

# **IBM**

# Exam M2020-732

# IBM SPSS Modeler Sales Mastery Test v1

Version: 6.0

[ Total Questions: 44 ]

## **Question No:1**

As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a ReturnonInvestment 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** 

# **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** 

#### 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** 

### **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** 

### **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** 

## **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?