



# PEGACPDC74V1<sup>Q&As</sup>

Certified Pega Decisioning Consultant (CPDC) 74V1

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### QUESTION 1

When building a predictive model, the Data Analysis stage is where you \_\_\_\_\_.

- A. create data samples
- B. select the input data
- C. group predictors
- D. determine the output field

Correct Answer: C

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

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### QUESTION 2

The Next-Best-Action strategies must be \_\_\_\_\_.

- A. secured and modified only by IT
- B. simple and straight forward
- C. easy to be changed by the business
- D. complex and forensically calculated

Correct Answer: B

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### QUESTION 3

The action a selling organization undertakes to reduce customer defections is also known as \_\_\_\_\_.

- A. marketing
- B. upselling
- C. cross-selling
- D. retention

Correct Answer: D

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

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#### QUESTION 4

Which metric is used in the Proposition Distribution report?

- A. Accept rate
- B. Volume
- C. Target budget
- D. Total revenue

Correct Answer: A

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#### QUESTION 5

In a decision strategy, which decision component both filters relevant offers and prioritizes these offers?

- A. Group By component
- B. Switch component
- C. Prioritize component
- D. Filter component

Correct Answer: C

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