Vendor: Microsoft

Exam Code:MB-260

Exam Name: Microsoft Customer Data Platform
Specialist

Version: Demo

QUESTION 1

You are a Customer Data Platform Specialist. You already have a few existing production environments for audience insights. You were given a new production environment. Which two statements are correct about creating a new production environment when other environments already exist? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

A. Data source credentials can be copied from an existing environment to a new production environment.

B. You must log out of one environment to access new environments that are on the same tenant.

C. When you create a new production environment, you can choose to copy the configuration from an existing environment.

D. You can select the Environment control in the upper-right corner of the page to change environments.

Correct Answer: CD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/manage-environments

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QUESTION 2

Your team developed and integrated a batch inferencing pipeline to audience insights. This allows for a new custom machine learning (ML) model to run and deliver new insights to your unified profiles data. Your team is manually running the custom machine learning workflows.

Which statement is correct about allowing your workflow to run automatically with every scheduled refresh?

A. You can configure scheduled refreshes for audience insights from Azure ML where you developed the custom ML model.

B. Your team can set up scheduled refreshes that allow your workflow to run automatically.

C. Your team needs to manually trigger your custom machine learning workflows.

D. Scheduled refreshes are not supported for custom machine learning models that are connected to audience insights.

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/custom-models
https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab

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QUESTION 3

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

You are a Customer Data Platform Specialist. Your company\'s information technology department (IT) has a CSV file stored on one of their Shared Documents folder within their SharePoint sites which they have ingested into audience insights. The file contains a row header with some special characters, columns of different types (quantities, prices,

etc.), and some rows with a high proportion of nulls and missing primary keys. You have been asked to clean and transform the data in audience insights to be ready for unification.

What should you do?

Solution: Clean the data by transforming the first row to be used as headers and remove any special characters in header, defining column types to be appropriate field types, remove any rows with missing primary key, and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-power-query

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QUESTION 4

You are a Customer Data Platform Specialist. You need to design a process to share the unified customer profile with the sales team. The sales team uses the Dynamics 365 Sales app for marketing list generation.

Which two conditions must be met to export segments needed by the sales team to the D365 Sales app? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. In order to export segment of customers who have DOB to Dynamics 365 Sales to create marketing lists, a connection to the Dynamics 365 Sales environment must be configured.

B. Contacts do not have to be present in Dynamics 365 Sales because the export process will create new contact records if they do not already exist.

C. In order to export segment of customers who have Loyalty email to Dynamics 365 Sales, a connection to the Dynamics 365 Sales environment must be configured.

D. Dynamics 365 Sales Contacts must be ingested into audience insights as a data source and included in the unified customer profile.

Correct Answer: AD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/exportdynamics365-sales

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QUESTION 5

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments. Which statement is correct about using segment overlap?

A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.

B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.

C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.

D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-insights

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QUESTION 6

You are a Customer Data Platform Specialist. You created several customer segments. You want to identify differences between the segments that you created.

Which two statements are correct about using segment differentiations? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. The higher the difference score, the more the attributes differ between the two segments.

B. You can compare a segment with the rest of your unified profiles or with another segment.

C. You can only compare one segment with another segment.

D. The lower the difference score, the more the attributes differ between the two segments.

Correct Answer: AB

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-insights

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QUESTION 7

You are a Customer Data Platform Specialist. Your company\\'s information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has

some concerns about the suitability of their data. You need to confirm if their research about data requirements is correct.

Which two statements are correct about the data characteristic requirements for configuring the CLV ML model? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. There should be at least two to three transactions per customer ID. preferably across multiple dates.

B. There should be at least 100.000 unique customers to perform the CLV model.

C. There should be preferably two to three years of transactional data to predict CLV for one year.

D. The CLV model will not run if there is any missing data in the fields.

Correct Answer: AC

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/predict-customer-lifetime-value

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QUESTION 8

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a Customer Data Platform Specialist. Your company\\'s information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it

ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by transforming the first row to be used as headers, defining column types to be appropriate field types, and naming the query. Create a full name column if it does not exist by merging the columns for the first name

and last name. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-power-query

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QUESTION 9

You are a Customer Data Platform Specialist. The sales team asks you for an update on its requirement to be able to create a marketing list in Dynamics 365 Sales from audience insights data. Which validation is necessary to satisfy the sales team\\'s requirement?

A. Validate ecom_email field is part of the Customer entity profile, and it is not merged with any other email from a different source.

B. Validate loyalty_email field is part of the unified customer entity profile, and it is not merged with any other email from a different source.

C. Validate email field is part of the Loyalty Member entity and can be used as a filter when building a segment for

export to Dynamics 365 Sales

D. Validate all contacts ingested from Dynamics 365 Sales are included in the segment and the proper filter is applied.

Correct Answer: B

Ability to use segments from the audience insights to generate marketing lists:

The Sales team needs to generate a marketing campaign based on segment of customers who have a Loyalty email. (loyalty.email)

QUESTION 10

You are a Customer Data Platform Specialist. You are reviewing the system status. You notice that an insights refresh process shows a "skipped" status. Which system process type should you review to find the step that is blocking the insights refresh from starting?

A. Segments

B. Search

C. Enrichments

D. Activities

Correct Answer: A

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system

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QUESTION 11

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while

others might not have a correct solution.

You are a Customer Data Platform Specialist. Your company\'s information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it

ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by removing any rows with nulls and deleting any leading zeros on the primary key. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-power-query

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QUESTION 12

You are a Customer Data Platform Specialist. You completed an initial implementation of audience insights. The marketing team wants to send a survey to customers. The survey will determine their interest in several new services that your company may begin offering. The marketing team will use a new survey website that can provide the results in a format that allows you to perform a custom SFTP import without going through the data unification process.

How can you display the levels of interest a customer has in each new service to users in Dynamics 365 Sales?

A. Configure an export to Dynamics 365 Sales, and add the fields to the contact form.

B. Enable the Customer Card Add-in. and add the timeline control to the contact form.

C. Create a Power BI report that queries the activity timeline, and embed it on the contact form.

D. Enable the Customer Card Add-in. and add the enrichment control to the contact form.

Correct Answer: D

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in
https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/enrichment-sftp-custom-import