M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

What percentage of out-performers have predictive analytics capabilities?

A. 20%

B. 40%

C. 60%

D. 80%

Correct Answer: C

QUESTION 2

Which IBM SPSS Modeler edition best matches the below value proposition?

Provides a range of advanced algorithms, data manipulation and automated modeling and preparation techniques to build predictive models and uncover hidden patterns in structured data.

A. IBM SPSS Modeler Gold

B. IBM SPSS Modeler Premium

C. IBM SPSS Modeler Professional

D. All IBM SPSS Modeler editions share this value proposition

Correct Answer: C

QUESTION 3

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 4

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 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.

Correct Answer: B

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