

Question: 1

Which two factors do you inspect to assess the general health of the adaptive models in Prediction Studio? (Choose Two.)

- A. Model transparency
- B. Insights
- C. Performance of the models
- D. Number of decisions

Answer: AC

Question: 2

To enable an assessment of its reliability, the Adaptive Model produces three outputs: Propensity, Performance and Evidence.

The performance of an Adaptive Model that has not collected any evidence is _____.

- A. 1-0
- B. null
- C. 0.5
- D. 0.0

Answer: D

Question: 3

When defining outcomes for an Adaptive Model you must define _____.

- A. only negative behavior values
- B. positive, negative and neutral behavior values
- C. one or more positive behavior values
- D. behavior values to be ignored

Answer: A

Question: 4

evidence an assessment of its viability, the Adaptive Model produces three outputs: Propensity,

Performance and What is evidence in the context of an Adaptive Model?

- A. The likelihood of a statistically similar behavior
- B. The number of customers who exhibited statistically similar behavior
- C. The number of statistical bins used to evaluate the response
- D. The number of customers who have responded to the modeled offer

Answer: D

Question: 5

A company wants to simulate decisions that requires large amounts of data. However, the organisation's live data is inaccessible. Your advice is to use a Monte Carlo data set.

The Monte Carlo method _____

- A. enables the company to generate random data for most of its application needs
- B. generates data that the company can use as input for adaptive decisioning
- C. combines external data sets into a larger data set
- D. makes the organisation's live data accessible

Answer: A

Question: 6

Which Adaptive Model output is automatically mapped to a strategy property?

- A. performance
- B. evidence
- C. propensity
- D. score

Answer: B

Question: 7

Which decision component allows you to monitor the real-time performance of a third-party Churn Model?

- A. Scorecard Model
- B. Adaptive Model
- C. PMML Model
- D. Predictive Model

Answer: D

Question: 8

A company wants to create a data set that includes mock-up customer add Which method is available to populate these fields?

- A. Propensity
- B. Bayesian
- C. Monte Carlo
- D. Import

Answer: C

Question: 9

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

Answer: D

Question: 10

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

Answer: BCE