



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is the primary value of IBM SPSS Modeler?

- A. To uncover hidden patterns and relationships in data.
- B. To test specific hypotheses.
- C. To craft effective and eye-catching surveys.
- D. To improve the management of analytical assets.

Correct Answer: A

Reference: <http://public.dhe.ibm.com/common/ssi/ecm/en/imw14282usen/IMW14282USEN.PDF>

QUESTION 2

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Correct Answer: B

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

QUESTION 3

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 4

A Credit Analyst has been tasked with finding a solution to determine an applicant's risk to default on new loan



applications. She will be presenting her findings to an executive committee who will determine which solution to implement. What role best describes the Credit Analyst?

- A. Buyer
- B. Decision Maker
- C. Implementer
- D. Influencer

Correct Answer: D

QUESTION 5

Which best describes a transformational deployment of IBM SPSS Modeler?

- A. A sales department focused on launching targeted advertising campaigns.
- B. A marketing director focused on reporting campaign results to the executive committee.
- C. A marketing organization focused on integrating predictive models within a business process across multiple departments to optimize decision-making.
- D. A human resource consultant focused on predicting which employees may leave a client's business.

Correct Answer: C

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