M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is an example of an IBM SPSS Modeler Opportunity?

A. An on-line retailer is looking to deploy Customer Satisfaction Surveys.

B. An on-line retailer is looking to predict stock levels for its warehouses.

C. An on-line retailer is looking to measure activity on Social Media.

D. An on-line retailer is looking to report on transactions within a region.

Correct Answer: A

QUESTION 2

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 3

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

QUESTION 4

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

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

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