M2090-732 Q&As

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

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 3

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.

B. Your time is better served finding a new customer opportunity.

C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.

D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

QUESTION 4

Which business case scenario does NOT fit IBM SPSS Modeler capabilities?

A. An insurance firm uses SPSS Modeler to help plan and optimize its outbound marketing campaigns across product groups and channels.

B. A college relies on SPSS Modeler to predict which students are less likely to return to school.

C. A bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.

D. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Correct Answer: A

QUESTION 5

Which value proposition would be of most interest to a CMO/Marketing Executive?

A. IBM SPSS Modeler can proactively identify machine parts that are likely to fail and the underlying reason for their failure.

B. IBM SPSS Modeler can identify fraudulent transactions using historical data and apply models to proactively manage fraud.

C. IBM SPSS Modeler can help you suppress those customers least likely to respond to a campaign, reducing costs and improving profits.

D. IBM SPSS Modeler can help identify the predictive characteristics of employee success to better inform hiring and recruiting strategies.

Correct Answer: B

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