

DUMPS ARENA

Pega Certified Decisioning Consultant (PCDC) 80V1 2019

Pegasystems PEGAPCDC80V1 2019

Version Demo

Total Demo Questions: 9

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QUESTION NO: 1

U+ Bank has configured Next-Best-Action designer to display marketing offers to its customers on the U+ Bank website.

The bank would like to display different offers to different customers based on relevancy and eligibility defined by the business. The Strategy Designer has decided to use the "Offer targeting using audiences and AI" method to implement this requirement. Which three tasks need to be performed to implement this requirement? (Choose Three)

- A. Configure conditions for offer eligibility
- B. Configure an audience
- C. Configure an alternate strategy
- D. Configure a prioritization strategy
- E. Select a relevancy strategy

ANSWER: A B D**QUESTION NO: 2**

What is the key difference between a predictive model and human expert?

- A. Predictive models are more capable of detecting patterns in historical data.
- B. Humans are better at dealing with structured data and identifying patterns.
- C. Humans make successful predictions on a large amount of data.
- D. Predictive models always outperform human experts.

ANSWER: A**QUESTION NO: 3**

To which property is the output of a Predictive Model Markup Language (PMML) model automatically mapped?

- A. pxOutcome
- B. pxResult
- C. pxPMMLOutput
- D. pxSegment

ANSWER: A

QUESTION NO: 4

Visual Business Director can be used to _____.

- A. import an inspect an external dataset
- B. compare two datasets
- C. predict customer behavior
- D. inspect interactions of a single customer

ANSWER: D

QUESTION NO: 5 - (DRAG DROP)

DRAG DROP

You are a Strategy Designer on a Next-Best-Action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Select and Place:

Component

- Filter
- Group By
- Set Property
- Switch

Requirement

- Add dynamic pricing
- Define eligibility criteria
- Compute sun of profit
- Select a relevant proposition

Component

-
-
-
-

ANSWER:

Component

- Filter
- Group By
- Set Property
- Switch

Requirement

- Add dynamic pricing
- Define eligibility criteria
- Compute sun of profit
- Select a relevant proposition

Component

- Set Property
- Switch
- Group By
- Filter

Explanation:

QUESTION NO: 6

Pega Customer Decision Hub enables organizations to make Next-Best decisions. To which type of a decision is Next-Best-Action applied?

- A. Optimizing supply chain management
- B. Determining if a borrower gets a loan
- C. Predicting the time of a machine failure
- D. Determining how to optimize inventories

ANSWER: B

QUESTION NO: 7

MyCo, a telecom company, has introduced 1GB and 3GB data plans in one of their stores and on the website. MyCo decides to use adaptive models for both offers.

As a Strategy Designer, you are interested in how the models are performing in different channels. Which three tasks could you perform? (Choose Three)

- A. Check the performance of the 3GB data plan for the last month.
- B. Execute a simulation in Visual Business Designer and compare, in delta mode, the performance difference between the 1GB and 3GB data plans.

- C. Change the decision strategy because the performance in the web and store differs significantly.
- D. Identify the models that are performing well or poorly in the store channel.
- E. Examine the active and inactive predictors for the 1GB data plan model.

ANSWER: A B C

QUESTION NO: 8

A telecom company is interested in improving customer engagement on social media. However, there are hundreds of relevant messages posted on Twitter every day, and it is not practical for customer service representatives (CSRs) to review and respond to all messages. Instead, CSRs should focus on negative messages.

What do you need to analyze the incoming messages?

- A. A text analyzer
- B. A text outcome filed
- C. An adaptive model for each negative response
- D. Historical data to build a predictive model

ANSWER: A

QUESTION NO: 9

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid propositions do you create? (Choose Two)

- A. Credit card number
- B. Credit card status
- C. No annual fee
- D. Address change

ANSWER: B D