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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