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IBM SPSS Modeler Sales Mastery Test v1

IBM M2090-732

Version Demo

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QUESTION NO: 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

ANSWER: B**QUESTION NO: 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

ANSWER: B**Explanation:**

Reference: https://www-304.ibm.com/connections/blogs/predictiveanalytics/entry/spss_analytics_and_r_a_brand_new_world?lang=en_us (simple interface)

QUESTION NO: 3

Which value proposition would be of most interest to a CMO/Marketing Executive?

- A. IBM SPSS Modeler can proactively identify machine parts that are likely to fail and the underlying reason for their failure.
- B. IBM SPSS Modeler can identify fraudulent transactions using historical data and apply models to proactively manage fraud.
- C. IBM SPSS Modeler can help you suppress those customers least likely to respond to a campaign, reducing costs and improving profits.

D. IBM SPSS Modeler can help identify the predictive characteristics of employee success to better inform hiring and recruiting strategies.

ANSWER: B

QUESTION NO: 4

Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

- A. ROI assessment
- B. Executive-level agreement
- C. Enablement assessment
- D. Proof of Concept

ANSWER: A

QUESTION NO: 5

When meeting with a prospect you would like to distinguish between usage and deployment. Which activity could you cite as characterizing the deployment of analytics into an operational environment?

- A. Scoring a model in database using generated SQL code.
- B. Scheduling a job to automatically refresh a model every hour.
- C. Storing models in a centralized repository so they can be used by other analysts.
- D. Forwarding recommended outcomes from a model or predictive application to a call center or dashboard.

ANSWER: B

QUESTION NO: 6

Which words complete the value proposition for IBM SPSS Modeler Premium?

The differentiating features of IBM SPSS Modeler Premium that can address a wider multitude of business cases and create more accurate models on structured and unstructured data are _____, _____ and _____.

- A. Space Time Boxes, Logistic Regression, Automatic Data Preparation
- B. Text Analytics, Entity Analytics, Social Network Analysis
- C. Database access, SQL pushback, Integration with IBM SPSS Statistics
- D. Classification models, Association models, Clustering models

ANSWER: B

QUESTION NO: 7

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.

ANSWER: B

QUESTION NO: 8

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.

ANSWER: C

QUESTION NO: 9

Which is an example of an IBM SPSS Modeler Opportunity?

- A. An on-line retailer is looking to deploy Customer Satisfaction Surveys.
- B. An on-line retailer is looking to predict stock levels for its warehouses.
- C. An on-line retailer is looking to measure activity on Social Media.
- D. An on-line retailer is looking to report on transactions within a region.

ANSWER: A

QUESTION NO: 10

Which answer correctly completes this statement?

Gartner predicts that predictive and prescriptive analytics will deliver _____ of business value for all business analytics projects through 2015.

- A. 25%
- B. 50%
- C. 75%
- D. 100%

ANSWER: B

Explanation:

Reference: <http://frankdiana.wordpress.com/2013/11/20/ibm-report-on-analytics/>