



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

- A. ROI assessment
- B. Executive-level agreement
- C. Enablement assessment
- D. Proof of Concept

Correct Answer: A

QUESTION 3

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 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 role is typically the buyer of IBM SPSS Modeler?

- A. Business Manager
- B. Business Analyst
- C. System Manager
- D. Analytic Professional

Correct Answer: B

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