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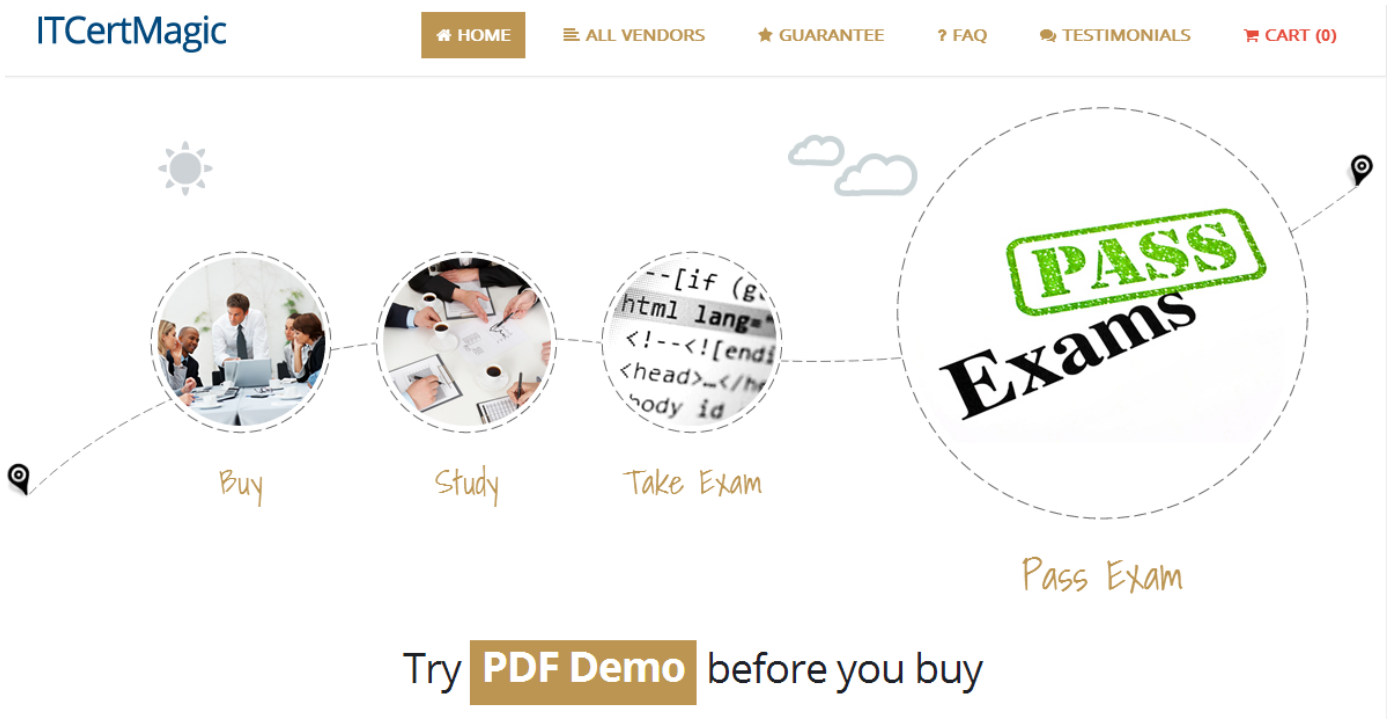

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Exam : **PEGACPDS88V1**

Title : Certified Pega Data Scientist 88V1

Vendor : Pegasystems

Version : DEMO

NO.1 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. Group By
B. Set Property
C. Prioritize
D. Filter
Answer: C
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.

NO.2 You can use various data types in adaptive analytics. Some of these require preprocessing before being used as a potential predictor. Others can be used directly. Which two data types require no preprocessing? (Choose Two)
A. Event stream data, such as recent transactions
B. Symbolic data with up to 200 distinct values, such as products bought previously
C. Text data such as Twitter messages
D. Dates with absolute time/date values, such as birthdays
E. Numeric data such as customer age and income
Answer: D,E
Explanation
Dates with absolute time/date values, such as birthdays and Numeric data such as customer age and income Reference:
Dates with absolute time/date values, such as birthdays and Numeric data such as customer age and income require no preprocessing before being used as potential predictors in adaptive analytics.

NO.3 Which decision component allows you to monitor the real-time performance of a third- party Churn Model?
A. PMML Model
B. Scorecard Model
C. Predictive Model
D. Adaptive Model
Answer: B
Explanation
A scorecard model is a type of predictive model that allows you to monitor the real-time performance of a third-party churn model. A scorecard model compares the predicted churn probability with the actual churn outcome and calculates a performance score for each customer segment. References:
https://academy.pega.com/module/predictive-analytics/topic/using-scorecard-models

NO.4 Adaptive model predictors are selected from the_____.
A. customer profile
B. communication channel
C. similar propositions
D. proposition profile
Answer: A
Explanation
Adaptive model predictors are selected from the customer profile, which contains information about the customer's attributes and behavior. Predictors can be either scalar or aggregate properties that capture customer context, such as channel, location, time, etc. References: https://academy.pega.com/module/predicting-customer-behavior-using-real-time-data-archived/topic/configuring

NO.5 Which component(s) do you use to calculate the average margin of four actions?
A. four Set Property components
B. one Group By component
C. four Group By components
D. one Set Property component
Answer: D
Explanation
You can use one Set Property component to calculate the average margin of four actions by using an expression that sums up the margin values of each action and divides by four. You can then use this property in other components, such as Filter or Prioritize. References: https://academy.pega.com/module/creating-and-understanding-decision-strategies-archived/topic/setting-properti

NO.6 To enable an assessment of its reliability the adaptive model produces four outputs: propensity,performance, evidence and positives.
The Performance of an adaptive model that has not collected any evidence yet is_____.
A. 75
B. 100
C. 0
D. 50
Answer: D
Explanation
The performance of an adaptive model that has not collected any evidence yet is 50. This means that the model is not confident about its predictions and assigns equal probability to all actions. References: https://community.pega.com/sites/default/files/help_v82/procomhelpmain.htm#rule-/rule-decision-/rule-decision

NO.7 When defining outcomes for an Adaptive Model you must define
A. behavior values to be ignored
B. only negative behavior values

C. positive, negative and neutral behavior values

D. one or more positive behavior values

Answer: D

Explanation

When defining outcomes for an adaptive model, you must define one or more positive behavior values, which indicate that the customer accepted or responded to the offer. You can also define negative and neutral behavior values, but they are optional. References: https://academy.pega.com/module/predicting-customer-behavior-using-real-time-data-archived/topic/configuring

NO.8 A telecommunications company wants to apply text analysis to incoming emails to understand how satisfied its customers are with various products and services. That setup requires natural language processing (NLP) of the email texts. What is one of the types of analysis that occurs during natural language processing?

A. Subjective analysis

B. Presumptive analysis

C. Intent analysis

D. Semantic analysis

Answer: D

Explanation

One of the types of analysis that occurs during natural language processing is Semantic analysis.

NO.9 The use of an imported third-party model in a decision strategy is____

A. Only possible after conversion into a Pega machine learning model

B. Only possible after conversion into Pega markup language

C. Identical to the use of an adaptive model

D. Similar to the use of a model built with Pega machine learning

Answer: D

Explanation

The use of an imported third-party model in a decision strategy is similar to the use of a model built with Pega machine learning. You can use a predictive model component in a decision strategy to reference an imported third-party model and pass the input parameters and receive the output score. You do not need to convert the third-party model into a Pega machine learning model or Pega markup language. References: https://community.pega.com/sites/default/files/help_v82/procomhelpmain.htm#rule-/rule-decision-/rule-decision

NO.10 To enable an assessment of its reliability, the Adaptive Model produces three outputs: Propensity, Performance and Evidence. The performance of an Adaptive Model that has not collected any evidence is_____.

A. 1-0

B. 0.0

C. 0.5

D. null

Answer: C
Explanation
When an adaptive model has not collected any evidence, its performance is 0.5, which means that it has no predictive power and is equivalent to a random guess. As more evidence is collected, the performance can increase or decrease depending on how well the model predicts customer behavior.
References:
https://academy.pega.com/module/predicting-customer-behavior-using-real-time-data-archived/topic/adaptive-m

NO.11 An adaptive model instance is created when you_____
A. Save the Adaptive model rule
B. Open the Adaptive model management landing page
C. Restart the Adaptive Decision Manager Service
D. Execute a strategy containing the adaptive model component
Answer: D
Explanation
An adaptive model instance is created when you execute a strategy containing the adaptive model component.
The adaptive model component references an adaptive model rule that defines the predictors and the outcome of the model. The adaptive model instance stores the data and the statistics of the model for a specific context and action. References:
https://community.pega.com/sites/default/files/help_v82/procomhelpmain.htm#rule-/rule-decision-/rule-decision

NO.12 The purpose of predictions is to_____
A. monitor the success rate of individual actions
B. add predictors to adaptive models
C. build adaptive models
D. add best data scientist practices to adaptive models
Answer: D
Explanation
The purpose of predictions is to build adaptive models.

NO.13 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. Actions that are offered so often that they dominate other actions
B. Actions that have a low number of responses
C. Actions for which the model is not predictive
D. Predictors with a low performance_____
E. Predictors that are never used
Answer: A,D
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.

NO.14 What are two of the results of an adaptive model? (choose two)

A. Segment

B. Performance

C. Priority

D. Evidence

Answer: B,D

Explanation

Performance and evidence are two of the results of an adaptive model. Performance is the percentage of positive responses that the model predicts for a given predictor profile. Evidence is the number of customers who exhibited statistically similar behavior. References: https://community.pega.com/sites/default/files/help_v82/procomhelpmain.htm#rule-/rule-decision-/rule-decision