



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

IBM SPSS Modeler Sales Mastery Test v1

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### QUESTION 1

Which best describes a transformational deployment of IBM SPSS Modeler?

- A. A sales department focused on launching targeted advertising campaigns.
- B. A marketing director focused on reporting campaign results to the executive committee.
- C. A marketing organization focused on integrating predictive models within a business process across multiple departments to optimize decision-making.
- D. A human resource consultant focused on predicting which employees may leave a client's business.

Correct Answer: C

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### QUESTION 2

Which answer correctly completes this statement?

Gartner predicts that predictive and prescriptive analytics will deliver \_\_\_\_\_ of business value for all business analytics projects through 2015.

- A. 25%
- B. 50%
- C. 75% D. 100%

Correct Answer: B

Reference: <http://frankdiana.wordpress.com/2013/11/20/ibm-report-on-analytics/>

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### QUESTION 3

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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#### QUESTION 4

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

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#### QUESTION 5

When an organization is using or interested in R, which of the following statements is true?

- A. R can do everything that IBM SPSS Modeler can do.
- B. IBM SPSS Modeler can use and augment R.
- C. IBM SPSS Modeler and R are incompatible.
- D. R has powerful deployment capabilities.

Correct Answer: B

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