Vendor:IBM

Exam Code:M2020-732

Exam Name:IBM SPSS Modeler Sales Mastery Test
v1

Version: Demo

QUESTION 1

What is the main purpose of segmentation algorithms in IBM SPSS Modeler?

A. To prepare a data set for optimal modeling.

B. To reduce data to a simpler form.

C. To divide the market or customer base into groups.

D. To discover linked purchases and other occurrences.

Correct Answer: C

QUESTION 2

Which is NOT a core differentiator for IBM SPSS Modeler?

A. Open source.

B. Easy to learn, visual interface.

C. Open and scalable architecture.

D. Power and automation.

Correct Answer: A

QUESTION 3

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 4

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

QUESTION 5

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 6

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 7

What percentage of out-performers have predictive analytics capabilities?

A. 20%

B. 40%

C. 60%

D. 80%

Correct Answer: C

QUESTION 8

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 9

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 10

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 11

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

QUESTION 12

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

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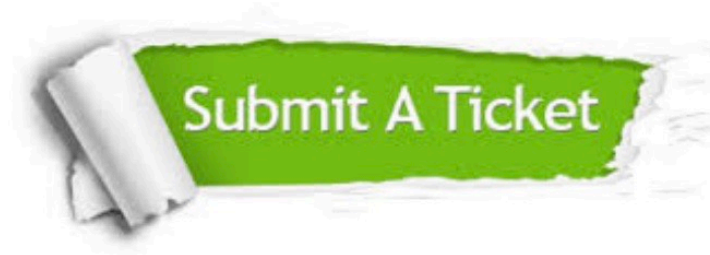
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