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 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_Anal
ytics_FINAL_WEB.pdf (slide 13)

QUESTION 3

Which is a best practice when nurturing and growing an IBM SPSS Modeler sale?

A. Trust your contacts will share their IBM SPSS Modeler project success with others in the company and voluntarily introduce you to other predictive initiatives.

B. Your time is better served finding a new customer opportunity.

C. Focus your activities on IT to have them learn more about how IBM SPSS Modeler works and integrates data sources.

D. Share the project roadmap and success with LOB execs in other functional areas and brainstorm additional predictive analytics use cases.

Correct Answer: D

QUESTION 4

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

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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