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# M2020-732$^{Q\&As}$

IBM SPSS Modeler Sales Mastery Test v1

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**QUESTION 1**

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.

Correct Answer: B

**QUESTION 2**

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.

Correct Answer: A

**QUESTION 3**

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

**QUESTION 4**

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 5**

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%

Correct Answer: B

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