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M2020-732

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION NO: 1

As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a Return on Investment reference for IBM SPSS Modeler. Which would NOT apply?

- A. A building manufacturer realized a 113% return on investment in 12 months.
- B. A division within IBM predicts to have 150% return on investment in one year.
- C. A telemarketer using ANOVA realized \$2M in cost savings the first year of use.
- D. A telecommunications company who realized \$3.8M in cost savings per year.

Answer: B

Explanation:

QUESTION NO: 2

Which pain point of business executives is best addressed by IBM SPSS Modeler?

- A. The need to make smarter decisions at all levels of the organization.
- B. Rapidly increasing marketing costs.
- C. Inability to automate routine analytics tasks.
- D. Regulatory compliance.

Answer: C

Explanation:

QUESTION NO: 3

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

- A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
- B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
- C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application. Confirmation of Budget
- D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Answer: B

Explanation:

QUESTION NO: 4

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.

Answer: B

Explanation:

QUESTION NO: 5

Which of the following is NOT a value proposition that would be used when competing against SAS for an opportunity?

- A. IBM SPSS Modeler is typically quicker to implement with a large data provider, experiencing a 6 to 1 faster implementation time with SPSS over SAS.
- B. IBM SPSS Modeler empowers business users with a marketing department gaining IT independence by allowing them to do their own market basket analysis and loyalty models.
- C. IBM SPSS Modeler delivers faster time to value, with a North American insurance company reducing model development time from 18 months to 6 weeks when using SPSS vs. SAS.
- D. IBM SPSS Modeler has more algorithms providing for deeper analytical options. This helps retailers secure 10K additional customers when they use a secret algorithm their competitors couldn't duplicate.

Answer: C

Explanation:

QUESTION NO: 6

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?

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- 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.

Answer: B

Explanation:

QUESTION NO: 7

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Answer: B

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

QUESTION NO: 8

Which user is most likely to use the automated modeling feature of IBM SPSS Modeler?

- A. Professional statistician
- B. Business analyst
- C. Business executive
- D. IT manager

Answer: B

Explanation:

QUESTION NO: 9

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?