytics?

- A. IBM SPSS Modeler helps an organization run an audit for security breaches.
- B. IBM SPSS Modeler helps an organization identify patterns for fraud and reduces false positives.
- C. IBM SPSS Modeler creates a portal for defending online applications and access against targeted web attacks.
- D. IBM SPSS Modeler helps an organization centralize password management and single sign-on to help protect enterprise resources.

Correct Answer: B

Reference: [ftp://ftp.software.ibm.com/software/au/analytics/spss/paresources/Threat\\_and\\_Fraud\\_Analytics\\_FINAL\\_WEB.pdf](ftp://ftp.software.ibm.com/software/au/analytics/spss/paresources/Threat_and_Fraud_Analytics_FINAL_WEB.pdf) (slide 13)

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### QUESTION 2

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

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### QUESTION 3

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

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#### QUESTION 4

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

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#### QUESTION 5

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

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