M229 IBM SPSS Predictive Analytics Sales Mastery v1

Version: 5.0

QUESTION NO: 1

Which SPSS product(s) are required in order to use SPSS Decision Management?

A. SPSS Collaboration and Deployment Services and SPSS Modeler
B. SPSS Statistics and SPSS Modeler
C. SPSS Collaboration and Deployment Services and SPSS Statistics
D. SPSS Modeler and SPSS Data Collection

Answer: B
Explanation:

QUESTION NO: 2

Which two SPSS Data Collection components make up SPSS Data Entry?

A. Interviewer and Reports
B. Author and Reports
C. Author and Interviewer
D. Author and Scan

Answer: A
Explanation:

QUESTION NO: 3

What is the main purpose of SPSS Data Collection?

A. To gather feedback from constituents for use in advanced and predictive analytics.
B. To retrieve existing data stored from disparate sources.
C. To prepare messy data for more accurate modeling.
D. To integrate analytic results into business processes.

Answer: A
Explanation:

QUESTION NO: 4

Which SPSS product best meets the needs of a call center looking to capture feedback on customer satisfaction?

A. SPSS Data Collection
B. SPSS Decision Management
C. SPSS Collaboration and Deployment Services
D. SPSS Statistics

Answer: A

Explanation:

QUESTION NO: 5

What is the major advantage of SPSS Modeler over SAS Base and Enterprise Miner?

A. More powerful in the hands of a modeling expert.
B. Easy to use interface for business-oriented analysts.
C. Support for multiple operating systems.
D. Structured data mining capabilities.

Answer: B

Explanation:

QUESTION NO: 6

What is NOT a major competitive differentiator in the value proposition of SPSS Decision Management?

A. Real time scoring service
B. Centralized analytical content repository
C. Publishing analytical reports
D. Web-based framework

Answer: B

Explanation:

QUESTION NO: 7