



# PEGAPCDC80V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant

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### QUESTION 1

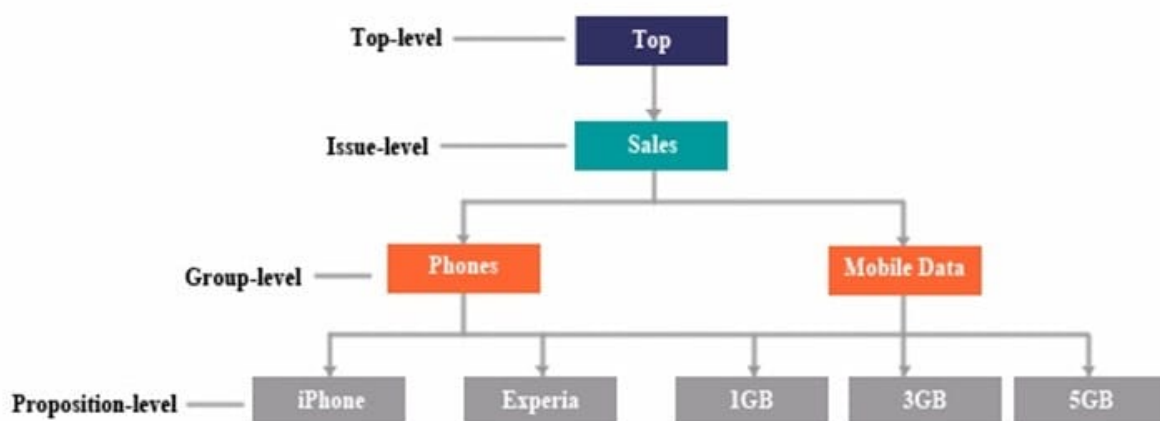
An adaptive model captures outcomes of \_\_\_\_\_.

- A. only negative customer responses
- B. similar propositions
- C. a subset of customer responses
- D. only positive customer responses

Correct Answer: C

### QUESTION 2

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.



Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior. To meet this business requirement, at which level should the Strategy Designer configure the proposition prioritization strategy?

- A. Eligibility-level
- B. Group-level
- C. Issue-level



D. Proposition-level

Correct Answer: D

### QUESTION 3

A legal firm wants to use text analytics for easier and faster access to information to help with compliance related issues. The legal firm needs a taxonomy on legal concepts. What is a taxonomy?

- A. A sentiment analysis model
- B. The output of an expert survey
- C. A list of valid categories
- D. A list of business rules

Correct Answer: C

Reference: <https://community.pega.com/knowledgebase/articles/create-taxonomies-more-efficiently>

### QUESTION 4

MyCo, a telecom company, has introduced 1GB and 3GB data plans in one of their stores and on the website. MyCo decides to use adaptive models for both offers.

As a Strategy Designer, you are interested in how the models are performing in different channels.

Which three tasks could you perform? (Choose Three)

- A. Check the performance of the 3GB data plan for the last month.
- B. Execute a simulation in Visual Business Designer and compare, in delta mode, the performance difference between the 1GB and 3GB data plans.
- C. Change the decision strategy because the performance in the web and store differs significantly.
- D. Identify the models that are performing well or poorly in the store channel.
- E. Examine the active and inactive predictors for the 1GB data plan model.

Correct Answer: ABC

### QUESTION 5

Which is the most accurate description of proactive retention? Proactive Retention \_\_\_\_\_.

- A. anticipates potential customer churn
- B. simplifies the process of retaining customers



C. enables business to respond to customers when they contact a call center

D. enables the business to reduce the number of credit risk customers

Correct Answer: A

Reference: <https://community.pega.com/knowledgebase/applying-predictive-analytics-your-application#1a>

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