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Pega Certified Data Scientist (PCDS) 86V1

Pegasystems PEGAPCDS86V1

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QUESTION NO: 1

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)

- 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

ANSWER: A C E

QUESTION NO: 2

A contact center application recommends three actions for a customer. The business team wants to know the possible ways in which these actions can be ordered so that the contact center agent can discuss one proposition at a time, starting from the top.

As a strategy designer, if you use a Prioritize component to order the actions, what are your options?

- A. In a random order
- B. In ascending or in descending order based on a numerical value
- C. In the order in which they are displayed in the strategy canvas
- D. In the order controlled by the contact center agent

ANSWER: D

QUESTION NO: 3

What are two results of an Adaptive Model? (Choose Two)

- A. Priority
- B. Propensity
- C. Segment

D. Performance

ANSWER: B D

QUESTION NO: 4

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: A C

QUESTION NO: 5

What happens when you increase the performance threshold setting of an Adaptive Model rule?

- A. The number of active predictors increases.
- B. The correlation threshold decreases.
- C. The performance of the model is increased.
- D. The number of active predictors may decrease.

ANSWER: A

Explanation:

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION NO: 6

Which property is automatically recomputed for each decision component?

- A. Propensity
- B. Priority
- C. Order
- D. Rank

ANSWER: A

QUESTION NO: 7

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ANSWER: B C E

QUESTION NO: 8

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative messages.

Sentiment refers to the general attitude of the author towards a subject and can be_____.

- A. Defensive
- B. Absent
- C. Offensive
- D. Positive

ANSWER: D

QUESTION NO: 9

evidence an assessment of its viability, the Adaptive Model produces three outputs:

Propensity, Performance and

What is evidence in the context of an Adaptive Model?

- A. The likelihood of a statistically similar behavior
- B. The number of customers who exhibited statistically similar behavior
- C. The number of statistical bins used to evaluate the response
- D. The number of customers who have responded to the modeled offer

ANSWER: D