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# Latest Version: 6.0

## Question: 1

When during a customer interaction should a Next-Best-Action decision be made?

Response:

- A. Every time new information is received
- B. When the customer intent is captured
- C. First time the customer is shown a banner
- D. At the beginning of customer call

**Answer: A**

## Question: 2

How can Adaptive Analytics models be deployed in production environments?

Response:

- A. Manually copying and pasting the code into a production system
- B. Ignoring production deployment and only using models for offline analysis
- C. Only deploying models in a sandbox environment
- D. Using a software development process to test and deploy models

**Answer: D**

## Question: 3

Which of the following is a technique used in NLP for text classification?

Response:

- A. SVM (Support Vector Machines)
- B. K-Means
- C. Random Forest
- D. Naive Bayes

**Answer: D**

## Question: 4

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What are two results of an Adaptive Model?

(Choose Two)

Response:

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

**Answer: C,D**

### Question: 5

What is the difference between classification and regression in Predictive Analytics?

Response:

- A. Classification is used for predicting continuous outcomes, while regression is used for predicting categorical outcomes
- B. Classification is used for predicting categorical outcomes, while regression is used for predicting continuous outcomes
- C. Classification and regression are the same thing
- D. Neither classification nor regression are used in Predictive Analytics

**Answer: B**

### Question: 6

You are a company with a new and unique product, and you want to offer it to the right customer. Given the scenario, which rule type should you use?

Response:

- A. Scorecard
- B. Adaptive Model
- C. Predictive Model
- D. Decision Table

**Answer: D**

### Question: 7

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A coffee company wants to create a data set that includes mock up customer address information and the likelihood to churn. Which method is available to populate these fields?

Response:

- A. Bayesian
- B. Propensity
- C. Expression
- D. Import

**Answer: C**

### Question: 8

In a decision strategy, which component is required to enable access to proposition properties?

Response:

- A. Proposition Data
- B. Data Include
- C. Data Join
- D. Property Import

**Answer: A**

### Question: 9

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

Response:

- 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: B**

### Question: 10

Which of the following is NOT a use case for NLP in Pega?

Response:

- A. Sentiment analysis
- B. Text classification

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- C. Speech recognition
  - D. Entity extraction

<b>Answer: C</b>
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