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**Exam** : **M2090-732**

**Title** : IBM SPSS Modeler Sales  
Mastery Test v1

**Vendor** : IBM

**Version** : DEMO

**NO.1** You have just finished a meeting with a Business Analyst where you learned about her need to gain greater insight into the data in a CRM system which they just implemented, that her manager has provided her with a budget for this project, and that it needs to be deployed in 90 days. What should you do with this information?

- A. Enter this as an opportunity into Global Partner Portal.
- B. Enter this as an opportunity into a spreadsheet.
- C. Enter this as an opportunity via an e-mail message.
- D. Enter this as an opportunity into dashboard report.

**Answer:** D

**NO.2** Which answer correctly completes this statement?

Gartner predicts that predictive and prescriptive analytics will deliver \_\_\_\_\_ of business value for all business analytics projects through 2015.

- A. 25%
- B. 50%
- C. 75%
- D. 100%

**Answer:** B

**NO.3** During a meeting a prospective customer states. "R is available at no charge, we can use it in place of commercial statistics and modeling software at great savings to our organization". How would you respond?

- A. Using R to integrate predictive outputs into an operational environment can be difficult.
- B. R does not have a modern graphical user interface, which makes it difficult for non-programmers to use.
- C. Using R to integrate predictive outputs into an operational environment can be difficult.
- D. R can very quickly consume all available memory.
- E. All of the above

**Answer:** B

**NO.4** Which value proposition would be of most interest to a CMO/Marketing Executive?

- A. IBM SPSS Modeler can proactively identify machine parts that are likely to fail and the underlying reason for their failure.
- B. IBM SPSS Modeler can identify fraudulent transactions using historical data and apply models to proactively manage fraud.
- C. IBM SPSS Modeler can help you suppress those customers least likely to respond to a campaign, reducing costs and improving profits.
- D. IBM SPSS Modeler can help identify the predictive characteristics of employee success to better inform hiring and recruiting strategies.

**Answer:** B