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# Question 1

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**Question Type:** MultipleChoice

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What type of a predictor can you use in an adaptive model?

**Options:**

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- A- Symbolic
- B- Integer
- C- Page Type
- D- Logical

**Answer:**

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A

**Explanation:**

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In an adaptive model, you can use Symbolic predictors.

## Question 2

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**Question Type:** MultipleChoice

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Pega Customer Decision Hub uses the P\*C\*V\*L arbitration formula to select the next best action for each customer. Which description best describes the purpose of the formula?

### Options:

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- A- To ensure that every customer receives the same action
- B- To ensure that the customer is always given the best offer, regardless of the business objective
- C- To provide insight into business processes
- D- To balance customer needs with business objectives

### Answer:

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D

### Explanation:

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Pega Customer Decision Hub uses the PCV\*L arbitration formula to select the next best action for each customer. The purpose of the formula is to balance customer needs with business objectives.

## Question 3

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**Question Type:** MultipleChoice

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U+ Telecom wants to engage in proactive retention to reduce churn. As a data scientist, you create a prediction that calculates the probability that a client is likely to cancel a subscription. What type of prediction do you create?

### Options:

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- A- Case management\_\_\_\_\_
- B- Customer Decision Hub
- C- Text analytics

### Answer:

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B

### Explanation:

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As a data scientist, you create a prediction that calculates the probability that a client is likely to cancel a subscription. The type of prediction you create is Customer Decision Hub.

## Question 4

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**Question Type:** MultipleChoice

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Prediction Studio supports keyword-based topic detection, model-based topic detection and the combination of these. When using machine learning,

### Options:

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- A- keywords have a higher impact on the model than the training data
- B- the Must keywords are required to detect the topic
- C- the Must keywords function as positive features
- D- the keywords are ignored

### Answer:

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C

### Explanation:

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When using machine learning, the Must keywords function as positive features.

## Question 5

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### Question Type: MultipleChoice

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To optimize their customer interactions, U+ Bank routes all emails that are complaints to a specialized department. To identify emails that voice a complaint, the text prediction uses\_\_\_\_\_

### Options:

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- A- An entity extraction model
- B- a topic model
- C- a language model
- D- a sentiment model

**Answer:**

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A

**Explanation:**

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To identify emails that voice a complaint, the text prediction uses an entity extraction model.

## Question 6

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**Question Type: MultipleChoice**

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U+ Telecom uses predictive analytics in its retention strategy. You have created a predictive model based on recent historical company data and have placed the new model in shadow mode. Which statement is true about the new predictive model?

**Options:**

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**A-** The new model does not affect business outcomes

**B-** The active model does not affect business outcomes

**C-** The new model affects business outcomes

**D-** The active model and the new model affect business outcomes

**Answer:**

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C

**Explanation:**

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The new model does not affect business outcomes Reference:

When you place a new predictive model in shadow mode, it does not affect business outcomes.



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