Number: M2020-732
Passing Score: 800
Time Limit: 120 min
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M2020-732

IBM SPSS Modeler Sales Mastery Test v1

1. This dump is still valid, i have passed the exam with 930 marks. Only two or three questions outside from this....thanks to the team......
2. Some new questions thrown in. Some of the other ?s are asked differently and have different answers. Just study all the explanations and you will be fine.
3. Very few questions out of this dump even though this dump helped a lot to pass with good scores..
4. I think it is a consistent training approach that leaves the candidate confident about his/her success in the desire test.
5. This dump is ok all the questions were on the exam will study more and retake them.

Exam A

QUESTION 1
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
Section: (none)
Explanation

Explanation/Reference:
accurate answer.

QUESTION 2
Which is NOT a competitor for IBM SPSS Modeler?

A. RapidMiner
B. R
C. SAS
D. Tableau

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Excellent answer.

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 predictivecharacteristicsof employee success to better inform hiring and recruiting strategies.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4
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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 5
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.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 6
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 7
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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 8
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.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 9
Which is the primary value of IBM SPSS Modeler?

A. To uncover hidden patterns and relationships in data.
B. To test specific hypotheses.
C. To craft effective and eye-catching surveys.
D. To improve the management of analytical assets.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
References:

QUESTION 10
Which words complete the value proposition for IBM SPSS Modeler Premium?

The differentiating features of IBM SPSS Modeler Premium that can address a wider multitude of business cases and create more accurate models on structured and unstructured data are_____, _____and _____.

A. Space Time Boxes, Logistic Regression, Automatic Data Preparation
B. Text Analytics, Entity Analytics, Social Network Analysis
C. Database access, SQL pushback, Integration with IBM SPSS Statistics
D. Classification models, Association models, Clustering models

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 11
What components are included in the IBM SPSS Modeler Gold bundle?

A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 12
Which description of value would be correct to share when speaking with Sales and Marketing Executives about IBM SPSS Modeler?

A. Improve customer intimacy, Improve cross sell close rate, Improve customer retention
B. Improve customer growth, Improve customer retention, Improve visualization
C. Enhanced process monitoring, Advanced use of business rules, Real time feedback
D. Improve customer intimacy, Improve customer lifetime value, Improve customer retention

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 13
Which IBM SPSS Modeler edition best matches the below value proposition?

Provides a range of advanced algorithms, data manipulation and automated modeling and preparation techniques to build predictive models and uncover hidden patterns in structured data.

A. IBM SPSS Modeler Gold
B. IBM SPSS Modeler Premium
C. IBM SPSS Modeler Professional

D. All IBM SPSS Modeler editions share this value proposition

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
References:

QUESTION 14
Which step is considered to be high-risk when included in progressing an IBM SPSS Modeler opportunity?

A. ROI assessment
B. Executive-level agreement
C. Enablement assessment
D. Proof of Concept

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 15
Which statement best describes the integration between IBM Cognos and IBM SPSS Modeler?

A. Data used in IBM Cognos BI and IBM TM1 is directly available to IBM SPSS Modeler, and results calculated are available for reporting.
B. Data used in IBM Cognos BI and IBM TM1 is directly available to IBM SPSS Modeler, and results can be written to the database for IT to make available for reporting.
C. Data used in IBM Cognos BI and IBM TM1 is exported into a file and then read into IBM SPSS Modeler for further analysis.
D. IBM SPSS Modeler creates an IBM Cognos report that can be added to an IBM Cognos BI dashboard.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 16

What percentage of out-performers have predictive analytics capabilities?

A. 20%

B. 40%

C. 60%

D. 80%

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 17
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
Section: (none)
Explanation

Explanation/Reference:
References:

QUESTION 18
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
Section: (none)

Explanation

Explanation/Reference:
References:

QUESTION 19
Which role is NOT a user of IBM SPSS Modeler?

A. Data Scientist
B. Business Analyst
C. Business Manager
D. Analytic Professional

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 20
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
Section: (none)
Explanation

Explanation/Reference:
References:

QUESTION 21
What is the main purpose of segmentation algorithms in IBM SPSS Modeler?

A. To prepare a data set for optimal modeling.
B. To reduce data to a simpler form.

...

C. To divide the market or customer base into groups.

D. To discover linked purchases and other occurrences.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
authenticated.

QUESTION 22
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 23
Which does NOT indicate an opportunity to up-sell from IBM SPSS Modeler Premium to IBM SPSS Modeler Gold?

A. Customer desires greater insight into the algorithms and approaches used to build their models.

B. Customer desires the ability to combine business logic with predictive models.

C. Customer desires integrating predictive analytics with prescriptive analytics (optimization) to manage tradeoffs and make best use of scarce resources.

D. Customer desires to use advanced analytics to drive daily business processes.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 24
Which statement characterizes the value of IBM SPSS Modeler for predictive customer analytics?

A. IBM SPSS Modeler helps an organization track a customer interaction throughout the system.
B. IBM SPSS Modeler helps an organization capture data through surveys and social media.
C. IBM SPSS Modeler helps an organization understand customer data and take the right action when acquiring, retaining and/or growing customer value.
D. IBM SPSS Modeler helps an organization build and monitor self-service portals.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 25
You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

A. Enter this as an opportunity into Global Partner Portal.
B. Enter this as an opportunity into a spreadsheet.
C. Enter this as an opportunity via an e-mail message.
D. Enter this as an opportunity into dashboard report.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is accurate.

QUESTION 26
Which statement is false?

A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.
B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to IBM SPSS Modeler Gold.

C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.
D. IBM SPSS Statistics is an add-on to Modeler Gold.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is fit.

QUESTION 27
Which is a differentiating feature for IBM SPSS Modeler?

A. Uses a proprietary data format for speed and performance.
B. Creates visually interesting reports and dashboards.
C. Has in-database mining and SQL pushback for enterprise scale.
D. Has pre-packaged models for churn, fraud and marketing.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
genuine answer.

QUESTION 28
Which type of model in IBM SPSS Modeler is BEST suited for making categorical predictions?

A. Classification
B. Segmentation
C. Association
D. Anomaly detection

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Okay.

QUESTION 29
An insurance executive is looking for a solution to predict fraudulent claims before they are processed, customer churn and field agent allocation. What other use-case might she be interested in for IBM SPSS Modeler?

A. Real time scoring
B. Enforcing fine-grained security entitlements
C. Streamlining the edit-build-debug cycle
D. Customer Intimacy

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
sophisticated answer.

QUESTION 30
What is NOT a key competitive differentiator of IBM SPSS Modeler based on product feature/functionality?

A. Automated modeling and data preparation
B. Intuitive visual interface
C. Scorecards and dashboards
D. Open and scalable architecture

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
proper answer.

QUESTION 31
Which answer correctly completes this statement?

Gartner predicts that predictive and prescriptive analytics will deliver _____ of business value for all business analytics projects through 2015.

A. 25%
B. 50%
C. 75%
D. 100%

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
References:

QUESTION 32
Which characteristic of SPSS Modeler appeals more to a system manager or IT?

A. Automated modeling
B. No programming needed
C. Automated data preparation
D. Integrated deployment

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 33
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.CA bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.
C. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
real answer.

QUESTION 34
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
Section: (none)
Explanation

Explanation/Reference:
answer is absolute.

QUESTION 35
During a meeting a prospective customer states. "R is available at no charge, we can use it in place of commercial statistics and modeling software at great savings to our organization". How would you respond?

A. Using R to integrate predictive outputs into an operational environment can be difficult.

B. R does not have a modern graphical user interface, which makes it difficult for non-programmers to use.

C. Using R to integrate predictive outputs into an operational environment can be difficult.

D. R can very quickly consume all available memory.

E. All of the above

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
answer is right.

QUESTION 36
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

Section: (none)
Explanation

Explanation/Reference:
options clearly given

QUESTION 37
Which IBM SPSS Modeler edition is the best match for the below value proposition? Combines predictive analytics on all data - structured and unstructured - with decision management capabilities to make better decisions at the point of impact.

A. IBM SPSS Modeler Gold
B. IBM SPSS Modeler Premium
C. IBM SPSS Modeler Professional
D. All IBM SPSS Modeler editions share this value proposition

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is confirmed.

QUESTION 38
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
nice.

QUESTION 39
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
complete answer.

QUESTION 40
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?

A. Social Network Analysis

B. Entity Analytics

C. Text Analytics

D. Automated Modeling

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is real.

QUESTION 41
Which is NOT a core differentiator for IBM SPSS Modeler?

A. Open source.

B. Easy to learn, visual interface.

C. Open and scalable architecture.

D. Power and automation.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

Explanation:

QUESTION 42
Which of these features require that customers have entitlement to IBM SPSS Modeler Server?

A. SQL Pushback, In Database Scoring Adapters and In Database Mining
B. Monte Carlo Simulation and Social Network Analytics
C. Python Scripting and R integration
D. Space Time Boxes

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
explained answer.

QUESTION 43
Which is an example of an IBM SPSS Modeler Opportunity?

A. An on-line retailer is looking to deploy Customer Satisfaction Surveys.
B. An on-line retailer is looking to predict stock levels for its warehouses.
C. An on-line retailer is looking to measure activity on Social Media.
D. An on-line retailer is looking to report on transactions within a region.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
well written

QUESTION 44
A Credit Analyst has been tasked with finding a solution to determine an applicant's risk to default on new loan applications. She will be presenting her findings to an executive committee who will determine which solution to implement. What role best describes the Credit Analyst?

A. Buyer
B. Decision Maker
C. Implementer
D. Influencer

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation: