



# M2020-732<sup>Q&As</sup>

IBM SPSS Modeler Sales Mastery Test v1

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**QUESTION 1**

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

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**QUESTION 2**

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

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**QUESTION 3**

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

- A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.
- B. Your time is better served finding a new customer opportunity.
- C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.
- D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.



Correct Answer: D

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#### QUESTION 4

Which pain point of business executives is best addressed by IBM SPSS Modeler?

- A. The need to make smarter decisions at all levels of the organization.
- B. Rapidly increasing marketing costs.
- C. Inability to automate routine analytics tasks.
- D. Regulatory compliance.

Correct Answer: C

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#### 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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