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QUESTION 1

What is the difference between predictive and adaptive analytics?

- A. Predictive models can predict a continuous value.
- B. Predictive models predict customer behavior.
- C. Adaptive models use the customer data as predictors.
- D. Predictive models have evidence.

Correct Answer: C

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

QUESTION 2

When building a predictive model, the use of testing and validation samples _____.

- A. increases the accuracy of models
- B. enables model validation in strategies
- C. is mandatory for segmentation
- D. validates the quality of input data

Correct Answer: D

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

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QUESTION 3

Which of the following is a dimension in Visual Business Director?

- A. Revenue
- B. Channel
- C. Volume
- D. Intent

Correct Answer: B

Reference: <https://community1.pega.com/community/pega-support/question/what-are-6-dimensionsvisual-business-director>

QUESTION 4

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

QUESTION 5

Which value is output by an Adaptive Model?

- A. Score
- B. Performance
- C. Behavior
- D. Lift

Correct Answer: B

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

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