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**QUESTION 1**

What is the key characteristic that Next-Best-Action must consider to satisfy customer needs?

- A. Service
- B. Fraud
- C. Mobility
- D. Relevancy

Correct Answer: A

QUESTION 2

In a strategy defined in the "Retention" issue and the "X-Sell" group, you can import

- A. propositions from the Sales issue
- B. propositions from all groups under the "Retention" issue
- C. all propositions from the system
- D. propositions from "X-Sell" group

Correct Answer: C

QUESTION 3

The Prediction Studio portal supports the creation of two distinct types of predictive Scoring models are used to_____.

- A. score different propositions
- B. predict continuous behavior
- C. differentiate between good, better and best
- D. predict binary behavior

Correct Answer: D

QUESTION 4

You are a company with a new and unique product, and you want to offer it to the right customer. Given the scenario, which rule type should you use?

- A. Scorecard



- B. Adaptive Model
- C. Predictive Model
- D. Decision Table

Correct Answer: D

QUESTION 5

An online store is interested in increasing its revenues from cross-selling and wants to predict the acceptance rate of the offers presented on their website.

A customer's propensity to accept an offer increases when_____ . .

- A. similar offers were rejected by the customer
- B. similar offers were accepted by the customer
- C. the offer was rejected by similar customers
- D. the offer was accepted by similar customers

Correct Answer: B

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