



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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

QUESTION 2

Which role is NOT a user of IBM SPSS Modeler?

- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Correct Answer: C

QUESTION 3

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 4

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

- A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.



B. Your time is better served finding a new customer opportunity.

C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.

D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

QUESTION 5

Which capability is part of IBM SPSS Modeler Premium?

A. Entity Analytics Unleashed

B. Text Analytics

C. Social Media Analytics

D. All of the above

Correct Answer: B

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

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