

M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is NOT a competitor for IBM SPSS Modeler?

- A. RapidMiner
- B. R
- C. SAS
- D. Tableau

Correct Answer: D

QUESTION 2

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

Reference: <http://www-03.ibm.com/software/products/en/spss-modeler>

QUESTION 3

When meeting with a prospect you would like to distinguish between usage and deployment. Which activity could you cite as characterizing the deployment of analytics into an operational environment?

- A. Scoring a model in database using generated SQL code.
- B. Scheduling a job to automatically refresh a model every hour.
- C. Storing models in a centralized repository so they can be used by other analysts.
- D. Forwarding recommended outcomes from a model or predictive application to a call center or dashboard.

Correct Answer: B

QUESTION 4

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 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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