M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

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 3

What is the main purpose of segmentation algorithms in IBM SPSS Modeler?

A. To prepare a data set for optimal modeling.

B. To reduce data to a simpler form.

C. To divide the market or customer base into groups.

D. To discover linked purchases and other occurrences.

Correct Answer: C

QUESTION 4

Which is NOT a competitor for IBM SPSS Modeler?

A. RapidMiner

B. R

C. SAS

D. Tableau

Correct Answer: D

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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