M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is NOT a competitor for IBM SPSS Modeler?

A. RapidMiner

B. R

C. SAS

D. Tableau

Correct Answer: D

QUESTION 2

Which statement characterizes the value of IBM SPSS Modeler for predictive threat and fraud analytics?

A. IBM SPSS Modeler helps an organization run an audit for security breaches.

B. IBM SPSS Modeler helps an organization identify patterns for fraud and reduces false positives.

C. IBM SPSS Modeler creates a portal for defending online applications and access against targeted web attacks.

D. IBM SPSS Modeler helps an organization centralize password management and single sign-on to help protect enterprise resources.

Correct Answer: B

Reference: ftp://ftp.software.ibm.com/software/au/analytics/spss/paresources/Threat_and_Fraud_Analytics_FINAL_WEB.pdf (slide 13)

QUESTION 3

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

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 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

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