IBM

Exam M2020-229

M229 IBM SPSS Predictive Analytics Sales Mastery v1

Version: 7.0

[Total Questions: 44]

Question No : 1

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

A. SPSSCollaboration 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 No : 2

Which two SPSS DataCollection components make up SPSS Data Entry?

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

Answer: A

Question No : 3

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 No : 4

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
Explanation:

QUESTIONNO: 5

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. Structureddata mining capabilities.

Answer: B

Question No : 5

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. Publishinganalytical reports
D. Web-based framework

Answer: B

Question No : 6

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 requiredto drive this goal?