IBM

Exam M2090-733

IBM SPSS Statistics Sales Mastery Test v1

Version: 6.0

[Total Questions: 41]

Question No : 1

Who is MOST likely to use IBM SPSS Statistics to measure customer satisfaction survey results?

A. Data Scientist
B. Database Administrator
C. CEO
D. Financial Analyst

Answer: A

Question No : 2

A prospect wants to better measure responses to his marketing campaigns. He is currently evaluating a variety of solutions. A budget has been provided to you for this project along with a goal to implement by year's end. What remaining information is needed to determine if this opportunity is viable?

A. Confirm funding availability
B. Assessment of Need
C. Determination of Timeline for Acquisition
D. Identify Authority to Purchase

Answer: B

Question No : 3

You are trying to determine which licensing option would be appropriate for an IBM SPSS Statistics prospect. They have multiple users and would like to deploy into a virtual environment. Which question is important to ask?

A. Which business rules are important to include when scoring the results you would like to deploy virtually?
B. Will the people using IBM SPSS Statistics need to collaborate on budgeting, reporting and scorecarding?
C. How many people would need to use IBM SPSS Statistics software simultaneously?
D. What is the maximum number of records you want to deploy at one time?

Answer: B

Reference: http://www-01.ibm.com/support/docview.wss?uid=swg21653016

Question No : 4

Which one of these customers is the best prospect to pitch IBM SPSS Statistics?

A. A retail organization who has IBM Cognos Business Intelligence but looking for some help with financial planning.
B. A market research organization who has IBM SPSS Data Collection but needs to perform further detailed analysis.
CA financial institution that has already bought IBM SPSS Modeler and now looking for some help with risk analysis.
C. A telecommunications company which has IBM Analytical Decision Management but looking for some new ways to visualize

Answer: A

Question No : 5

A Telco company is looking to reduce churn by identifying customers most likely to leave. The following is a list of the requirements for this initiative.

Which requirement indicates this initiative is NOT a good fit for IBM SPSS Statistics?

A. Solution must export results to a database with an ODBC driver.
B. Solution must be capable of creating a wide range of graphs and charts types.
C. Solution must be able to run multiple algorithms simultaneously.
D. Business Analysts should be able to learn how to use the application with appropriate training.

Answer: B

Question No : 6