

# Pegasystems PEGACPDC24V1

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## Question: 1

In a Prioritization component, the top action can be determined based on the value of \_\_\_\_\_.

Response:

- A. Propensity
- B. Customer.Value
- C. Primary.Income
- D. Average Margin of all actions

**Answer: A**

## Question: 2

A bank has chosen an email service provider to deliver the offer messages selected by Pega Customer Decision Hub. The service provider prefers that the bank uploads a file per batch of customers to a cloud storage location, either on Microsoft Azure or Amazon S3.

As a consultant working on the project representing the bank, what is your response?

Response:

- A. Action details can only be transferred via secure FTP.
- B. Action details will be written to the local filesystem by default. But we will write an external process to transfer them to the cloud.
- C. Action details can be written directly to Amazon S3 but not Microsoft Azure.
- D. Action details can be directly written to either of those cloud storage solutions.

**Answer: D**

## Question: 3

When building a predictive model, at what stage do you compare the performance of predictive models?

Response:

- A. Model Development stage
- B. Model Analysis stage
- C. Model Export stage
- D. Model Comparison stage

**Answer: B**

#### **Question: 4**

To which types of decisions can Decision Management be applied?

Response:

- A. Determining the cause of a customer's problem
- B. Determining why response rates for a campaign in one region are below average
- C. Determining how to retain a customer and what budget we should spend
- D. Determining how to optimize the product portfolio to increase market share

**Answer: B**

#### **Question: 5**

What is the difference between predictive and adaptive analytics?

Response:

- A. Predictive models have evidence.
- B. Predictive models predict customer behavior.
- C. Predictive models can predict a continuous value.
- D. Adaptive models use customer data as predictors.

**Answer: C**

#### **Question: 6**

What does a dotted line from a Group By component to a Filter component mean?

Response:

- A. Information from the Group By component is copied over to the Filter component.
- B. The Filter component references a property from Group By component.
- C. Evaluate the Filter component first to evaluate the Group By component.
- D. There is a one-to-one relationship between the Group By and the Filter components.

**Answer: D**

#### **Question: 7**

Which business objective is best suited for the Next-Best-Action approach?

Response:

- A. Growth
- B. Change management
- C. Employee satisfaction
- D. Productivity

**Answer: A**

### Question: 8

The arbitration factor that allows you to assign financial values to actions is called:

\_\_\_\_\_.

Response:

- A. business levers
- B. propensity
- C. action value
- D. context weighting

**Answer: C**

### Question: 9

In a decision strategy, to use a customer property in an expression, you \_\_\_\_\_.

Response:

- A. use the property as defined without any prefix
- B. prefix the property with the keyword Customer
- C. define Customer page in Pages and Classes
- D. define the property as a strategy property

**Answer: B**

### Question: 10

U+ Bank has introduced a new credit card for which no historical customer behavior is known. U+ wants to offer this credit card on the customer personalized web portal. Given the scenario, which is the rule type you must use?

Response:

- A. When rule
- B. Decision table
- C. Adaptive model
- D. Predictive model

**Answer: C**

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