

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