



Vendor: IBM

Exam Code: M2020-229

Exam Name: IBM SPSS Predictive Analytics Sales Mastery
v1

Version: DEMO

QUESTION 1

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. Structured data mining capabilities.

Answer: B

QUESTION 2

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 3

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

QUESTION 4

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. Publishing analytical reports
- D. Web-based framework

Answer: B

QUESTION 5

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 required to drive this goal?

- A. SPSS Data Collection
- B. SPSS Collaboration and Deployment Services

- C. SPSS Statistics
- D. SPSS Modeler Premium

Answer: C

QUESTION 6

Which question is most appropriate to ask when selling SPSS Data Collection?

- A. How consistent is your decision making?
- B. Are you able to analyze individual transactions to identify purchase patterns?
- C. How do you currently deploy your analytics results?
- D. Do you have projects where knowing what your customers thought would impact your decisions?

Answer: D

QUESTION 7

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

- A. SPSS Collaboration 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 8

Which two SPSS Data Collection components make up SPSS Data Entry?

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

Answer: A

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