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QUESTION NO: 1

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

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

ANSWER: B

QUESTION NO: 2

U+ Bank, a retail bank, offers the Standard card, the Rewards card and the Rewards Plus card to its customers. The bank wants to display the banner for the offer that each customer is most likely to click; therefore, their Arbitration uses Propensity from the AI models. If you are debugging the Next-Best-Action decision strategy, which strategy component will show you if the result of the Arbitration is correct?

- A. Filter
- B. Group By
- C. Set Property
- D. Prioritize

ANSWER: D

Explanation:

If you are debugging the Next-Best-Action decision strategy and want to see if the result of the Arbitration is correct, you should use the Prioritize strategy component.

QUESTION NO: 3

Predictions combine predictive analytics and best practices in data science. Which two best practices are included in Pega Customer Decision Hub™ predictions? (Choose Two)

- A. Setting the response timeout
- B. Using a control group
- C. Selecting the model with the highest performance
- D. Selecting the audience

ANSWER: B C

Explanation:

Predictions combine predictive analytics and best practices in data science. Two best practices included in Pega Customer Decision Hub™ predictions are using a control group and selecting the model with the highest performance.

QUESTION NO: 4

Two results of an adaptive model are

- A. Priority and Propensity
- B. Priority and Evidence
- C. Propensity and Performance
- D. Propensity and Rank

ANSWER: C

Explanation:

Two results of an adaptive model are propensity and performance. Propensity is the probability that the customer will accept or respond to an offer. Performance is a measure of how well the adaptive model predicts customer behavior over time.

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

QUESTION NO: 5

To create channel-specific Adaptive Model instances, you _____

- A. do nothing; Adaptive Model instances are always channel specific
- B. create channel specific Adaptive Model definition
- C. set channel information in the strategy
- D. set the channel option in the Adaptive Model component

ANSWER: D

QUESTION NO: 6

In Prediction Studio, the key metrics of adaptive models are visualized in a bubble chart. What three key metrics are displayed in this chart? (Choose Three)

- A. Number of responses
- B. Propensity of the model

- C. Success rate of the action
- D. Number of positive responses
- E. Number of active predictors
- F. Performance of the model

ANSWER: A B F

Explanation:

In Prediction Studio, the key metrics of adaptive models are visualized in a bubble chart. The three key metrics displayed in this chart are number of responses, propensity of the model, and performance of the model.

QUESTION NO: 7

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: 8

Adaptive model components can output _____

- A. An option _____
- B. An optimized strategy
- C. The number of customer's eligible for an action
- D. The customer's propensity to accept an action

ANSWER: D

Explanation:

Adaptive model components can output the customer's propensity to accept an action. Propensity is the likelihood of a positive response for a given action and predictor profile. It ranges from 0 to 100. References:

https://community.pega.com/sites/default/files/help_v82/procomhelpmain.htm#rule-/rule-decision-/rule-decision-adaptivemodel/main.htm

QUESTION NO: 9

What two tasks does a system architect need to perform to export historical data? (Choose Two)

- A. Switch to a resilient repository
- B. Set the sample percentage for positive and negative outcomes
- C. Export the data set
- D. Validate the predictors used by the adaptive models
- E. Create a data set

ANSWER: C E

Explanation:

Two tasks that a system architect needs to perform to export historical data are export the data set and create a data set.

QUESTION NO: 10

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