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Pega Certified Data Scientist (PCDS) 86V1

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QUESTION 1

According to Forrester, it is far more expensive to attract new customers than it is to prevent existing customers from leaving.

Which model type do you use to predict if a customer is likely to churn?

- A. Predictive model
- B. Adaptive model
- C. Categorization model
- D. Extraction model

Correct Answer: A

QUESTION 2

Many companies already use third-part predictive models and want to reuse these assets in the Pega Decision Management landscape.

Which decision component allows you to use a third-party Credit Risk Model 80% of the time and a Pega Credit Risk Model 20%?

- A. Switch
- B. Adaptive Model
- C. Filter
- D. Champion Challenger

Correct Answer: B

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 of legal concepts.

What is a taxonomy?

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

Correct Answer: A



QUESTION 4

As a Data Scientist you want to use a predictive model to detect potential churn for a telco company. Which three options do you have? (Choose Three)

- A. Import a third party PMML model
- B. Use a Google ML model
- C. Create a Text extraction model
- D. Create an adaptive self-learning model
- E. Use Pega machine learning to build a model

Correct Answer: BCE

QUESTION 5

A telecom company is interested in improving customer engagement on social media. However, there are hundreds of relevant messages posted every day, and it is not practical for customer service representatives (CSRs) to review and respond to all messages. Instead, CSRs should focus on negative messages.

What do you need to analyze the incoming messages?

- A. Predictive model
- B. Adaptive model
- C. Text categorization model
- D. Text extraction model

Correct Answer: D

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