



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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

QUESTION 2

Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

- A. Classification
- B. Segmentation
- C. Association
- D. Anomaly detection

Correct Answer: C

QUESTION 3

What percentage of out-performers have predictive analytics capabilities?

- A. 20%
- B. 40%
- C. 60%
- D. 80%

Correct Answer: C

QUESTION 4

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

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

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