



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

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 4

Which statement captures the value proposition for IBM SPSS Modeler?



- A. IBM SPSS Modeler is a workbench of algorithms for data scientists and advanced statisticians.
- B. IBM SPSS Modeler is a cloud-based portal for advanced analytics.
- C. IBM SPSS Modeler is a comprehensive predictive analytics platform, designed to bring predictive intelligence to decisions made by individuals, groups, and systems.
- D. IBM SPSS Modeler is a predictive analytics platform used to create reports and dashboards.

Correct Answer: C

QUESTION 5

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

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