



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

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

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### 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

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### 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

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### 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

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#### 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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