

M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

Which capability is part of IBM SPSS Modeler Premium?

- A. Entity Analytics Unleashed
- B. Text Analytics
- C. Social Media Analytics
- D. All of the above

Correct Answer: B

Reference: <http://www-01.ibm.com/software/analytics/spss/products/modeler/>

QUESTION 3

Which value proposition would be of most interest to a CMO/Marketing Executive?

- A. IBM SPSS Modeler can proactively identify machine parts that are likely to fail and the underlying reason for their failure.
- B. IBM SPSS Modeler can identify fraudulent transactions using historical data and apply models to proactively manage fraud.
- C. IBM SPSS Modeler can help you suppress those customers least likely to respond to a campaign, reducing costs and improving profits.
- D. IBM SPSS Modeler can help identify the predictive characteristics of employee success to better inform hiring and recruiting strategies.

Correct Answer: B

QUESTION 4

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 5

Which business case scenario does NOT fit IBM SPSS Modeler capabilities?

- A. An insurance firm uses SPSS Modeler to help plan and optimize its outbound marketing campaigns across product groups and channels.
- B. A college relies on SPSS Modeler to predict which students are less likely to return to school.
- C. A bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.
- D. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Correct Answer: A

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