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

Thank You for Trying Our Product

Braindump2go Certification Exam Features:

★ More than 99,900 Satisfied Customers Worldwide.

★ Average 99.9% Success Rate.

★ Free Update to match latest and real exam scenarios.

★ Instant Download Access! No Setup required.

★ Questions & Answers are downloadable in PDF format and VCE test engine format.

★ Multi-Platform capabilities - Windows, Laptop, Mac, Android, iPhone, iPod, iPad.

★ 100% Guaranteed Success or 100% Money Back Guarantee.

★ Fast, helpful support 24x7.

View list of all certification exams: http://www.braindump2go.com/all-products.html

10% Discount Coupon Code: BDNT2014