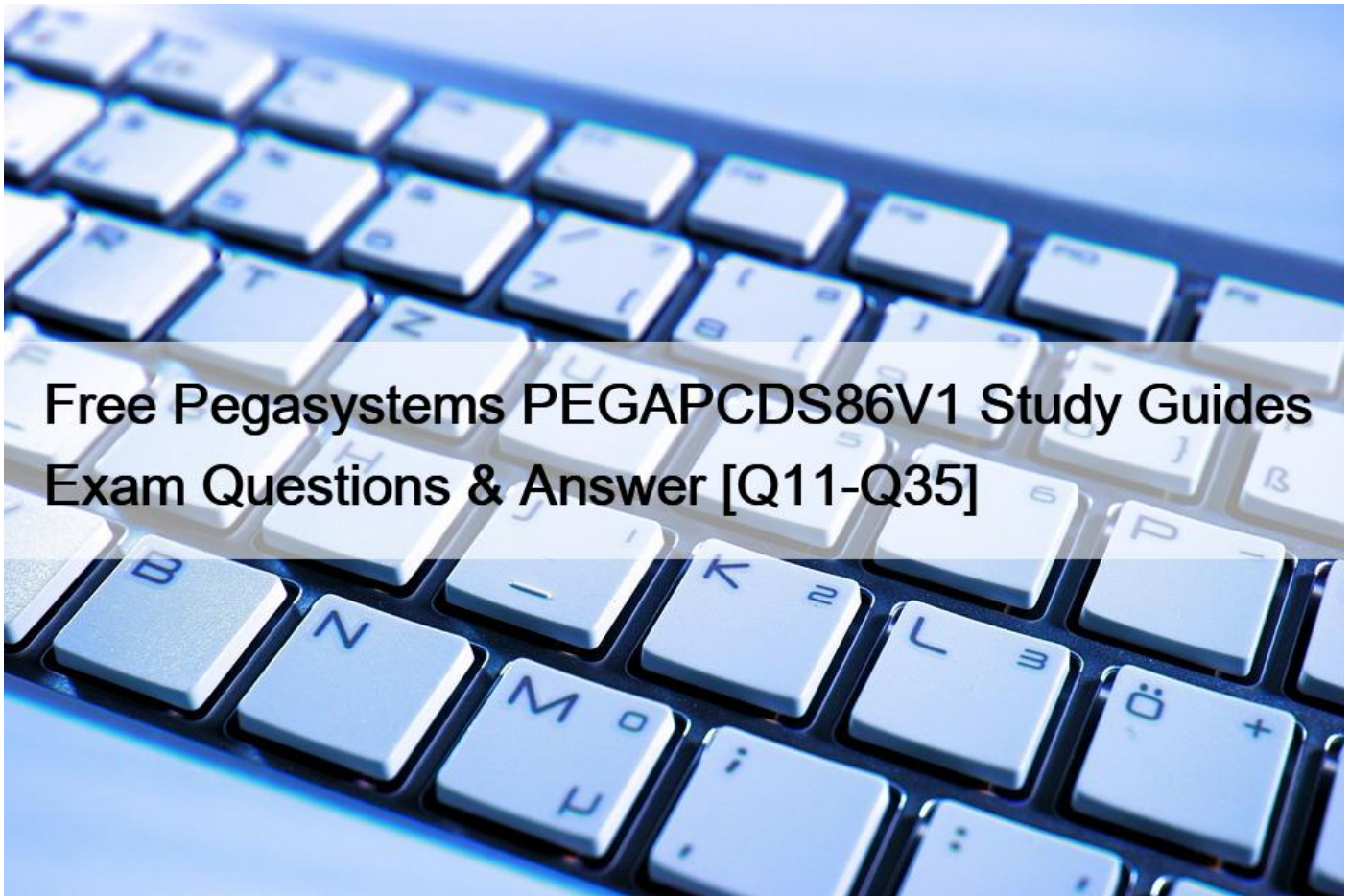


Free Pegasystems PEGAPCDS86V1 Study Guides Exam Questions & Answer [Q11-Q35]



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PEGAPCDS86V1 Exam Dumps, PEGAPCDS86V1 Practice Test Questions

NO.11 As a Data Scientist you want to use a predictive model to detect potential churn for a telco company. Which three options do you have? (Choose Three)

- * Import a third party PMML model
- * Use a Google ML model
- * Create a Text extraction model
- * Create an adaptive self-learning model
- * Use Pega machine learning to build a model

NO.12 Which Adaptive Model output is automatically mapped to a strategy property?

- * performance
- * evidence
- * propensity
- * score

NO.13 You are the Decisioning Consultant on an AI-powered one-to-one Customer Engagement implementation project. You are asked to design the Next-Best-Action prioritization expression that balances the customer needs with the business objectives.

What factors do you consider in the prioritization expression?

- * product eligibility rules
- * customer contact rules
- * product compatibility rules
- * business levers

NO.14 A large online store wants to adapt to changing customer behavior, and at the same time does not want to get earned away by every next hype in the market. Adaptive models can help accomplish both business objectives.

Which statement about adaptive models is correct?

- * Adaptive models perform a spectrum model calculation.
- * Adaptive models perform a scoring model calculation.
- * Adaptive models require underlying predictive models.
- * Adaptive models are regression models.

NO.15 Which business objective is best suited for the Next-Best-Action approach?

- * Employee satisfaction
- * Change Management
- * Growth
- * Productivity

NO.16 According to Forrester, it is far more expensive to attract new customers than it is to prevent existing customers from leaving.

Which model type do you use to predict if a customer is likely to churn?

- * Predictive model
- * Adaptive model
- * Categorization model
- * Extraction model

NO.17 A Scoring Model allows you to differentiate between

- * Good, Bad, Unknown
- * Good, Better, Best
- * Accept, Reject, Maybe Later
- * Good, Bad

NO.18 A company wants to create a data set that includes mock-up customer add Which method is available to populate these fields?

- * Propensity
- * Bayesian
- * Monte Carlo
- * Import

NO.19 Which two factors do you inspect to assess the general health of the adaptive models in Prediction Studio?

(Choose Two.)

- * Model transparency

- * Insights
- * Performance of the models
- * Number of decisions

NO.20 The implementation of Next-Best-Action must involve

- * inclusion of third party predictive models
- * defining a prioritization formula using contact policies
- * building a product catalog
- * defining business issue and group hierarchy

NO.21 What are two results of an Adaptive Model? (Choose Two)

- * Priority
- * Propensity
- * Segment
- * Performance

NO.22 You are a company with a new and unique product, and you want to offer it to the right customer. Given the scenario, which rule type should you use?

- * Scorecard
- * Adaptive Model
- * Predictive Model
- * Decision Table

NO.23 To enable an assessment of its reliability, the Adaptive Model produces three outputs: Propensity.

Performance and Evidence.

The performance of an Adaptive Model that has not collected any evidence is _____.

- * 1-0
- * null
- * 0.5
- * 0.0

NO.24 A legal firm wants to use text analytics for easier and faster access to information to help with compliance related issues. The legal firm needs a taxonomy of legal concepts.

What is a taxonomy?

- * A list of valid categories
- * A sentiment analysis model
- * The output of an expert survey
- * A list of business rules

NO.25 Many companies already use third-party predictive models and want to reuse these assets in the Pega Decision Management landscape.

Which decision component allows you to use a third-party Credit Risk Model 80% of the time and a Pega Credit Risk Model 20%?

- * Switch
- * Adaptive Model
- * Filter
- * Champion Challenger

NO.26 When executing a decision strategy, the dotted line arrow in a decision strategy means data is

- * copied to the component the arrow points to
- * referenced by the component the arrow points to
- * referenced by the component the arrow originates from
- * copied to the component the arrow originates from

NO.27 What is the most accurate description of proactive retention?

- * Anticipates potential customer churn
- * Enables the business to reduce the number of credit risk customers
- * Enables business to respond to customers when they contact a call center
- * Simplifies the process of retaining customers

NO.28 U+ Bank has a chat bot to service its customers. When customers initiate a chat, they are asked to describe the issue they would like to resolve. U+ Bank wants to increase customer satisfaction by assigning the support agent from the correct department to help the customer.

As a data scientist, you need to create a model which will predict the correct department based on the customer's input. To do this you build a_____.

- * Text categorization model
- * Text extraction model
- * Adaptive model
- * Pegs machine learning model

NO.29 The Filter component is used to filter_____.

- * adaptive models
- * attributes
- * action
- * customers

NO.30 In a Prioritize component, the best action can be determined based on the value of

- * Customer.Value
- * Propensity
- * Average Margin
- * Customer.Income

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