

Question #:1

When building a predictive model what is a valid predictor data type?

- A. Boolean
- B. String
- C. Character
- D. Symbolic

Answer: A

Question #:2

When building a predictive model, the Data Analysis stage is where you _____.

- A. create data samples
- B. select the input data
- C. group predictors
- D. determine the output field

Answer: A

Question #:3

What is the key component of a Next-Best-Action strategy?

- A. Strategy
- B. Work flow
- C. Decision table
- D. Predictive model

Answer: A

Question #:4

When configuring a Data Join component, the source of the join can be of which type?

- A. Component

- B. Strategy
- C. Proposition
- D. Property

Answer: A

Question #:5

Proactive retention is applicable when a customer is _____.

- A. initiating contact to churn
- B. in a collections process
- C. likely to churn
- D. a high value customer

Answer: A

Question #:6

To build a predictive model, use _____.

- A. Pega Customer Service
- B. Pega Marketing
- C. Pega Decision Management
- D. Pega Platform

Answer: C

Question #:7

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

- A. 1.0
- B. 0.0
- C. null
- D. 0.5

Answer: D

Question #:8

The implementation of Next-Best-Action must involve _____.

- A. building a product catalog
- B. defining business issue and group hierarchy
- C. inclusion of third party predictive models
- D. defining a prioritization formula based on marketing weight

Answer: C

Question #:9

Which value is output by an Adaptive Model?

- A. Score
- B. Performance
- C. Behavior
- D. Lift

Answer: A

Question #:10

What is Predictive Model Markup Language (PMML)?

- A. An Industry standard language used to represent predictive models
- B. Pega's own language used to represent predictive models
- C. A mathematics based language used to represent predictive models
- D. An XML-Based language used to convert regression models to other types

Answer: D

Question #:11

Which component belongs to the "Business Rules" decision component category?