



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

What percentage of out-performers have predictive analytics capabilities?

- A. 20%
- B. 40%
- C. 60%
- D. 80%

Correct Answer: C

QUESTION 2

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Correct Answer: B

Reference: <http://www-01.ibm.com/software/analytics/spss/products/modeler/>

QUESTION 3

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_Analytics_FINAL_WEB.pdf (slide 13)



QUESTION 4

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

QUESTION 5

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>

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