M2090-732 Q&As

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

A. Enter this as an opportunity into Global Partner Portal.

B. Enter this as an opportunity into a spreadsheet.

C. Enter this as an opportunity via an e-mail message.

D. Enter this as an opportunity into dashboard report.

Correct Answer: D

QUESTION 2

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 3

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget

B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget

C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application. Confirmation of Budget

D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Correct Answer: B

QUESTION 4

As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a Return on Investment reference for IBM SPSS Modeler. Which would NOT apply?

A. A building manufacturer realized a 113% return on investment in 12 months.

B. A division within IBM predicts to have 150% return on investment in one year.

C. A telemarketer using ANOVA realized $2M in cost savings the first year of use.

D. A telecommunications company who realized $3.8M in cost savings per year.

Correct Answer: B

QUESTION 5

Which of these features require that customers have entitlement to IBM SPSS Modeler Server?

A. SQL Pushback, In Database Scoring Adapters and In Database Mining

B. Monte Carlo Simulation and Social Network Analytics

C. Python Scripting and R integration

D. Space Time Boxes

Correct Answer: A

Reference: ftp://public.dhe.ibm.com/software/analytics/spss/documentation/modeler/16.0/en/modeler_server_admin_guide_book.pdf

QUESTION 6

When meeting with a prospect you would like to distinguish between usage and deployment. Which activity could you cite as characterizing the deployment of analytics into an operational environment?

A. Scoring a model in database using generated SQL code.

B. Scheduling a job to automatically refresh a model every hour.

C. Storing models in a centralized repository so they can be used by other analysts.

D. Forwarding recommended outcomes from a model or predictive application to a call center or dashboard.

Correct Answer: B

QUESTION 7

Which of the following is NOT a value proposition that would be used when competing against SAS for an opportunity?

A. IBM SPSS Modeler is typically quicker to implement with a large data provider, experiencing a 6 to 1 faster implementation time with SPSS over SAS.

B. IBM SPSS Modeler empowers business users with a marketing department gaining IT independence by allowing them to do their own market basket analysis and loyalty models.

C. IBM SPSS Modeler delivers faster time to value, with a North American insurance company reducing model development time from 18 months to 6 weeks when using SPSS vs. SAS.

D. IBM SPSS Modeler has more algorithms providing for deeper analytical options. This helps retailers secure 10K additional customers when they use a secret algorithm their competitors couldn\\'t duplicate.

Correct Answer: C

QUESTION 8

Which is the primary value of IBM SPSS Modeler?

A. To uncover hidden patterns and relationships in data.

B. To test specific hypotheses.

C. To craft effective and eye-catching surveys.

D. To improve the management of analytical assets.

Correct Answer: A

Reference: http://public.dhe.ibm.com/common/ssi/ecm/en/imw14282usen/IMW14282USEN.PDF

QUESTION 9

An insurance executive is looking for a solution to predict fraudulent claims before they are processed, customer churn and field agent allocation. What other use-case might she be interested in for IBM SPSS Modeler?

A. Real time scoring

B. Enforcing fine-grained security entitlements

C. Streamlining the edit-build-debug cycle

D. Customer Intimacy

Correct Answer: A

QUESTION 10

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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