

DUMPS ARENA

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Pegasystems PEGACPDS88V1

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QUESTION NO: 1

From two churn models with the similar performance, we chose the one the _____

- A. Highest churn rate
- B. Highest number of predictors
- C. Most evidence
- D. Fewest number of predictors

ANSWER: D**Explanation:**

The principle of parsimony states that from two models with similar performance, we choose the one with the fewest number of predictors. This is because a simpler model is easier to understand, maintain, and deploy. References:

<https://academy.pega.com/module/predictive-analytics/topic/evaluating-predictive-models>

QUESTION NO: 2

Which two factors do you inspect to assess the general health of the adaptive models in Prediction Studio? (Choose Two)

- A. Model transparency
- B. Insights _____
- C. Performance of the models
- D. Number of decisions

ANSWER: C D**Explanation:**

To assess the general health of the adaptive models in Prediction Studio, you can inspect the performance of the models and the number of decisions. The performance of the models shows how well they predict customer behavior over time. The number of decisions shows how much data is available for each model to learn from. References:

<https://academy.pega.com/module/predicting-customer-behavior-using-real-time-data-archived/topic/monitoring-adaptive-models>

QUESTION NO: 3

Which component(s) do you use to calculate the average margin of four actions?

- A. one Set Property component

- B. one Group By component
- C. four Group By components
- D. four Set Property components

ANSWER: A

Explanation:

You can use one Set Property component to calculate the average margin of four actions by using an expression that sums up the margin values of each action and divides by four. You can then use this property in other components, such as Filter or Prioritize. References: <https://academy.pega.com/module/creating-and-understanding-decision-strategies-archived/topic/setting-properties>

QUESTION NO: 4

The purpose of regular inspection is to detect factors that negatively influence the performance of the adaptive models and the success rate of the actions. Which two issues should be discussed with the business? (Choose Two)

- A. Predictors with a low performance_____
- B. Actions that have a low number of responses
- C. Actions that are offered so often that they dominate other actions
- D. Predictors that are never used
- E. Actions for which the model is not predictive

ANSWER: A C

Explanation:

When performing regular inspection of adaptive models, two issues that should be discussed with the business are predictors with a low performance and actions that are offered so often that they dominate other actions.

QUESTION NO: 5

MyCo, a telecommunications company, wants to implement one-to-one customer engagement using Pega Customer Decision Hub™. Which three of the following real-time channels can the company use to present Next-Best-Actions? (Choose Three)

- A. Call center
- B. Billboard on the company building
- C. Retail store
- D. SMS
- E. Traditional television advertisements

ANSWER: A C D**Explanation:**

MyCo can use Call center, SMS, and Retail store as real-time channels to present Next-Best-Actions.

QUESTION NO: 6

As a data scientist, you are tasked with creating a new prediction that estimates a customers' likelihood to leave the business in the near future. The NBA analyst wants to move forward and use the prediction in Pega Customer Decision Hub™ to test the application. To unblock the NBA specialist, which task do you prioritize?

- A. Create the prediction
- B. Create the customer data model
- C. Create a placeholder scorecard to drive the prediction
- D. Create the predictive model that drives the prediction

ANSWER: D**Explanation:**

To unblock the NBA specialist, as a data scientist, you should prioritize creating the predictive model that drives the prediction.

QUESTION NO: 7

Pega machine learning supports the creation of which two distinct types of predictive models? (Choose Two)

- A. Categorical
- B. Continuous
- C. Binary
- D. Numerical

ANSWER: A C**Explanation:**

Pega machine learning supports the creation of two distinct types of predictive models: categorical and binary. Categorical models predict the outcome of a variable that can have multiple values, such as product category or customer segment. Binary models predict the outcome of a variable that can have only two values, such as yes or no, accept or reject, etc. References: https://community.pega.com/sites/default/files/help_v82/procomhelpmain.htm#rule-/rule-decision-/rule-decision-predictivemodel/main.htm

QUESTION NO: 8

Predictions combine predictive analytics and best practices in data science. As a data scientist, what is a valid reason to adjust the default response timeout in a prediction?

- A. Suit the use case
- B. Optimize the success rate
- C. Increase lift
- D. Limit the number of responses

ANSWER: A

Explanation:

As a data scientist, a valid reason to adjust the default response timeout in a prediction is to suit the use case.

QUESTION NO: 9

As a data scientist, you want to use a predictive model to detect potential churn for a telecom company.

Which three options do you have? (Choose Three)

- A. Import a third party PMML model
- B. Use a Google ML model
- C. Create a Text extraction model
- D. Create an adaptive self-learning model
- E. Use Pega machine learning to build a model
- F. Use a machine learning service

ANSWER: A D E

QUESTION NO: 10

Prediction Studio supports keyword-based topic detection, model-based topic detection and the combination of these. When using machine learning,

- A. keywords have a higher impact on the model than the training data
- B. the Must keywords are required to detect the topic
- C. the Must keywords function as positive features
- D. the keywords are ignored

ANSWER: C

Explanation:

When using machine learning, the Must keywords function as positive features.