C2090-013^{Q&As}

IBM SPSS Modeler Data Mining for Business Partners v2

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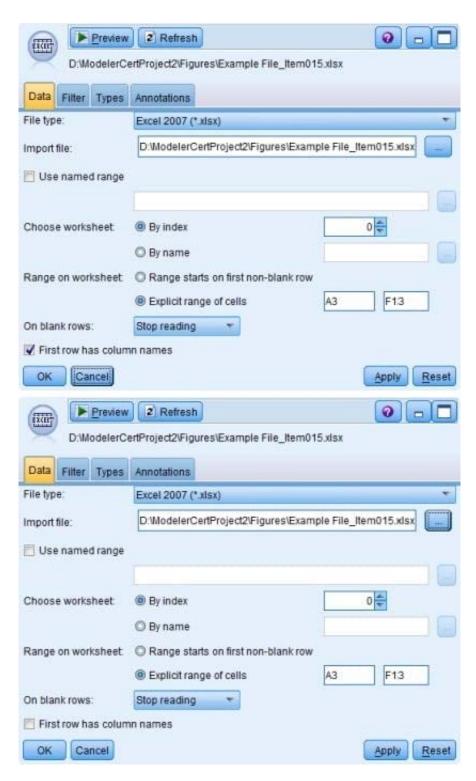
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QUESTION 1

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

Sheet1 / Sheet2 / Sheet3

which dialog box settings are appropriate?

A.

B.

C.

D.

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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