



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which role is NOT a user of IBM SPSS Modeler?

- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Correct Answer: C

QUESTION 2

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

QUESTION 3

What is the main purpose of segmentation algorithms in IBM SPSS Modeler?

- A. To prepare a data set for optimal modeling.
- B. To reduce data to a simpler form.
- C. To divide the market or customer base into groups.
- D. To discover linked purchases and other occurrences.

Correct Answer: C

QUESTION 4

What is NOT a key competitive differentiator of IBM SPSS Modeler based on product feature/functionality?

- A. Automated modeling and data preparation
- B. Intuitive visual interface



- C. Scorecards and dashboards
- D. Open and scalable architecture

Correct Answer: C

QUESTION 5

Which description of value would be correct to share when speaking with Sales and Marketing Executives about IBM SPSS Modeler?

- A. Improve customer intimacy, Improve cross sell close rate, Improve customer retention
- B. Improve customer growth, Improve customer retention, Improve visualization
- C. Enhanced process monitoring, Advanced use of business rules, Real time feedback
- D. Improve customer intimacy, Improve customer lifetime value, Improve customer retention

Correct Answer: A

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