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Exam : **M2020-733**

Title : IBM SPSS Statistics Sales
Mastery Test v1

Vendor : IBM

Version : DEMO

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

Explanation:

Reference:

<http://www-01.ibm.com/support/docview.wss?uid=swg21653016>

NO.2 A university advancement office is working with survey data and using Excel to provide Administration with insight into what their alumni are saying in the survey. Administration likes the format of the reports and there is no driving reason to add IBM SPSS Statistics. Which might be something to consider as they evaluate additional tools?

- A. Merging data from additional sources and modifying formulas in spreadsheets often results in errors that are not easy to identify.
- B. Each Administrator would need to purchase IBM SPSS Statistics in order to see any additional analysis performed in IBM SPSS Statistics.
- C. With several months of training and consulting this researcher could learn how to use IBM SPSS Statistics; thus providing better results.
- D. All of the above

Answer: A

NO.3 A customer is working with survey data from a market research study. They would like to do advanced cross tabulations as well as Logistic and Cox Regression to take a closer look at what drives customer satisfaction. Which package should you recommend?

- A. IBM SPSS Statistics Base
- B. IBM SPSS Statistics Advanced Statistics
- C. IBM SPSS Statistics Custom Tables
- D. IBM SPSS Statistics Standard

Answer: A

NO.4 A few IBM SPSS Statistics users you have invited have attended a webinar that focused on a data mining application within their industry. Your next step is:

- A. Nothing, they are existing users with no additional funding.
- B. Call to see if they attended the webinar, send a link to the archived presentation if they did not attend and close the lead.
- C. Call each user to discuss what they liked about the presentation and how it could apply to what they do in their department.
- D. Email each attendee thanking them for their time and ask if they have funding to spend on a data mining solution.

Answer: C

NO.5 Which components from IBM SPSS Statistics Premium do NOT have a server version?

- A. IBM SPSS Amos, IBM SPSS SamplePower and IBM SPSS Neural Networks
- B. IBM SPSS Amos, IBM SPSS SamplePower and IBM SPSS Forecasting
- C. IBM SPSS Amos, IBM SPSS Exact Tests and IBM SPSS Visualization Designer
- D. IBM SPSS Amos, IBM SPSS Visualization Designer and IBM SPSS SamplePower

Answer: C

NO.6 A prospect at a small environmental research company is working with a single dataset of environmental measurements and wants to test a hypothesis. They have previous experience with IBM SPSS Statistics and are also interested in doing Monte Carlo simulation. Which statement indicates that IBM SPSS Statistics is the best fit?

- A. They are only working with one data source.
- B. They are working with environmental data.
- C. The company is small.
- D. The prospect is looking to test a hypothesis.

Answer: D