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## Question: 1

Question: 01

Which layer in the Customer Decision Hub governs arbitration between competing actions?

- A. Data layer
- B. Context Dictionary
- C. Next-Best-Action Strategy layer
- D. Arbitration layer

**Answer: D**

**Explanation:**

The Arbitration layer governs the prioritization and eligibility filtering of actions. It ensures that the best action is chosen according to business rules, constraints, and customer context.

## Question: 2

What does the Customer Profile Viewer allow data scientists to do?

- A. Modify the business hierarchy
- B. Preview decision rules
- C. View the real-time customer profile
- D. Execute a data transform

**Answer: C**

**Explanation:**

The Customer Profile Viewer allows viewing of all customer data used during decisioning. It offers transparency into real-time data fetched via data flows and helps verify customer context.

## Question: 3

Which of the following are key capabilities of the Customer Decision Hub? (Choose two)

- A. Real-time event processing
- B. Application version control
- C. Next-Best-Action execution
- D. UI component rendering

**Answer: A, C**

**Explanation:**

Customer Decision Hub supports real-time event-driven decisioning and drives Next-Best-Action recommendations. It is not responsible for UI rendering or application versioning.

#### Question: 4

Which layer is responsible for delivering actions through channels in the Customer Decision Hub architecture?

A. Strategy Layer B. Channel Layer C. Delivery Layer D. Context Layer

**Answer: C**

**Explanation:**

The Delivery Layer is responsible for pushing actions to the right channel. It works closely with external channels via APIs and ensures the right action reaches the customer.

#### Question: 5

In the 1:1 Customer Engagement paradigm, what role does the Next-Best-Action Designer play?

A. Creates UIs  
B. Configures system alerts  
C. Manages engagement policies  
D. Defines access groups

**Answer: C**

**Explanation:**

Next-Best-Action Designer simplifies business configuration of engagement policies. It lets you define constraints, business rules, and arbitration settings to align with strategic goals.

#### Question: 6

Which entities are evaluated during arbitration in a typical NBA strategy? (Choose two)

A. Action Priority  
B. Treatment Identifier  
C. Suitability Rules  
D. Data Flow Source

**Answer: A, C**

**Explanation:**

Arbitration evaluates actions using priority scores and eligibility via suitability rules. These help determine which actions are appropriate and have the highest value for the customer.

### Question: 7

What is the primary purpose of the Context Dictionary?

- A. Create strategy rules
- B. Hold interaction history
- C. Manage the data model and scopes
- D. Trigger batch processes

**Answer: C**

**Explanation:**

The Context Dictionary manages and defines different scopes (customer, session, etc.) and their relationships. It ensures the right context is available to strategies at decision time.

### Question: 8

Which Pega component is responsible for providing adaptive learning models in the Customer Decision Hub?

- A. Prediction Studio
- B. Adaptive Model Rule
- C. Strategy Result
- D. Customer Data Repository

**Answer: B**

**Explanation:**

Adaptive Model Rules are used by the system to generate and update models in real time. These models adjust their weights and predictors based on customer responses and outcomes.

### Question: 9

What is the function of the NBA Strategy Framework?

- A. Define security policies
- B. Prioritize and filter actions
- C. Monitor resource usage
- D. Execute REST services

**Answer: B**

**Explanation:**

The NBA Strategy Framework governs how actions are filtered, ranked, and selected. It includes eligibility, engagement policies, and arbitration logic to pick the Next-Best-Action.

### Question: 10

Which two types of rules are used to configure engagement policies in Customer Decision Hub? (Choose two)

- A. Data Page
- B. Suitability rule
- C. Applicability rule
- D. Activity rule

**Answer: B, C**

**Explanation:**

Suitability and Applicability rules are used to enforce engagement constraints. They determine whether actions are appropriate or relevant based on customer data or other logic.

### Question: 11

Which action lifecycle stage is used to determine if a customer is eligible to receive an action?

- A. Issue Resolution
- B. Eligibility
- C. Simulation
- D. Post-processing

**Answer: B**

**Explanation:**

The Eligibility stage uses business and engagement rules to filter out actions that cannot or should not be shown to the customer. It is evaluated early in the strategy.

### Question: 12

What does the “Propensity” value represent in Customer Decision Hub?

- A. The channel priority
- B. The expected conversion rate
- C. The likelihood of customer acceptance
- D. The action’s engagement policy ID

**Answer: C**

**Explanation:**

Propensity represents the probability that a customer will accept an action. It is generated by predictive models and is a key factor in the prioritization process.

### Question: 13

What is the best way to reuse business logic across multiple strategies?

- A. Run data transforms
- B. Use component strategies
- C. Use validation rules
- D. Set context pages

**Answer: B**

**Explanation:**

Component strategies allow encapsulating and reusing complex decision logic. They can be included in multiple top-level strategies to maintain consistency and efficiency.

### Question: 14

What is the first step in the Customer Decision Hub decisioning process?

- A. Treatment assignment
- B. Arbitration
- C. Context preparation
- D. Action execution

**Answer: C**

**Explanation:**

Before any decisioning begins, Customer Decision Hub prepares the customer context. This involves loading data, fetching customer attributes, and resolving the interaction scope.

### Question: 15

Which strategy component is used to filter out ineligible actions?

- A. Switch
- B. Filter
- C. Group by
- D. Set Property

**Answer: B**

**Explanation:**

The Filter component removes actions that don't meet specific business or eligibility conditions. It's critical for enforcing rules before prioritization and arbitration.

### Question: 16

What information does the Next-Best-Action Designer capture? (Choose two)

- A. Security policies
- B. Business structure (issues/groups)
- C. Audience segmentation
- D. Channel prioritization rules

**Answer: B, D**

#### Explanation:

Next-Best-Action Designer captures the hierarchy of business issues and groups, and defines how different channels deliver actions, including their prioritization and constraints.

### Question: 17

What defines how the actions are grouped within the NBA Designer?

- A. Flow actions
- B. Channel definitions
- C. Issues and Groups
- D. Class structure

**Answer: C**

#### Explanation:

Actions are organized into a two-level taxonomy: Issues and Groups. This structure supports clearer management of business objectives and facilitates targeting in NBA strategies.

### Question: 18

What is a key reason to use engagement policies?

- A. To encrypt communication
- B. To define operator access
- C. To ensure the right action is served to the right customer
- D. To build custom workflows

**Answer: C**

#### Explanation:

Engagement policies control which actions are allowed under certain conditions. They are used to ensure that customers receive the most relevant and suitable offers or messages.

### Question: 19

Which component helps visualize how actions move through the decision strategy?

- A. Data Flow Designer
- B. Strategy Results Viewer
- C. Visual Business Director
- D. Interaction History Report

**Answer: B**

**Explanation:**

The Strategy Results Viewer helps inspect each stage of the strategy execution. It shows how actions are filtered, scored, and selected, aiding debugging and optimization.

### Question: 20

What does the “Engagement Policy” in NBA Designer consist of? (Choose two)

- A. Treatments
- B. Suitability rules
- C. Applicability rules
- D. Proposition filters

**Answer: B, C**

**Explanation:**

Engagement Policies combine Suitability and Applicability rules to filter out irrelevant or inappropriate actions. These ensure actions align with both business and customer needs.

### Question: 21

What is the primary function of an adaptive model in Pega?

- A. To calculate performance reports
- B. To create eligibility rules
- C. To predict the likelihood of a customer response
- D. To optimize database indexing

**Answer: C**

**Explanation:**

An adaptive model estimates the probability of a desired customer response to a proposition. It continuously learns from customer behavior and adjusts itself in real time.

### Question: 22

Which component is responsible for updating model coefficients in real time?

- A. Prediction Studio
- B. Model Operator
- C. Adaptive Decision Manager
- D. Customer Profile Viewer

**Answer: C**

**Explanation:**

The Adaptive Decision Manager (ADM) is the runtime engine that updates the model coefficients in real time based on observed behavior and outcomes from interactions.

### Question: 23

What are the required inputs for creating an adaptive model rule? (Choose two)

- A. Outcome definition
- B. Predictor grouping
- C. Context key
- D. Data flow settings

**Answer: A, C**

**Explanation:**

An adaptive model requires an outcome definition to understand success/failure and a context key that defines the level at which learning occurs (e.g., customer or proposition level).

### Question: 24

Which of the following are typical predictors in an adaptive model? (Choose two)

- A. Model weight
- B. Channel name
- C. Age of customer
- D. Previous interaction count

**Answer: C, D**

**Explanation:**

Predictors in adaptive models are customer attributes like age or behavioral indicators like interaction count. These variables influence the model's learning and scoring.

### Question: 25

Which method does the adaptive model use to learn from outcomes?

- A. Manual training with labeled data
- B. Genetic programming
- C. Incremental machine learning
- D. Full retraining of model

**Answer: C**

**Explanation:**

Adaptive models use incremental machine learning, which updates the model in real time with each new response, without requiring full retraining or manual labeling.

### Question: 26

What is the role of the “context key” in an adaptive model?

- A. It defines model accuracy thresholds
- B. It filters out low-value outcomes
- C. It controls the grouping of learning data
- D. It sets treatment durations

**Answer: C**

**Explanation:**

The context key determines how the model aggregates learning across customers or propositions. It ensures that model updates are applied to the correct segment or scope.

### Question: 27

Which parameters can be configured when creating an adaptive model? (Choose two)

- A. Model snapshot retention
- B. Response timeout
- C. Classifiers
- D. Performance thresholds

**Answer: C, D**

**Explanation:**

You can configure classifiers such as Naïve Bayes or Logistic Regression and define performance thresholds that govern model health and decision relevance.

### Question: 28

Why are multiple models created for a single adaptive model rule in practice?

- A. To support multilingual processing
- B. To test model versions
- C. Due to different context key values
- D. Due to incomplete data sets

**Answer: C**

**Explanation:**

Each unique value of the context key results in a separate adaptive model instance. This allows tailored learning for different segments, like per customer or per offer.

### Question: 29

Which feature allows adaptive models to avoid overfitting during training?

- A. Boosting
- B. Performance dampening
- C. Regularization
- D. Feature selection

**Answer: C**

**Explanation:**

Pega uses regularization to control the model complexity, helping avoid overfitting by penalizing large coefficients and promoting generalization over memorization.

### Question: 30

Which of the following can be used as outcomes in an adaptive model? (Choose two)

- A. Click
- B. No response
- C. Gender
- D. Model accuracy

**Answer: A, B**

**Explanation:**

Outcomes represent the customer's response to an action. Clicks and lack of response are valid outcome types, used to measure model effectiveness and update the learning process.

### Question: 31

What determines whether a predictor is considered “active” in an adaptive model?

- A. It is defined in the data transform
- B. It is selected by the user
- C. It passes the statistical significance threshold
- D. It appears first in the predictor list

**Answer: C**

**Explanation:**

A predictor becomes active when its statistical relevance is significant enough to influence the model. The model automatically selects predictors based on signal strength.

### Question: 32

Which model outputs are generated by an adaptive model rule? (Choose two)

- A. Final action score
- B. Propensity
- C. Evidence
- D. Confidence level

**Answer: B, C**

**Explanation:**

Adaptive models generate Propensity (probability of positive outcome) and Evidence (volume of learning data). These outputs are used for prioritization and analysis.

### Question: 33

What happens when a predictor has a low performance contribution?

- A. It triggers retraining
- B. It is excluded from the predictor list
- C. It remains inactive
- D. It affects model priority

**Answer: C**

**Explanation:**

Predictors with low or no contribution are labeled as inactive. The model excludes them from influencing decisions, ensuring only strong predictors affect outcomes.

### Question: 34

Which Pega component is used to manage and test adaptive models?

- A. Prediction Studio
- B. Model Designer
- C. Decision Strategy Manager
- D. Data Explorer

**Answer: A**

**Explanation:**

Prediction Studio provides tools to manage, monitor, and test adaptive models. Data scientists use it to configure predictors, outcomes, and view model performance.

### Question: 35

When is a new model instance created in the adaptive model system?

- A. When a new rule is saved
- B. When a different predictor is added
- C. When a new context key is encountered
- D. When the model fails accuracy checks

**Answer: C**

**Explanation:**

Each time a new unique value of the context key is used in a decision, the system creates a new adaptive model instance tailored to that specific value's behavior.

### Question: 36

How does the system ensure continuous model improvement?

- A. Offline model updates
- B. Regular model retraining
- C. Real-time model learning
- D. Periodic predictor resets

**Answer: C**

**Explanation:**

The adaptive model updates its internal parameters in real time, improving its accuracy continuously without human intervention or retraining cycles.

### Question: 37

Why should predictors be normalized before use in an adaptive model?

- A. To enhance visualization
- B. To ensure equal weight contribution
- C. To reduce database usage
- D. To improve context matching

**Answer: B**

**Explanation:**

Normalization ensures predictors are on the same scale, allowing the model to assign fair importance. Without it, large-value predictors could disproportionately affect the model.

### Question: 38

Which two predictors would likely be considered as high-value for predicting product interest? (Choose two)

- A. Product category last browsed
- B. Age in months
- C. Delivery location zip code
- D. Days since last purchase

**Answer: A, D**

**Explanation:**

Behavioral and recency-based attributes like last browsed category or days since last purchase offer strong signals and can drive better model performance than static data.

Which model behavior is described as "exploration"

- A. The model giving random outcomes
- B. Trying less-used actions to gather data

- C. Reverting to older model states
- D. Dropping underperforming predictors

**Answer: B**

**Explanation:**

Exploration in adaptive models means testing new or lower-scored actions occasionally to learn customer behavior better. This helps the model find optimal actions over time.

### Question: 40

What is the significance of model evidence?

- A. It measures the number of predictors
- B. It tracks performance across outcomes
- C. It represents the number of learning events
- D. It stores the model audit history

**Answer: C**

**Explanation:**

Model evidence is the total number of responses the model has received for each outcome. Higher evidence indicates greater learning and more confidence in model decisions.

### Question: 41

Which tool is primarily used to monitor adaptive model performance?

- A. Admin Studio
- B. Strategy Result Viewer
- C. Prediction Studio
- D. Customer Profile Viewer

**Answer: C**

**Explanation:**

Prediction Studio allows data scientists to monitor model performance metrics such as accuracy, evidence, and active predictors. It provides graphical and tabular dashboards for insights.

What does the model performance indicator in Prediction Studio represent?

- A. Model accuracy over time
- B. Propensity adjustment
- C. Number of predictors
- D. Success rate of treatments

**Answer: A**

**Explanation:**

Model performance in Prediction Studio shows how well the model is predicting outcomes. It helps determine if the model is learning effectively and performing as expected.

### Question: 43

Which of the following are part of model performance indicators? (Choose two)

- A. Performance
- B. Confidence
- C. Success rate
- D. Learning mode

**Answer: A, B**

**Explanation:**

Performance indicates how accurately the model predicts outcomes. Confidence reflects the volume of data (evidence) the model has learned from, influencing trust in its outputs.

### Question: 44

What does a low confidence value for an adaptive model instance suggest?

- A. The model is disabled
- B. The context key is missing
- C. Insufficient responses have been received
- D. The model was trained offline

**Answer: C**

**Explanation:**

Confidence is based on the number of responses collected. A low confidence value means the model hasn't seen enough responses to reliably influence decisions.

Where can you review inactive predictors in an adaptive model?

- A. Strategy canvas

- B. Data flow log
- C. Model details in Prediction Studio
- D. Application rule list

**Answer: C**

**Explanation:**

Inactive predictors are listed under the model's details in Prediction Studio. These are predictors that haven't significantly contributed to model learning and remain unused.

### Question: 46

Which actions can a data scientist take when an adaptive model performs poorly? (Choose two)

- A. Modify eligibility rules
- B. Add more predictors
- C. Archive the context key
- D. Review performance charts

**Answer: B, D**

**Explanation:**

To improve model performance, data scientists can analyze performance charts and introduce more informative predictors. These steps refine model learning and outcomes.

### Question: 47

What does "active" predictor mean in model monitoring?

- A. A predictor selected by the user
- B. A predictor currently affecting model decisions
- C. A predictor with zero evidence
- D. A predictor removed from the model

**Answer: B**

**Explanation:**

An active predictor is one that contributes meaningfully to model decisions. The system evaluates predictor relevance statistically and activates those with high signal strength.

How often does the adaptive model update its learning?

- A. Hourly
- B. Daily
- C. Weekly
- D. Real-time

**Answer: D**

**Explanation:**

Adaptive models in Pega learn and update immediately after each customer response. This real-time adaptation ensures that decisions reflect the most current behavior data.

### Question: 49

Which metric provides insight into the number of learning events per outcome?

- A. Confidence
- B. Predictor contribution
- C. Performance threshold
- D. Evidence

**Answer: D**

**Explanation:**

Evidence represents how many learning instances the model has received for each outcome. It is a key metric for understanding how mature and reliable a model instance is.

### Question: 50

Which of the following may indicate model fatigue or bias? (Choose two)

- A. Very high evidence with poor performance
- B. One predictor dominating scores
- C. Low context key variability
- D. Real-time data ingestion

**Answer: A, B**

**Explanation:**

High evidence with low performance and a single predictor dominating the scoring can indicate model fatigue or bias. These signs suggest the model may require intervention.

What role do predictor performance graphs serve in Prediction Studio?

- A. Manage predictor labels

- B. Compare predictor accuracy
- C. Visualize predictor impact over time
- D. Archive old predictors

**Answer: C**

**Explanation:**

Predictor performance graphs allow you to track each predictor's impact across outcomes and over time. They're crucial for evaluating model robustness and guiding tuning efforts.

### Question: 52

What does the "Performance Threshold" setting affect in adaptive model monitoring?

- A. Whether the model outputs are stored
- B. If the model is eligible to be used in a strategy
- C. The maximum number of context keys
- D. The frequency of model updates

**Answer: B**

**Explanation:**

Performance threshold ensures that only models meeting a certain level of accuracy or performance are used in decision strategies, maintaining decision quality.

### Question: 53

Which indicator helps decide if a model instance is suitable for decisioning?

- A. Context key
- B. Performance
- C. Predictor type
- D. Learning path

**Answer: B**

**Explanation:**

The model's performance metric reflects its predictive accuracy. If the performance is above the configured threshold, the model instance is considered suitable for decisioning.

What is one reason to monitor the volume of active model instances?

- A. To reduce channel traffic
- B. To avoid over-segmentation
- C. To manage real-time triggers
- D. To enforce security policies

**Answer: B**

**Explanation:**

Monitoring model instances helps prevent excessive segmentation caused by too many unique context keys. This ensures better performance and model generalization.

### Question: 55

Which predictor analysis result may indicate data leakage?

- A. Flat predictor impact
- B. High predictor correlation with outcome
- C. Low model confidence
- D. Constant evidence growth

**Answer: B**

**Explanation:**

A predictor too strongly correlated with the outcome may suggest data leakage. This artificially inflates performance but doesn't represent true predictive power.

### Question: 56

Which of the following are considered model health indicators? (Choose two)

- A. Outcome frequency
- B. Evidence per outcome
- C. Response channel ID
- D. Active predictors

**Answer: B, D**

**Explanation:**

Evidence per outcome and the number of active predictors reflect the health of a model. Sufficient evidence ensures learning, while active predictors show variable contribution.

Why would a data scientist monitor inactive predictors?

- A. To adjust context key

- B. To evaluate irrelevant inputs
- C. To identify duplicate records
- D. To track outcome volume

**Answer: B**

**Explanation:**

Inactive predictors may not contribute to model learning. Monitoring them helps refine the predictor set by removing or replacing less relevant attributes.

### Question: 58

What tool visualizes predictor performance across multiple adaptive models?

- A. Model Management Portal
- B. Adaptive Model Summary Report
- C. Visual Business Director
- D. ADM Performance Explorer

**Answer: D**

**Explanation:**

The ADM Performance Explorer enables deep analysis across models, showing predictor strength, evidence, and overall performance. It helps data scientists fine-tune inputs.

### Question: 59

How can you interpret a model with low performance but high evidence?

- A. The model is ready for deployment
- B. The context key is incorrect
- C. The model isn't learning correctly
- D. The model has too few predictors

**Answer: C**

**Explanation:**

High evidence means enough data has been collected, but low performance suggests the model is not learning from it. This could be due to poor predictor quality or bias.

What can trigger adaptive model retraining in Pega?

- A. Model age exceeds 30 days
- B. High model confidence
- C. Model retraining is not required
- D. Adaptive models update continuously without retraining

**Answer: D**

**Explanation:**

Adaptive models in Pega do not require retraining. They use continuous, real-time learning to automatically adjust model behavior without manual retraining steps.

### Question: 61

What is the primary reason to export adaptive model data?

- A. To train models offline
- B. To share with third-party analytics tools
- C. To update predictor weights manually
- D. To modify outcome mappings

**Answer: B**

**Explanation:**

Exporting adaptive model data enables sharing model performance and predictor insights with external analytics platforms like Python or R for deeper statistical evaluation.

### Question: 62

Which format is typically used for exporting adaptive model data in Pega?

- A. XLSX
- B. JSON
- C. CSV
- D. XML

**Answer: C**

**Explanation:**

Adaptive model data is commonly exported in CSV format. This ensures compatibility with standard analytics tools and makes it easy to manipulate data for audits or visualization.

Which of the following are common types of data included in an adaptive model export? (Choose two)

- A. Evidence counts
- B. System logs

- C. Active predictors
- D. SLA metrics

**Answer: A, C**

**Explanation:**

The export includes key performance metrics like evidence and predictor activity. These provide insights into how well the model is learning and what features contribute to decisions.

### Question: 64

What is the benefit of exporting predictor performance data?

- A. Allows offline outcome monitoring
- B. Improves data encryption
- C. Helps identify strong and weak predictors
- D. Supports custom channel integrations

**Answer: C**

**Explanation:**

Exporting predictor performance data allows detailed analysis of which predictors are influencing decisions. This supports refinement of models and better feature engineering.

### Question: 65

Which tool is used in Pega to initiate the export of adaptive model data?

- A. Admin Studio
- B. App Studio
- C. Prediction Studio
- D. Strategy Designer

**Answer: C**

**Explanation:**

Prediction Studio provides a direct interface to export adaptive model data. Users can choose models, define export ranges, and download detailed learning metrics.

Which two types of users typically analyze exported adaptive model data? (Choose two)

- A. UI Designers
- B. Data Scientists
- C. Strategy Managers
- D. System Architects

**Answer: B, C**

**Explanation:**

Data scientists use the data for advanced modeling insights, while strategy managers review predictors and evidence to inform decisioning strategy and business impact.

### Question: 67

What can be analyzed from exported outcome performance data?

- A. Number of model versions
- B. Predictor value ranges
- C. Model training time
- D. Success rate by outcome

**Answer: D**

**Explanation:**

Exported outcome performance data helps understand how frequently each outcome occurs and the associated success rate, supporting model optimization and validation.

### Question: 68

Which metric indicates the reliability of an adaptive model in export data?

- A. Strategy run time
- B. Confidence score
- C. Rule resolution path
- D. Context page usage

**Answer: B**

**Explanation:**

Confidence scores indicate the statistical reliability of a model's prediction. Exported confidence data helps assess which models are robust and which need further learning.

Why might an organization schedule recurring exports of adaptive model data?

- A. For data cleansing

- B. For system health checks
- C. For version control of models
- D. For continuous model audits

**Answer: D**

**Explanation:**

Regular exports support continuous auditing and compliance. They help teams monitor how models evolve over time and ensure transparency in decisioning processes.

### Question: 70

Which components can be exported to evaluate feature contribution over time? (Choose two)

- A. Predictor impact
- B. Model confidence
- C. SLA violation records
- D. Channel throughput

**Answer: A, B**

**Explanation:**

Predictor impact and confidence data are crucial for evaluating how features contribute to predictions over time. These insights help fine-tune inputs for higher accuracy.

### Question: 71

How does exporting data support model governance?

- A. It improves server performance
- B. It enables predictor versioning
- C. It provides traceable audit trails
- D. It updates model execution path

**Answer: C**

**Explanation:**

Exported data supports governance by offering traceable evidence of how models evolve, which predictors influence outcomes, and how models comply with business policies.

What filtering option is available when exporting adaptive model data?

- A. Treatment-level filter
- B. Context key filter
- C. Channel exclusion
- D. SLA threshold

**Answer: B**

**Explanation:**

Context key filters allow exporting model data only for selected scopes, such as customer or action level. This helps in targeted model evaluation or compliance reviews.

### Question: 73

Which tool can be used post-export to visualize trends in model evidence?

- A. Excel
- B. Pega App Studio
- C. Visual Business Director
- D. Case Designer

**Answer: A**

**Explanation:**

Exported CSVs can be analyzed using Excel or any analytics tool like Tableau or Python. Excel enables quick pivoting and visualization of evidence accumulation trends.

### Question: 74

What does predictor strength in exported data represent?

- A. Evidence history for outcomes
- B. How strongly a predictor influences decisions
- C. Accuracy of a data page
- D. Channel latency impact

**Answer: B**

**Explanation:**

Predictor strength quantifies how much influence a predictor has on decision-making. It helps identify the most informative features in a model.

Why would you export predictor history across time periods?

- A. To manage access control
- B. To analyze seasonality effects

- C. To reduce runtime cost
- D. To track model security

**Answer: B**

**Explanation:**

Exporting predictor history across time allows teams to analyze how seasonal or periodic trends affect model performance and customer behavior.

### Question: 76

Which of the following may be reasons to export underperforming model data? (Choose two)

- A. Validate training data
- B. Improve email delivery rate
- C. Enhance signal-to-noise ratio
- D. Support retraining or tuning

**Answer: A, D**

**Explanation:**

Exporting underperforming model data helps validate inputs and understand learning gaps. This supports model tuning or offline retraining to address deficiencies.

### Question: 77

What part of exported data helps identify rare outcomes affecting learning?

- A. Predictor types
- B. Outcome evidence count
- C. Channel ID
- D. Response time

**Answer: B**

**Explanation:**

Low evidence counts in the exported outcome data reveal rare or infrequent responses. This insight highlights learning gaps or class imbalance issues in model training.

Which external tools are commonly used with exported adaptive model data? (Choose two)

- A. Tableau
- B. Notepad++
- C. Power BI
- D. Visual Studio Code

**Answer: A, C**

**Explanation:**

Tableau and Power BI are visualization tools that support CSV input. They help teams create dashboards and uncover trends in adaptive model outputs and predictor behavior.

### Question: 79

What is a best practice when exporting adaptive model data for regulatory review?

- A. Use App Studio only
- B. Filter on UI rules
- C. Include predictor metadata and outcome mapping
- D. Export only active predictors

**Answer: C**

**Explanation:**

For regulatory reviews, it's important to export not just scores but also metadata such as predictor names, types, and outcome mappings to ensure full traceability.

### Question: 80

How does exported model data help improve predictor selection?

- A. By adjusting engagement policies
- B. By providing visibility into predictor impact
- C. By modifying context keys
- D. By increasing treatment load time

**Answer: B**

**Explanation:**

Reviewing exported predictor data allows teams to assess the impact of each predictor. This guides feature selection and helps eliminate weak or noisy predictors.

What is the first step in creating a prediction in Pega Prediction Studio?

- A. Train the model

- B. Configure outcomes
- C. Define the prediction type
- D. Deploy to production

**Answer: C**

**Explanation:**

Creating a prediction begins by selecting the prediction type—binary, scorecard, or category. This choice defines how the prediction interprets and processes outcomes.

### Question: 82

Which of the following prediction types are supported by Pega? (Choose two)

- A. Binary
- B. Forecast
- C. Scorecard
- D. Sequential

**Answer: A, C**

**Explanation:**

Pega supports Binary (yes/no outcomes) and Scorecard predictions. These help classify behaviors such as churn or acceptance using structured model types.

### Question: 83

Where are predictions used within Customer Decision Hub?

- A. Within eligibility rules
- B. In adaptive model training
- C. In Next-Best-Action strategies
- D. In UI layouts

**Answer: C**

**Explanation:**

Predictions enhance NBA strategies by estimating likelihoods like click or conversion. These predictions guide prioritization and arbitration in real-time decisions.

What defines the learning source for a prediction?

- A. Outcome mapping
- B. Model threshold
- C. Data set or data flow
- D. Scorecard input

**Answer: C**

**Explanation:**

Predictions learn from historical data sets or live data flows. This input is essential to build or evaluate model accuracy and output quality.

### Question: 85

Which components are configured in a binary prediction? (Choose two)

- A. Score thresholds
- B. Positive outcome
- C. Negative outcome
- D. Predictor grouping

**Answer: B, C**

**Explanation:**

Binary predictions require defining a positive and a negative outcome. These are mapped from the data to determine what is considered a success or failure.

### Question: 86

Why would a data scientist use a scorecard over a binary classifier?

- A. To build rule-based thresholds
- B. To analyze model history
- C. To remove predictors
- D. To deploy adaptive models

**Answer: A**

**Explanation:**

Scorecards use rule-based scoring logic, making them interpretable and easier to validate. They're useful for regulated environments needing transparent decision logic.

Which of the following can be used as a predictor in a prediction model? (Choose two)

- A. Treatment ID

- B. Age
- C. Last purchase amount
- D. Case ID

**Answer: B, C**

**Explanation:**

Predictors are variables that correlate with outcomes. Attributes like age or purchase amount are common predictors that help inform the model's decision-making.

### Question: 88

How can you validate the quality of a new prediction model?

- A. Run adaptive tuning
- B. Export the evidence
- C. Evaluate ROC and AUC scores
- D. Publish to CDH

**Answer: C**

**Explanation:**

ROC (Receiver Operating Characteristic) and AUC (Area Under Curve) scores are used to evaluate model quality. They indicate how well the model discriminates between classes.

### Question: 89

Which two elements must be mapped when setting up outcomes in a prediction? (Choose two)

- A. Positive label
- B. Source model ID
- C. Prediction threshold
- D. Negative label

**Answer: A, D**

**Explanation:**

Outcome mapping requires identifying which values from the input data represent positive and negative responses. This allows the model to learn the success/failure patterns.

What does the term “training data” refer to in prediction models?

- A. UI interaction logs
- B. Test environments
- C. Historical labeled data
- D. Predictor type templates

**Answer: C**

**Explanation:**

Training data consists of historical cases with known outcomes. This data is used by the model to learn patterns and make accurate future predictions.

### Question: 91

Which metric indicates the balance between precision and recall?

- A. F1-score
- B. Lift
- C. Gini coefficient
- D. AUC

**Answer: A**

**Explanation:**

The F1-score is the harmonic mean of precision and recall. It provides a balanced measure of model accuracy when false positives and false negatives are both costly.

### Question: 92

Which steps are involved in deploying a prediction? (Choose two)

- A. Creating a new engagement policy
- B. Mapping the prediction to a strategy
- C. Configuring predictors manually
- D. Connecting it to an outcome path

**Answer: B, D**

**Explanation:**

To deploy a prediction, it must be mapped into a decision strategy and linked to an outcome path. This allows the model to influence real-time action decisions.

What does AUC indicate about a prediction model?

- A. Model latency
- B. Feature engineering strength
- C. Discriminatory power
- D. Execution speed

**Answer: C**

**Explanation:**

AUC (Area Under the Curve) measures how well the model separates positive and negative outcomes. A value closer to 1 indicates high predictive power.

### Question: 94

What are some common causes for poor model performance? (Choose two)

- A. Too many model thresholds
- B. Overfitting
- C. Data imbalance
- D. Excess predictors

**Answer: B, C**

**Explanation:**

Poor performance can stem from overfitting (model learns noise) or class imbalance (skewed outcome distribution), leading to inaccurate or biased predictions.

### Question: 95

Why should you review a confusion matrix for your prediction?

- A. To understand UI rules
- B. To determine model scoring rules
- C. To analyze true and false positives/negatives
- D. To track deployment status

**Answer: C**

**Explanation:**

The confusion matrix summarizes model predictions and outcomes. It helps analyze the balance between true/false positives and negatives, aiding in tuning and threshold setting.

How is lift used in evaluating a prediction?

- A. To reduce AUC
- B. To normalize predictors
- C. To compare model with random chance
- D. To create outcome rules

**Answer: C**

**Explanation:**

Lift measures how much better the model performs compared to random selection. A higher lift indicates a stronger ability to identify positive outcomes.

### Question: 97

Which of the following can improve the accuracy of a predictive model? (Choose two)

- A. Drop all categorical variables
- B. Engineer new features
- C. Remove noisy predictors
- D. Set AUC to zero

**Answer: B, C**

**Explanation:**

Feature engineering and removing noisy predictors can significantly enhance model accuracy. These steps improve signal clarity and reduce confusion in the learning process.

### Question: 98

Which of the following are valid output types for Pega prediction models?

- A. Text explanation
- B. Propensity score
- C. Recommendation ID
- D. Outcome class

**Answer: B, D**

**Explanation:**

Prediction models generate outputs such as propensity scores (probabilities) and classified outcomes (e.g., churn/retain). These outputs guide strategy decisions.

Why would a data scientist choose a binary classifier over a scorecard?

- A. More interpretability

- B. Better for rule-based systems
- C. Higher scalability for complex tasks
- D. Lower processing speed

**Answer: C**

**Explanation:**

Binary classifiers scale well with complex, large datasets. They offer better performance and flexibility compared to static scorecards, which are rule-heavy and less adaptive.

### Question: 100

Which component can you use to integrate a prediction into a strategy?

- A. Set Property
- B. Prediction component
- C. Decision Table
- D. Data Page

**Answer: B**

**Explanation:**

The Prediction component is added to decision strategies to invoke predictions. It connects the strategy to Prediction Studio models and applies the prediction results in real time.

### Question: 101

In Pega, what does the prediction threshold define?

- A. The model update frequency
- B. The cut-off point for positive classification
- C. The size of training data required
- D. The predictor ranking order

**Answer: B**

**Explanation:**

The prediction threshold sets the boundary above which a score is classified as a positive outcome. Adjusting this threshold impacts precision and recall balance.

Which Pega rule type is used to define a prediction?

- A. Prediction Rule
- B. Strategy Rule
- C. Scorecard Rule
- D. Decision Table

**Answer: A**

**Explanation:**

A Prediction Rule defines the configuration of a model, including its type, outcomes, and predictors. This rule drives the connection between data and strategy logic.

### Question: 103

Which of the following are part of a prediction rule's configuration? (Choose two)

- A. Outcome definition
- B. Evidence snapshot
- C. Predictor selection
- D. Adaptive trigger rule

**Answer: A, C**

**Explanation:**

A prediction rule defines the outcomes being predicted and selects relevant predictors that influence the model. These elements are central to model behavior and performance.

### Question: 104

How does class imbalance affect binary prediction?

- A. Increases AUC
- B. Decreases precision on minority class
- C. Creates duplicate records
- D. Increases predictor strength

**Answer: B**

**Explanation:**

Imbalanced classes often result in poor precision or recall for the underrepresented class, leading to biased predictions and unreliable results unless mitigated.

Which type of model is best suited when a regulatory-compliant explanation is needed?

- A. Deep neural network

- B. Adaptive model
- C. Scorecard
- D. Clustering model

**Answer: C**

**Explanation:**

Scorecards are transparent and rule-based, making them ideal for audit trails and compliance scenarios. They offer straightforward logic and scoring structures.

### Question: 106

Why would you use cross-validation when building a prediction model?

- A. To generate scorecards
- B. To reduce training time
- C. To evaluate model generalization
- D. To compare AUC and lift

**Answer: C**

**Explanation:**

Cross-validation splits data into subsets to train and test the model multiple times. This helps assess how well the model generalizes to unseen data, preventing overfitting.

### Question: 107

Which evaluation metric is most helpful in identifying false positives?

- A. Recall
- B. Precision
- C. F1 Score
- D. Evidence

**Answer: B**

**Explanation:**

Precision measures the proportion of true positives among all positive predictions. A low precision indicates a high false positive rate, which impacts decision reliability.

What steps are needed before mapping a prediction to a strategy? (Choose two)

- A. Save the strategy rule
- B. Deploy the prediction
- C. Define positive and negative outcomes
- D. Create an external data set

**Answer: B, C**

**Explanation:**

Before a prediction can be used in a strategy, it must be deployed and configured with clearly defined outcomes. This ensures valid runtime scoring within strategies.

### Question: 109

Which Pega component allows for real-time execution of predictions?

- A. Batch Processor
- B. Event Strategy
- C. Decision Strategy
- D. Process Flow

**Answer: C**

**Explanation:**

Decision strategies execute predictions in real time. They leverage Prediction components and logic to make contextual, outcome-driven recommendations at runtime.

to the process.