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# M2090-732<sup>Q&As</sup>

IBM SPSS Modeler Sales Mastery Test v1

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**QUESTION 1**

What components are included in the IBM SPSS Modeler Gold bundle?

A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services

B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management

C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management

D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C

**QUESTION 2**

Which does NOT indicate an opportunity to up-sell from IBM SPSS Modeler Premium to IBM SPSS Modeler Gold?

A. Customer desires greater insight into the algorithms and approaches used to build their models.

B. Customer desires the ability to combine business logic with predictive models.

C. Customer desires integrating predictive analytics with prescriptive analytics (optimization) to manage tradeoffs and make best use of scarce resources.

D. Customer desires to use advanced analytics to drive daily business processes.

Correct Answer: D

**QUESTION 3**

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

A. Social Network Analysis

B. Entity Analytics

C. Text Analytics D. Automated Modeling

Correct Answer: D

**QUESTION 4**

Which user is most likely to use the automated modeling feature of IBM SPSS Modeler?

A. Professional statistician

B. Business analyst

C. Business executive

D. IT manager

Correct Answer: B

**QUESTION 5**

Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

A. ROI assessment

B. Executive-level agreement

C. Enablement assessment

D. Proof of Concept

Correct Answer: A

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