

C2090-013^{Q&As}

IBM SPSS Modeler Data Mining for Business Partners v2

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QUESTION 1

To correctly read the Excel? file shown below,

A	B	C	D	E	F
Basic Customer Information: Example Layout					
CUSTOMER_ID	GENDER	CREDITLIMIT	ZODIAC	E-MAIL ADDRESS	ZIP
723	F	9026	1	name7502@tnet.fr	1818BO
724	M	5223	3	name25485@wwmail.org	1132DG
725	F	668	8	name15543@wwmail.de	1803YT
726	M	8302	6	name28335@zigzag.be	1205WR
727	F	997	8	name5354@tnet.jp	1711ON
728	M	1955	3	name20637@wwmail.es	1055FG
729	F	6898	5	name20636@wwmail.es	1254MR
730	F	6488	11	name10414@tnet.inc	1723DG
730	F	6488	11	name10414@tnet.inc	1723DG
730	F	6488	11	name10414@tnet.inc	1723DG

which dialog box settings are appropriate?

- A.
- B.

Preview Refresh

D:\ModelerCertProject2\Figures\Example File_Item015.xlsx

Data Filter Types Annotations

File type: Excel 2007 (*.xlsx)

Import file: D:\ModelerCertProject2\Figures\Example File_Item015.xlsx

☐ Use named range

Choose worksheet: ☒ By index 0 ☐ By name

Range on worksheet: ☐ Range starts on first non-blank row ☒ Explicit range of cells A3 F13

On blank rows: Stop reading

☒ First row has column names

OK Cancel Apply Reset

Preview Refresh

D:\ModelerCertProject2\Figures\Example File_Item015.xlsx

Data Filter Types Annotations

File type: Excel 2007 (*.xlsx)

Import file: D:\ModelerCertProject2\Figures\Example File_Item015.xlsx

☐ Use named range

Choose worksheet: ☒ By index 0 ☐ By name

Range on worksheet: ☐ Range starts on first non-blank row ☒ Explicit range of cells A3 F13

On blank rows: Stop reading

☐ First row has column names

OK Cancel Apply Reset

C.

D.

The image displays two screenshots of a software interface for importing an Excel file. The interface includes a 'Preview' button, a 'Refresh' button, and a 'Data' tab. The 'File type' is set to 'Excel 2007 (*.xlsx)'. The 'Import file' is 'D:\ModelerCertProject2\Figures\Example File_Item015.xlsx'. The 'Range on worksheet' is set to 'Range starts on first non-blank row'. The 'On blank rows' dropdown is set to 'Stop reading'. The 'First row has column names' checkbox is checked in the bottom screenshot.

Correct Answer: D

QUESTION 2

An online retailer wants to identify groups of customers based on components of their buying behavior, such as types of products purchased, volume of purchases, and frequency of purchases. What type of model would be used?

- A. Association model
- B. Segmentation model
- C. Classification model
- D. Sequence model

Correct Answer: B

QUESTION 3

True or false: the Auto Classifier node estimates and compares predictive models for continuous target fields.

- A. True
- B. False

Correct Answer: B

QUESTION 4

True or false: association models require all fields used to be defined with the role of both.

- A. True
- B. False

Correct Answer: A

QUESTION 5

True or false: IBM SPSS Modeler builds a new model when a new data set is passed through a Model Nugget.

- A. True
- B. False

Correct Answer: B

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