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QUESTION 1

When building a predictive model, what is a valid predictor data type?

- A. Character
- B. Symbolic
- C. Boolean
- D. String

Correct Answer: B

QUESTION 2

In a Prioritize component, the best action can be determined based on the value of

- A. Customer, Value
- B. Propensity
- C. Average Margin
- D. Customer.Income

Correct Answer: A

QUESTION 3

When a new component is added to the strategy canvas, its Rank value will be

- A. One higher than the current highest Rank
- B. 0
- C. Not set
- D. 1

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf>

QUESTION 4

You are the Decisioning Consultant on an AI-powered one-to-one Customer Engagement implementation project. You



are asked to design the Next-Best-Action prioritization expression that balances the customer needs with the business objectives.

What factors do you consider in the prioritization expression?

- A. product eligibility rules
- B. customer contact rules
- C. product compatibility rules
- D. business levers

Correct Answer: A

QUESTION 5

When selecting the list of predictors for an adaptive model you should

- A. consider a wide range of properties
- B. always use numeric type for integer properties
- C. select at least one date property
- D. select up to a maximum of 500 predictors

Correct Answer: D

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