

## MB-260<sup>Q&As</sup>

Microsoft Customer Data Platform Specialist

**Pass Microsoft MB-260 Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/mb-260.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Microsoft  
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers



## QUESTION 1

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>

---

## QUESTION 2

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>

---

### 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 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 changing columns with numbers to integer number format, which includes fields such as price, number of purchases, and postal code. You should convert primary key to integer number field if it contains only

numbers. 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>

---

### QUESTION 4

DRAG DROP

You are a Customer Data Platform Specialist. The marketing manager at your company wants to understand the training model performance for a customer lifetime value (CLV) model you configured.

What do the possible training model performance grades signify? To answer, drag the appropriate definition to the correct grade value. Each definition may be used once or not at all. You may need to drag the split bar between panes or scroll

to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

The model accurately predicted fewer high-value customers as compared to the baseline model.

The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.

The model accurately predicted at least 10% more high-value customers as compared to the baseline model.

The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.

The model accurately predicted at least 5% more high-value customers as compared to the baseline model.

The model accurately predicted at least 25% more high-value customers as compared to the baseline model.

Answer Area

A

B

C

Correct Answer:

The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.

The model accurately predicted at least 10% more high-value customers as compared to the baseline model.

The model accurately predicted at least 25% more high-value customers as compared to the baseline model.

Answer Area

A

B

C

The model accurately predicted at least 5% more high-value customers as compared to the baseline model.

The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.

The model accurately predicted fewer high-value customers as compared to the baseline model.

QUESTION 5

You are a Customer Data Platform Specialist. You need to create an additional audience insights environment based on the existing configuration in the development environment. Which two statements are correct when creating an additional environment with limited amount of required configuration? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.
- B. In the Create New Environment dialog window, enter "UAT1" name. Check Copy from exiting environment and select

"Dev" from the option set.

C. In the Create New Environment dialog window, enter \*UATT name. Check Copy from exiting environment, and select DEV1 from the list.

D. In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.

Correct Answer: CD

Creating a sandbox environment that mirrors the current development environment Create a sandbox environment called UAT1 and copy configurations from env. "DEV1".

- Note: there is also an exiting environment called "Dev" and it is not configured correctly and should not be copied

[Latest MB-260 Dumps](#)

[MB-260 VCE Dumps](#)

[MB-260 Braindumps](#)