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

IBM SPSS Modeler Sales Mastery Test v1

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**QUESTION 1**

Which IBM SPSS Modeler edition is the best match for the below value proposition?

Combines predictive analytics on all data - structured and unstructured - with decision management capabilities to make better decisions at the point of impact.

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: D

**QUESTION 2**

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 3**

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 4**

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

**QUESTION 5**

During a meeting a prospective customer states. "R is available at no charge, we can use it in place of commercial statistics and modeling software at great savings to our organization". How would you respond?

A. Using R to integrate predictive outputs into an operational environment can be difficult.

B. R does not have a modern graphical user interface, which makes it difficult for non- programmers to use.

C. Using R to integrate predictive outputs into an operational environment can be difficult.

D. R can very quickly consume all available memory.

E. All of the above

Correct Answer: B

**QUESTION 6**

Which statement is false?

A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.

B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to IBM SPSS Modeler Gold.

C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.

D. IBM SPSS Statistics is an add-on to Modeler Gold.

Correct Answer: D

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**QUESTION 7**

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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**QUESTION 8**

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_Anal ytics_FINAL_WEB.pdf (slide 13)

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**QUESTION 9**

Which characteristic of SPSS Modeler appeals more to a system manager or IT?

A. Automated modeling

B. No programming needed

C. Automated data preparation

D. Integrated deployment

Correct Answer: C

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**QUESTION 10**

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

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