# IBM

## Exam M2020-229

### M229 IBM SPSS Predictive Analytics Sales Mastery v1

**Version: 7.0**

**[ Total Questions:   44 ]**

**Question No : 1**

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

**A.** SPSSCollaboration 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**

**Question No : 2**

Which two SPSS DataCollection components make up SPSS Data Entry?

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

**Answer: A**

**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**

**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:**

QUESTIONNO: 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. Structureddata mining capabilities.

Answer: B

## Question No : 5

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.** Publishinganalytical reports
**D.** Web-based framework

**Answer: B**

## Question No : 6

A customer wants to develop a compelling survey, mine the unstructured responses for meaningful trends and relationships, and then deploy the results. Which SPSS product is NOT requiredto drive this goal?