



# PEGAPCDS86V1<sup>Q&As</sup>

Pega Certified Data Scientist (PCDS) 86V1

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### QUESTION 1

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?

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

Correct Answer: D

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### QUESTION 2

What is the most accurate description of proactive retention?

- A. Anticipates potential customer churn
- B. Enables the business to reduce the number of credit risk customers
- C. Enables business to respond to customers when they contact a call center
- D. Simplifies the process of retaining customers

Correct Answer: A

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### QUESTION 3

What is the key characteristic that Next-Best-Action must consider to satisfy customer needs?

- A. Service
- B. Fraud
- C. Mobility
- D. Relevancy

Correct Answer: A

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### QUESTION 4

An online store is interested in increasing its revenues from cross-selling and wants to predict the acceptance rate of the offers presented on their website.

A customer's propensity to accept an offer increases when\_\_\_\_\_.



- A. similar offers were rejected by the customer
- B. similar offers were accepted by the customer
- C. the offer was rejected by similar customers
- D. the offer was accepted by similar customers

Correct Answer: B

#### QUESTION 5

The decision components used on the strategy canvas can be individually configured Which function is available when configuring the Group By component?

- A. Divide
- B. True if Some
- C. Multiply
- D. Average

Correct Answer: D

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