IBM

Exam M2090-732

IBM SPSS Modeler Sales Mastery Test v1

Version: 6.0

[Total Questions: 44]

Question No : 1

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.

Answer: C

Question No : 2

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.

Answer: A

Question No : 3

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

Answer: C

Question No : 4

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.

Answer: A
Reference:
http://public.dhe.ibm.com/common/ssi/ecm/en/imw14282usen/IMW14282USEN.PDF

Question No : 5

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.

Answer: A

Question No : 6

Which is NOT a competitor for IBM SPSS Modeler?

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

Answer: D